

CSR MalaysiaTM

PROMOTING CORPORATE SUSTAINABILITY
& SOCIAL RESPONSIBILITY

ISSUE 38 / 2026



**Boehringer
Ingelheim**

**Protecting Health,
Empowering Lives**
The Boehringer
Ingelheim Story

CHEONG YEE KOK

*General Manager & Head of Human Pharma
Boehringer Ingelheim Malaysia, Singapore & Indonesia*

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You Are Not Alone

"Do you have a heart
for CSR? Adopt a project in our
YANA segment, pages 21-25"

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EDITOR'S NOTE

Greetings from CSR Malaysia!



Lee Seng Chee
Managing Editor

"Unity is strength...
when there is
teamwork and
collaboration,
wonderful things can
be achieved"

MATTIE J. T. STEPANEK
(AMERICAN AUTHOR,
MOTIVATIONAL SPEAKER)

Corporate Social Responsibility (CSR) and sustainability have moved far beyond being optional add-ons to corporate strategy. Today, they sit at the centre of how organisations define long-term value, credibility and resilience. Across industries, stakeholders ranging from investors and regulators to customers and employees are demanding greater transparency and measurable impact. Companies are no longer judged merely by what they promise, but by what they can demonstrate.

In today's evolving landscape, sustainability is no longer defined by intention alone - it is measured by accountability. Environmental, Social and Governance, or ESG, commitments must be backed by clear targets, transparent reporting and meaningful changes within the way organisations operate. As expectations grow, so too does the scrutiny around greenwashing, challenging companies to ensure that their sustainability stories are grounded in authentic action and measurable progress. Ultimately, the organisations that lead will be those that move beyond promises to demonstrate real impact and lasting responsibility.

Encouragingly, many companies are responding by embedding sustainability deeper into their business models - rethinking supply chains, investing in cleaner technologies and strengthening community engagement through meaningful CSR initiatives. These efforts reflect a growing recognition that responsible business is no longer simply about compliance or reputation. Instead, it is about building resilient organisations—ones that are prepared to adapt, innovate, and thrive in a rapidly changing world.

As expectations continue to rise, the future of CSR and sustainability will depend on authenticity, measurable impact and the willingness of organisations to align purpose with performance. In doing so, businesses have the opportunity not only to contribute to a more sustainable future, but also to redefine what responsible leadership truly means.

Health, community, and sustainability lie at the core of Boehringer Ingelheim's mission in Malaysia. In this issue, under the

Cover Story segment, *CSR Malaysia* shares how the company is creating meaningful impact through its global, research-driven biopharmaceutical expertise. With a strong focus on human health, animal health and biopharmaceutical innovation, Boehringer Ingelheim continues to advance therapies and preventive programmes that improve the wellbeing of people, pets and communities alike. Also in this issue of *CSR Malaysia* are the heartwarming CSR and sustainability endeavours of other inspiring Malaysian companies that are no less inspiring.

CSR Malaysia, a non-profit initiative under RHA Media, remains committed to advancing meaningful corporate sustainability and social responsibility across the country. Through the complimentary nationwide distribution of *CSR Malaysia* magazine, we highlight organisations and individuals whose initiatives demonstrate that progress, compassion and shared responsibility have the power to change lives.

Each year, the **Sustainability and CSR Malaysia Awards** reflect this collective commitment. The platform recognises corporations, government agencies, SMEs, GLCs, MNCs, and passionate individuals who go beyond obligation to uplift communities, safeguard the environment, and inspire hope where it is needed most. Their efforts—whether large or small—serve as a powerful reminder that sincere action can spark positive change far beyond its starting point.

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CSR story to tell?
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and **a greener tomorrow** for all Malaysians.



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DELIVERING SUSTAINABLE TRANSFORMATION: POS MALAYSIA'S PURPOSE-DRIVEN EVOLUTION

For more than two centuries, Pos Malaysia Berhad has played an essential role in connecting Malaysians across cities, towns, and the most remote corners of the country. Today, as the organisation undergoes a significant transformation, that role is being redefined—not as a departure from its legacy, but as an evolution of it. Sustainability, social impact, and responsible growth are no longer peripheral considerations; they are becoming central to how the company operates, makes decisions, and serves the nation.

According to Group Chief Executive Officer, Charles Brewer, the shift reflects a fundamental change in how value is defined and delivered. “Sustainability is no longer an option for businesses like ours,” he says. “It has to be embedded into how we think, how we operate, and how we deliver value – commercially, socially and operationally.”

At the heart of Pos Malaysia's transformation journey is a clearly defined ESG agenda built around three strategic pillars: *Pos Forward* and *Pos Care*. Together, these pillars guide the company's environmental commitments, governance and people practices, and community impact efforts, ensuring sustainability is integrated into day-to-day operations rather than treated as a standalone initiative.

Post Green anchors the organisation's environmental responsibility, driving efforts to reduce emissions, transition to cleaner operations, and support Malaysia's broader climate goals. Pos Malaysia currently operates one of the largest electric vehicle fleets in the country's logistics sector, including electric bikes and vans deployed nationwide. The company has also set a long-term ambition to achieve net-zero carbon emissions by 2050, alongside clear interim targets to reduce Scope 1 and Scope 2 emissions by 2030.



“This is about future-proofing the organisation,” Charles explains. “As a logistics provider, we have a responsibility to reduce our environmental footprint without compromising service reliability. *Pos Green* allows us to do both.”

Complementing this is *Pos Forward*, which focuses on governance, ethics, and workforce transformation. As Pos Malaysia modernises its operations, it continues to invest in upskilling employees, strengthening ethical standards, and building a more inclusive workplace. Digitalisation, leadership development, and employee wellbeing form key enablers under this pillar, ensuring that the organisation's people evolve at the same pace as its business transformation.

Yet it is through *Pos Care*, the company's social impact platform, that Pos Malaysia's transformation becomes most tangible on the ground.

“*Pos Care* is where our purpose becomes personal,” Charles says. “It is how we ensure that as we grow and transform, no community is left behind.”

Built on Pos Malaysia's core strengths – its nationwide network, logistics expertise, and people – *Pos Care* turns everyday operational assets into tools for social good. Rather than focusing solely on monetary donations, the platform prioritises practical, in-kind support that addresses real needs efficiently and at scale.

One of *Pos Care*'s flagship initiatives is *Delivery4Good*, which leverages Pos Malaysia's logistics network to support NGOs and social enterprises. Through this programme, food, educational materials, medical supplies, and even solar solutions are delivered across the country to communities that need them most.

“Logistics is what we do best,” Charles notes. “*Delivery4Good* allows us to use that capability to amplify the impact of organisations that are already doing critical work on the ground.”

Another powerful example of social innovation is *Ubat Melalui Pos (UMP)*, a long-standing partnership with the Ministry of Health. UMP delivers prescription medications directly to patients' homes, particularly benefitting elderly individuals, rural residents, and those with mobility challenges.

What began as a simple service has grown into a vital healthcare enabler, reducing congestion at public hospitals and improving access to essential treatment – a clear example of how targeted logistics solutions can directly enhance quality of life.

Beyond external communities, *Pos Care* also empowers employees to play an active role in driving impact. In

2024, Pos Malaysia channelled

RM100,000 to support five employee-

led community projects,

reinforcing a culture where employees are not simply participants, but active changemakers.

“When our people care, the impact is always



Charles Brewer

Special Story

stronger,” Charles reflects. “CSR works best when it is shared, when employees feel ownership and pride in what the organisation stands for.”

The impact of these efforts extends beyond metrics and programmes. Communities gain access to essential services, NGOs are able to scale their outreach more effectively, and trust in Pos Malaysia as a national institution is strengthened. Internally, the transformation has fostered stronger cross-functional collaboration and a deeper sense of shared purpose among employees.

Naturally, embedding sustainability into an organisation with a long legacy has not come without challenges. Transitioning legacy systems, managing costs, and aligning diverse teams require careful prioritisation and sustained leadership commitment. Pos





Malaysia has addressed these challenges through phased implementation, clear governance structures, and continuous engagement at all levels of the organisation.

Looking ahead, Pos Malaysia remains focused on deepening its ESG impact. Key priorities include expanding community outreach under *Pos Care*, strengthening partnerships with NGOs and public agencies, scaling green infrastructure, and enhancing impact measurement to ensure long-term effectiveness.

“Our transformation is ongoing,” Charles concludes. “But what remains constant is our belief that businesses can, and should, be a force for good. When we deliver with purpose, we don’t just move parcels. We help move communities forward.”

As Pos Malaysia continues its journey, one thing is clear: sustainability is no longer a destination, but a way of operating, guided by its purpose of building trust to connect lives and businesses for a better tomorrow.



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

CSR Moments

EON Berhad

CHAMPIONS TVET & STEM EMPOWERMENT



Edaran Otomobil Nasional (EON) Berhad continues to strengthen its commitment to Environmental, Social and Governance (ESG) principles through Corporate Social Responsibility (CSR) initiatives that deliver meaningful and sustainable impact.

A key focus of EON's CSR strategy is empowering the younger generation through education, particularly in Technical and Vocational Education and Training (TVET), which plays a critical role in developing Malaysia's future workforce.

Many TVET institutions face ongoing challenges in accessing industry-relevant automotive equipment, limiting students' exposure to practical, hands-on learning. Recognising this gap and in support of *SDG 4: Quality Education*, EON actively bridges the divide between classroom learning and real-world industry standards through targeted educational support.

Through the CSR programme *Jalinan Pintar Korporat* in 2024, EON collaborated with Institut Aminuddin Baki (IAB) to identify schools in need of enhanced training resources. SMK Bandar Baru Batang Kali, a school under the Program *Vokasional Menengah Atas (PVMA)* of the Ministry of Education, was selected as a beneficiary.

To strengthen students' technical competencies, EON sponsored four used engines from Mitsubishi, PROTON and



ISUZU, along with one transmission unit and 10 sets of new mechanic hand tools. These contributions enabled students to gain hands-on experience with real automotive components, significantly improving their practical skills, industry readiness and strengthening their employability.

Building on this initiative, EON expanded its support in 2025 by donating a *Mitsubishi Pajero* and On-Board

Diagnostics (OBD) equipment to SMK Jengka 18 in Pahang, a rural school offering Mata Pelajaran Vokasional (MPV). The vehicle now serves as a practical learning asset for 34 automotive students, reinforcing EON's commitment to *SDG 10: Reduced Inequalities* by ensuring equitable access to quality resources for rural schools.

Beyond TVET, EON also invests in nurturing future talent in Science, Technology, Engineering and Mathematics (STEM) through the *EON Tech Future Camp*. The programme was developed in partnership with Creative Minds Education, and conducted across six locations in Selangor and Negeri Sembilan, engaging 402 students and 18 teachers through hands-on workshops, robotics demonstrations and coding sessions.

Implemented in two phases, the initiative combined a school road tour with an inter-school competition. During the road tour, EON inspired students through real-world insights into automotive careers, before engaging them in hands-on workshops using *Acebott Robotics* kits powered by the Arduino platform which were sponsored by EON. This enabled them to combine programming and engineering skills in practical projects.

The initiative culminated in an inter-school competition held at EON Headquarters in Glenmarie, where students showcased their skills and innovations in three categories (Mission, Maze AI and Innovation). In the Innovation category, students presented their projects using a Show-and-



Tell format, providing a platform to build confidence and practice pitching their ideas.

Participants visited the smart and PROTON e.MAS electric vehicle (EV) showrooms located at EON Headquarters, gaining first-hand exposure to the latest EV technologies and industry professionals.

To extend the programme's reach, the module will be made available on the *STEM.org.my* e-learning platform, allowing students from other schools to access and benefit from the learning materials. This ensures the initiative reaches a wider audience in fostering innovation literacy, aligned with *SDG 9: Industry, Innovation and Infrastructure*.

Collectively, EON CSR programmes are designed to support the national policies such as *Dasar TVET Negara 2030* through effective synergy among corporations, government agencies and educational institutions in line with *SDG 17: Partnerships for the Goals*.

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

Radium Development Berhad

SUSTAINABLE COMMUNITIES, SHARED RESPONSIBILITY

At Radium, 'Building Good' has always meant more than developing homes; it's about caring for people, places, and the environment we all share. This belief came to life again as Radium employees spent a Saturday morning supporting a tree planting initiative at the Sijangkang Mangrove Recreational Park (SMRP).

The initiative was a meaningful opportunity for the Radium team to step outside the office, get their hands a little muddy, and play a small but tangible role in preserving one of our important natural ecosystems. Mangroves are vital to our coastline, offering flood protection, nurturing biodiversity, and absorbing carbon, and every sapling planted contributes to a healthier environment for the future.

What made the experience even more inspiring was the story behind SMRP itself. Once an illegal dumpsite, the area has been steadily transformed by the dedication of the local community into a thriving eco-education site. It welcomed schools,

NGOs, volunteers, and nature lovers who come to learn about conservation and reconnect with the environment. Witnessing the impact of years of grassroots effort was a powerful reminder of what can happen when communities come together with a shared purpose.

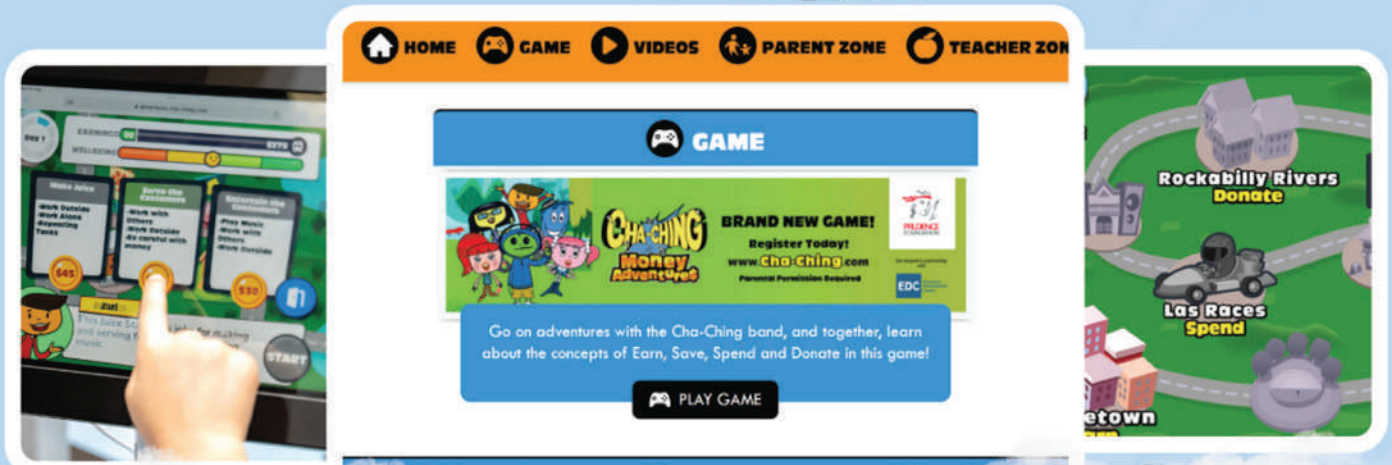
Radium is proud to support initiatives like this, where small actions – when multiplied by many willing hands – can create lasting change. The enthusiasm and teamwork shown by Radium's volunteers reflect the company's commitment to contributing beyond its developments and championing efforts that nurture both people and the planet.

Radium is humbled that through the efforts of 40 volunteers with a single mission of 'Building Good', they planted 500 propagules. As Radium continues its journey of doing good for the communities it serves, the company looks forward to more opportunities to give back, protect the environment, and support the communities that make Malaysia home.



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Matrix Concepts Holdings Berhad

FOODBANK DRIVE 4.0: A HOLISTIC APPROACH TO COMMUNITY CARE



Volunteers packing food aid items with cheerful spirits reflecting strong teamwork and a shared commitment to supporting the community

On 10 January 2026, Matrix Concepts Holdings Berhad continued its commitment to community well-being through the 4th edition of the *Matrix Foodbank Drive*, held at Arena Square, Seremban. Building on the success and learnings of previous distributions, *Matrix Foodbank Drive 4.0* expanded its outreach by integrating basic health screening services, reflecting Matrix's holistic approach to supporting vulnerable communities beyond immediate food assistance.

Insights from earlier distributions revealed that some recipients were experiencing health issues and faced difficulties accessing medical care independently. In response, Matrix Concepts collaborated with Mawar Medical Centre, alongside long-standing partner Kechara Soup Kitchen, to bring medical support directly to recipients' homes. The programme provided on-site basic health screenings, including blood pressure checks, pulse rate and oxygen saturation tests, blood glucose testing, visual acuity checks and Body Mass Index (BMI) measurements.

Through this collective effort, 41 underprivileged households across Seremban, Senawang and Ampangan were reached. Each family received RM250 worth of essential items along with daily necessities including 10kg rice, cooking oil,





Tan Sze Chee, Co-Chief Executive Officer, Property Development of Matrix Concepts Holdings Berhad (fourth from left), together with Dr. Ong Chiew Ping, Chief Executive Officer of Mawar Medical Centre (fifth from left), and volunteers, during the delivery of food aid items to the recipients



Volunteers forming a human chain to unload and transfer food supplies and hygiene items to the packing area



Healthcare staff from Mawar Medical Centre conducting basic health screenings for recipients in need as part of Mawar's effort to democratise healthcare to all



toothpaste, shampoo, detergent and toothbrushes. These items were thoughtfully selected to ensure families received practical, relevant and dignified support tailored to their everyday needs.

More than 100 volunteers from across all business units of the Matrix Concepts Group, joined forces to pack and distribute the aid kits. Working in teams, volunteers carried out door-to-door distributions to recipients' homes around Seremban, delivering care packages with warmth, empathy and respect. This personal outreach fostered meaningful human connection and Matrix's commitment to placing people at the heart of its

community initiatives.

Matrix Foodbank Drive 4.0 aligns with the United Nations Sustainable Development Goals, particularly Zero Hunger (SDG 2), Good Health and Well-Being (SDG 3), and Partnerships for the Goals (SDG 17). Guided by its belief in "Matrix for People", Matrix Concepts remains dedicated to championing initiatives that uplift lives, spread kindness and create sustainable change. While the foodbank drive began with food assistance, its impact extends far beyond basic necessities—bringing hope, dignity and unity to the communities it serves.



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



All participating schools, Mondelez International, Seremban District Education Office, Pintar Foundation and Trash4Cash representatives

Mondelez International Malaysia

SHAPING GREENER GENERATIONS

Mondelez International proudly announced the successful conclusion of its *Trash Right 2025* programme, marking the third consecutive year of its in-school based recycling initiative in Malaysia. Last year, 12 participating schools across Selangor, Wilayah Persekutuan, WP Putrajaya and Negeri Sembilan collectively collected more than 23 metric tonnes of recyclable plastics, reinforcing the programmes growing influence in nurturing environmentally conscious young Malaysians.

The recent closing ceremony was attended by Mohamad Yusran bin Mohamad Yusoff, Assistant District Education

Officer of Seremban, alongside representatives from participating schools and the programme's strategic partners from *PINTAR Foundation* and *Trash4Cash*.

Trash Right has seen remarkable progress and scaling impact since its inception in 2023. The inaugural edition recorded 1.3 metric tonnes of plastics collected by a single pilot school in just 3 months, while the 2024 programme expanded to six schools in Selangor, achieving 14 metric tonnes of recyclables gathered in six months. These milestones underscore the programme's steady growth and deepening

1

Schools across 4 states:
Selangor, Wilayah Persekutuan, WP Putrajaya & Negeri Sembilan



commitment among students, teachers, and parents toward sustainable waste practices.

Now in its third year, *Trash Right* continues to empower students from Year 4-6 through engaging classroom competitions that encourage proper plastic segregation at home, recycling, and mindful consumption, fostering a long-term behavioural change and inspiring communities to adopt cleaner, greener habits beyond the classroom.

Teachers shared they have observed meaningful behavioural shifts among students throughout the programme. Hasnirita Binti Abd Ghani, a teacher at SK Desa Cempaka, expressed, “Through this programme, our students are gaining a much deeper understanding about recycling. It’s an effective and engaging way to teach children the value of recycling and how their small daily habits can collectively protect our environment.”

Students echoed the same enthusiasm. Zafirah Farisyah, 11, from SK Desa Cempaka said, “I’m happy to be part of this programme. My friends and I always look forward to collecting the plastic waste to be recycled. It has helped me understand why recycling is important and how my efforts can make a difference.”

The programmes’ success continues to be supported by strategic partnerships with *PINTAR Foundation* and *Trash4Cash*, ensuring that all collected plastics are responsibly

processed and repurposed into eco-boards – a project between Mondelēz International and *Trash4Cash* – creating a lumber alternative that can be used for furniture and construction. This tangible outcome directly contributes to Malaysia’s growing circular economy.

Beatrice Wang, Corporate Communications Manager for Malaysia-Singapore and SEA, Mondelēz International said: “*Trash Right* is Mondelēz International’s signature programme across SEA with the purpose of nurturing the next generation of circular economy champions, and has been implemented in 5 countries. We are heartened by the collective support from the state education departments as well as the wider school community, and look forward to expanding the *Trash Right* programme together with our partners to more states.”

Mondelēz International’s *Trash Right* programme has evolved from a small pilot into a meaningful platform that nurtures young environmental champions. It vividly demonstrates how early education, and hands-on participation can drive profound, lasting change.

This initiative remains a cornerstone of Mondelēz International’s key environmental and social impact initiatives in Southeast Asia, supporting the company’s *Snacking Made Right* purpose through responsible snacking, community education, and sustainability-led programmes.



SK Seksyen 20, Shah Alam



SK Seri Cheras



SK Seri Bintang Selatan



SK Putrajaya Presint 9(2)



SK Putrajaya Presint 16(2)



SK Desa Cempaka, Negeri Sembilan

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

CSR Moments

Pos Malaysia

DRIVING COMMUNITY IMPACT THROUGH POS CARE

In the remote villages of Sabah and Sarawak, a postman does not just deliver letters—he delivers connection. Through *Pos Care*, these daily journeys carry more than parcels; they carry access to education, health resources, and opportunities that might otherwise never reach these communities.

For more than 200 years, Pos Malaysia has been the trusted bridge connecting Malaysians across every corner of the nation. With a rich legacy of service and over 15,000 employees, the company is on a bold transformation journey, redefining what it means to deliver in a modern, inclusive society.

In a world where inequality, digital divides, and economic hardship are daily realities, *Pos Care* goes beyond charity, turning Pos Malaysia's reach, expertise, and people-power into meaningful change for communities across Malaysia.

Through *Pos Care*, social enterprises gain preferential shipping and access to retail platforms, helping them reach customers more efficiently and sustainably. NGOs receive logistics support through *Delivery4Good*, enabling charitable and humanitarian initiatives to move faster and farther. For rural communities, programmes such as *Posmen Komuniti*



strengthen connectivity by turning postmen into community ambassadors who help residents access services, information and support.

But *Pos Care* goes beyond logistics. It invests in initiatives that uplift education, health and economic empowerment. Whether it's providing school essentials, supporting digital literacy programmes, or mobilising volunteers to assist in community events, *Pos Care* creates a network of support powered by corporate volunteerism and meaningful partnerships with local organisations. These collaborations ensure interventions are not only impactful but also relevant to the unique needs of each community.

Aligned with the United Nations Sustainable Development Goals (SDGs) and grounded in Pos Malaysia's values and core purpose, *Pos Care* transforms operational assets into engines of social good. Its impact is measured not only in parcels delivered, but in lives touched, opportunities unlocked and communities strengthened. When Pos Malaysia says, "We Care", it is more than a slogan — it is a promise lived out in every postcode, through every delivery, every single day.



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



The ecological benefits of its organic fields are real and measurable. In just two years, the barn owl population has grown by 60%, a strong indicator of soil health and thriving biodiversity



Living signs and sightings of wildlife, such as footprints of Sambar Deer (right), inspired IOI to designate the Laran-planted site as a conservation area to preserve the newly established habitat

IOI Corporation Berhad

NURTURING A LIVING LEGACY ACROSS IOI



At IOI Corporation Berhad (IOI), sustainability is more than a goal – it is the company's foundation and its shared promise. By fostering a deep harmony between people, planet and prosperity, it drives meaningful changes through the values it upholds, the partnerships it nurtures and the legacy it chooses to leave behind. Rooted in purpose, IOI's commitment to biodiversity and ecosystem enhancement stands as a living testament to how responsible businesses can create lasting environmental impact.

A major milestone in this journey was the transformation of IOI's 1,128-hectare (ha) Pamol Kluang Estate in Johor into Southeast Asia's first certified organic oil palm plantation. Over three years, the company reengineered every aspect of its entire operations – eliminating chemical inputs and adopting regenerative practices such as biological pest control, buffalo grazing, planting beneficial plants and cover crops. These efforts

culminated in 2024 with organic certifications from the EU, USDA and China, marking a breakthrough in regional organic palm oil production. Building on this success, IOI is expanding its organic plantation and preparing another 2,495 ha for certification.

Across IOI's operations, it continues to practise and refine its regenerative and precision agriculture approach, which priorities integrated pest control, nutrient recycling and enriching soil naturally, while optimising yields and conserving natural resources. These efforts are guided by IOI's policies and guidelines, such as *IOI Sustainability Policy and Biodiversity & Ecosystem Enhancement Guidelines*, and further strengthened through its Sustainability Consultation Forum, an annual platform for dialogue and collaboration for internal and external stakeholders to co-create strategies for long-term conservation.

IOI's positive impact extends well beyond its estates, mills, refinery and manufacturing facilities. Through strategic collaborations with partners such as *Sabah Wildlife Department*, NGOs, companies and universities, it advances wildlife conflict mitigation, habitat restoration and community-driven conservation. At its *Syarimo 4 Estate* in Sabah for instance, which is an 84-ha rehabilitation project planted with fast-growing Laran trees, now provides shelter for rare and endangered species while enhancing carbon sequestration and climate resilience.

Together, these initiatives embody IOI's vision – a vision where progress and preservation thrive side by side, and where every action today helps sustain the living planet shared for generation to come.



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

KLOTH CARES EXPANDS MALAYSIA'S FABRIC RECYCLING MOVEMENT TO PENANG

How about helping out with a local recycling drive?

Kloth Cares, the community movement under *Kloth Circularity*, has expanded into Penang, making fabric recycling and responsible clothing disposal more accessible to northern communities.

The expansion comes in response to strong public demand and concerns over clothing and fabric waste. In Penang, *Kloth Cares* has partnered with key commercial and public spaces partners to install fabric recycling bins at strategic locations, including AEON Mall Bukit Mertajam, AEON BiG Bukit Minyak, Gurney Plaza, Setia SPICE Convention Centre, Pengkalan Weld Pos Malaysia and New World Park.

A collaboration between PPB Properties, *Riiicycle* and Kloth Cares, the *REplace Project Recycling Corner* at New World Park offers the public 24/7 access to recycle paper, plastic, tins, e-waste and fabrics. *Riiicycle*, a recycling partner of Kloth Cares in Penang, supports the local community by providing accessible recycling infrastructure and ensuring that recyclable materials are managed responsibly to maximise environmental impact.

Guided by its 5R Principles — Rethink, Reduce, Reuse, Repurpose and Recycle — Kloth Cares enables the public to recycle a wide range of items, including clothing, undergarments,

footwear, bags and towels. The growing bin network now covers Selangor, Kuala Lumpur, Putrajaya, Negeri Sembilan, Melaka, Johor Bahru, Perak and Penang, alongside its neighbouring country, Singapore.

Collected items are channelled through multiple recycling pathways, including export to developing countries via the global textiles and clothing recycling market, and upcycling through *Kloth Woman Up* — a social impact initiative that empowers women from marginalised communities through creative sewing.

Kloth Cares works in partnership with Life Line Clothing Malaysia (LLCM) as its fabric recycling operator. To learn more about how deposited clothing and fabrics are processed, visit *Kloth Circularity's* recycling process page.

Kloth Circularity continues to call upon corporates, institutions and community spaces to collaborate through its bin adoption programme, as it works towards expanding fabric recycling access nationwide. Each contribution made at a Kloth Cares bin helps cultivate long-term recycling habits, supporting Malaysia's transition towards a more circular and sustainable future.

Newly installed Kloth Cares bins at Gurney Plaza and Setia SPICE Convention Centre increase recycling accessibility for the Penang community



A 24/7 recycling point at New World Park, made possible by PPB Properties, *Riiicycle* and Kloth Cares, supporting paper, plastic, tins, e-waste and fabric recycling

Be A Volunteer & Meet Welfare Needs

THE GREEN WIRA SHOWCASE 2.0 BY ZERO WASTE MALAYSIA



A fruitful weekend saw the conclusion of *The Green Wira Showcase 2.0* at PARC Subang that brought together important stakeholders, local school teachers and environmentally friendly vendors. *The Green Wira Programme* (“GWP”) is an educational programme that trains educators in Malaysia on sustainability and zero waste living implementation. Zero Waste Malaysia (“ZWM”) hosted a Showcase that featured an exhibition, student-led booths, family-friendly workshops and silk screen printing.

Alumni teachers from this programme brought their school students to showcase ongoing sustainability projects inspired by the *Green Wira Programme*, such as reusing used coffee grounds as substrate to grow mushrooms, repurposing textile waste into functional items like bottle holders and more. Cumulatively, they brought 19 students to actively participate in leading the booths and public education.

Its 3 seed-funded teachers also had their own booths, which shared further details on how their respective RM10,000 seed fund was utilised to kickstart zero waste implementation at school to introduce an ecosystem transformation to facilitate the behaviour change. *Materials Recovery Facility* (MRF) at SJK (C) Pui Ying and SMK (P) Pudu, and an *Organic Food Waste Management* system using *Black Soldier Fly Larvae* (BSFL)

at SMK Bandar Damai Perdana with a chicken coop and aquaponic system.

To date, the *Green Wira Programme* has driven tangible environmental results in Malaysia, empowering 9,000 Malaysian students by training 304 local educators and 1,200 student leaders, achieving an estimated CO₂e reduction of up to 4,300 kg.

All this was complemented by family-friendly vendors, *Hara Makers*, *Eco Lestari Strategy*, *O SENTAI*, *Commute Initiatives* (*Bike Commute Malaysia*), *SareeUP*, and *Eats, Shoots and Roots*, who hosted mini workshops, brought board games, presented their community initiatives and sold sustainability-related products. The face painting booth and silk screen printing were also crowd favourites, reusing old shirts and stamping them with ZWM’s logo. ZWM’s latest community repair initiative, *#jomrepair*, hosted a workshop in the afternoon that brought back 9 *Repair Cadets* from the training programme, 9 participants and repaired 5 household appliances such as irons, fans and air fryers - saving them from the landfills.

The event was attended by its esteemed collaborators Yayasan Bursa Malaysia, Axiata Foundation, Amazon Web Services (AWS) and PwC Malaysia, as well as a JPN Selangor representative and a local council representative.

Supporting Charities & Projects

GLOBAL PEACE FOUNDATION CHAMPIONS SUSTAINABLE COMMUNITY DEVELOPMENT

How about
supporting
charities when
needed?

Global Peace Foundation continues to champion sustainable community development through impactful, ground-level initiatives that empower underserved communities. With a strong focus on long-term resilience and self-sufficiency, the foundation introduces programmes that create measurable economic and social progress.

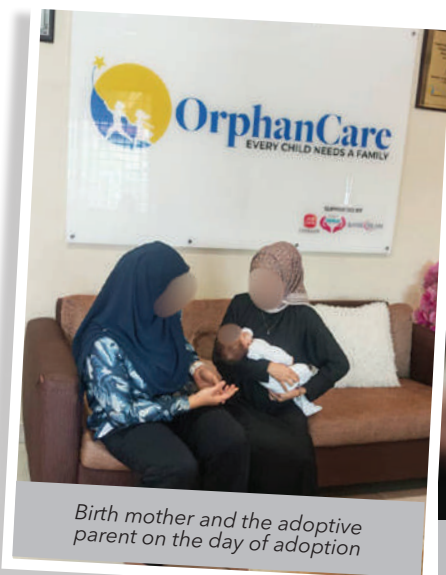
The Chicken Farming initiative was first piloted in 2020 and was designed to strengthen Orang Asli livelihoods through: training and capacity building for new farmers; chicken coop construction and subsidies; supplemental feed via a circular nutrient cycle (moringa, ubi kayu, ketum ayam and other local resources); a centralised packing facility with vacuum packing and blast freezing for premium quality; and digital monitoring tools such as *AppSheet* to track farm performance and stock movement.

Beyond economic gains, the project is cultivating more than livelihoods - it is fostering confidence and a strong sense of ownership among the farmers. Their stories reflect not only improved incomes but also growing pride and responsibility in their work. Despite ongoing challenges, they continue to adapt, improve, and implement solutions. Each voice echoes the same message: with the right support and determination, meaningful change is possible, and even in the toughest circumstances, dreams can take root and flourish.



Supporting The Child

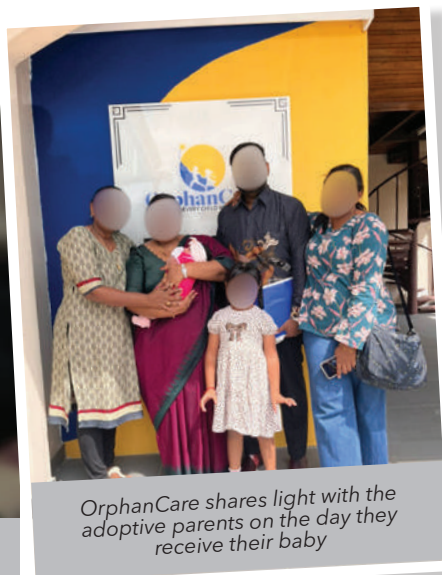
ORPHANCARE FOUNDATION: SAFEGUARDING LIVES AND STRENGTHENING FAMILIES



Birth mother and the adoptive parent on the day of adoption



Biological mum with the baby she finds hope and sharing her love



OrphanCare shares light with the adoptive parents on the day they receive their baby

OrphanCare Foundation has remained steadfast in its mission to protect lives and promote family-based care. Throughout 2025, the organisation recorded meaningful progress through sustained advocacy, strengthened partnerships, and impactful community-based interventions.

One of OrphanCare's most recognised and impactful initiatives is the *Baby Hatch* (Peti Perlindungan Bayi). Launched in Petaling Jaya in May 2010, the *Baby Hatch* provides a safe and anonymous alternative for mothers in crisis who feel they have no other option.

Beyond crisis response, OrphanCare's work places strong emphasis on sustainable, family-based outcomes. Its programmes are anchored in three key areas: *Reintegration*, *Adoption* and the *Birth Mother Support Programme*.

Reintegration focuses on deinstitutionalisation, supporting children to transition out of institutional care and reunite with their biological families wherever possible.

Babies received by OrphanCare are carefully managed by trained social workers. Anonymous *Baby Hatch* cases are prepared for adoption through OrphanCare's registered prospective adoptive parents, while walk-in cases allow birth mothers to make informed decisions, supported throughout the process.

For mothers who choose to raise their children, OrphanCare provides structured assistance through its *Birth Mother Support Programme*, offering essential support for up to one year based on individual circumstances. The sustainability of this programme is made possible through



the valued support of Zurich Takaful and Bank Pembangunan Malaysia Berhad.

Recognising that prevention is just as crucial as intervention, OrphanCare continues to invest in advocacy, education, and community outreach. In 2025, OrphanCare strengthened its advocacy efforts with support from Yayasan Sime Darby, backed by the Ministry of Finance. This collaboration enabled the continuation and expansion of key outreach initiatives, including the Reproductive Health Talk, "I Am in Control", and the Family-Based Care Talk, "Bicara Komuniti".

With this support, OrphanCare successfully extended these programmes beyond the Klang Valley, engaging communities nationwide and reaching audiences beyond initial targets.

PROTECTING HEALTH, EMPOWERING LIVES *THE BOEHRINGER INGELHEIM STORY*

Health, community and sustainability are at the heart of Boehringer Ingelheim's mission in Malaysia. In an interview with CSR Malaysia, Cheong Yee Kok, General Manager and Head of Human Pharma of Boehringer Ingelheim Malaysia, Singapore and Indonesia shares how the company is driving impact through its global, research-driven biopharmaceutical expertise. The company focuses on human health, animal health and biopharmaceutical innovation, delivering therapies and preventive programmes that benefit people, pets and communities. Guided by its Sustainable Development for Generations (SD4G) framework, the company works holistically to improve health outcomes, empower communities and support a sustainable future.

“Boehringer Ingelheim is a global, research-driven biopharmaceutical company with a strong presence in Malaysia. We focus on three areas: human health, animal health, and biopharmaceutical innovation,” says Cheong Yee Kok. “In human health, we develop therapies for cardio-renal-metabolic diseases, respiratory conditions and oncology, and we also partner closely with hospitals and NGOs to strengthen stroke awareness and care through the *Angels Initiative* and *FAST Heroes*. In animal health, we provide solutions that protect pets and livestock, while advancing *One Health* programmes such as *Stop Rabies* to reduce zoonotic risk. Overall, our work is guided by SD4G—More Health, More Potential, More Green - ensuring better health outcomes, empowered communities and tangible environmental progress in Malaysia.”

Under SD4G, Boehringer's CSR priorities in Malaysia are focused on three key pillars. “*More Health* centres on strengthening stroke systems and public awareness via the *Angels Initiative* and *FAST Heroes*, while also advancing *Stop Rabies* through vaccination, education and multi-stakeholder collaboration in endemic areas such as Sarawak. *More Potential* emphasises shifting care from treatment to prevention

through community screening initiatives such as *Saring@Komuniti*. *More Green* is driven by practical programmes like *Green IT*, which donates used devices to vulnerable communities, and *Watt Matters*, an internal advocacy on green initiatives, all aimed at reducing resource use and supporting decarbonisation,” Cheong adds.

“We prioritise *One Health* because human health, animal health and environmental health are deeply interconnected,” explains Cheong. “Diseases do not respect boundaries—zoonotic conditions like rabies can devastate communities if left unchecked, and environmental factors influence both human and animal well-being. By adopting the *One Health* approach, we are able to prevent zoonotic risks such as rabies through pet vaccination and family education. There is also the shared responsibility among private organisations, government authorities and local communities to work together. Each plays a critical role. Importantly, under SD4G, *One Health* ensures that our programmes, including the *Stop Rabies* and *Saring@Komuniti*, work together to improve health equity and sustainability. Through close collaboration with ministries, NGOs and local councils, we combine expertise across sectors for maximum reach and long-term impact.

This focus ultimately reflects our belief that protecting people, animals and the environment is essential for a sustainable future.”

“Collaboration is central to how we operate,” notes Cheong. “We actively engage patient support groups, NGOs, government agencies and ministries, as well as local city councils, to reach communities effectively. For example, *FAST Heroes* focuses on community education. We partner with schools, parent–teacher associations, and education ministries to deliver child-friendly stroke education. The programme empowers children to recognise stroke symptoms and share this knowledge with their families, creating a ripple effect of awareness throughout the community.”

“Similarly, through the *Angels Initiative*, we work directly with hospital stroke teams to improve stroke care pathways and treatment speed. Partnerships with the World Stroke Organization support hospital certification and continuous quality improvement, ensuring that patients receive timely, high-quality care when every minute counts.

In animal health, *Stop Rabies* in Sarawak demonstrates how collaboration strengthens impact. “We coordinate with state veterinary departments, municipal councils, universities and NGOs to run vaccination drives and public education campaigns. Government support from the Department of Veterinary Services Sarawak, enables logistics and reporting, while civil society partners such as the Sarawak Society for the Prevention of Cruelty in Animals help us reach both rural and urban communities with practical prevention messages.”

The annual *Stop Rabies* campaign is one of Boehringer Ingelheim’s standout CSR initiatives. “Rabies is almost

always fatal once symptoms appear, yet it is 100% preventable through vaccination and awareness—hence our *One Health* flagship, *Stop Rabies*. The campaign focuses on vaccination, education and surveillance to protect both people and pets,” shares Cheong.

“In 2024, rabies remains endemic in Sarawak. We partnered with state authorities, local councils and NGOs to run multi-stakeholder programmes, including media briefings with government and academia, public awareness sessions, and coordinated announcements on vaccine availability in veterinary clinics. Building on this, 2025 milestones saw us broaden our vaccination and education outreach across districts, engaging municipal councils, veterinary clinics, community groups, and local education departments, while amplifying prevention messages around *World Rabies Day* through schools and NGOs,” says Cheong. “By joining forces with public institutions and local community groups, *Stop Rabies* not only reduces zoonotic risk but also builds community confidence.”

Under the *More Potential* pillar of Boehringer’s SD4G framework, the company aims to empower communities through education, access and early intervention. “Our *Angels Initiative* strengthens hospital stroke pathways and quality monitoring, while *FAST Heroes* teaches children to recognise Face–Arm–Speech–Time signs and act fast. In 2025, Taiping became Malaysia’s first Angels Region, and now Ipoh and Penang have joined the ranks, signalling strong momentum in building stroke-ready ecosystems nationwide. *FAST Heroes* has reached 777 children and certified 14 schools and organisations.”

“ Our main CSR and sustainability priorities include expanding stroke-ready ecosystems by scaling Angels and FAST Heroes ”



Cover Story



The new stroke service at Kapit Hospital is already lifesaving, treating a 101-year-old patient in its first week. With the nearest stroke-ready hospital over two hours away, this milestone brings critical care closer to the Kapit community

“Another key initiative is *Saring@Komuniti*, a collaboration with the National Cancer Society Malaysia. Designed to bring preventive healthcare to underserved communities in the Klang Valley, it targets screening 5,000 individuals in 2025 for cardio-renal-metabolic conditions and cancer. Importantly, NCSM’s CRM Information Services hotline provides follow-up navigation, ensuring that those at risk are guided to diagnosis and care. These programmes build health literacy, shorten time-to-treatment for stroke, and reduce NCD disparities—

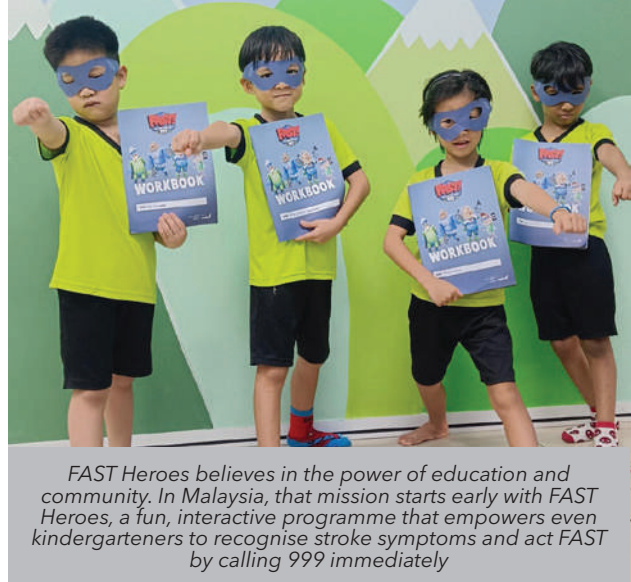
creating lasting impact and healthier communities across Malaysia.”

“Our family-owned company has developed products that have helped keep humans and animals healthy since 1885,” reflects Cheong Yee Kok. “Part of this long-standing commitment includes our global sustainability strategy: ‘Sustainable Development for Generations’ (SD4G). This journey originates from the core of who we are and what we strive to do, and it incorporates initiatives that evolve into

Through Boehringer Ingelheim’s partnership with Hospital Sultan Abdul Aziz Shah, UPM, it supported World Stroke Day 2023 by raising public awareness on recognising stroke symptoms and acting FAST, with the FAST Heroes mascots helping to draw and engage the crowd



*“Equally important
is building inclusive
partnerships with
ministries, councils,
NGOs and patient
groups”*



In partnership with Hospital Sultan Abdul Aziz Shah, Boehringer Ingelheim launched the FAST Heroes campaign at a Kuala Lumpur public school under the MOHE Madani programme, engaging 162 students with support from the HSAAS RESQ team to build a more stroke-prepared community

more ambitious goals, allowing us to significantly increase our impact on health, society and our planet.

In Malaysia, Boehringer brings SD4G to life through concrete actions across its three pillars. “Under *More Health*, we strengthen stroke awareness and care through the *Angels Initiative* and *FAST Heroes*, while also championing *One Health* efforts such as *Stop Rabies* in Sarawak. Through *More Potential*, we work closely with ministries, NGOs, local councils, schools and hospitals to co-create community programmes that expand health access and education. And through *More Green*, we advance environmental stewardship by accelerating energy efficiency, water conservation and waste reduction efforts in our local operations.”

“Globally, Boehringer Ingelheim embeds sustainability throughout the value chain,” highlights Cheong. “In Responsible R&D, we incorporate diversity, equity and inclusion considerations in evidence generation so that therapies meet real-world needs. Through Access and delivery support, our hospital partnerships, training and certification programmes—such as WSO stroke-centre certification ensure that innovations translate into timely, high-quality care. In

terms of sustainable medicines, we advance eco-design and resource efficiency in both production and packaging. Finally, our community models, like *Saring@Komuniti*, combine screening with follow-up navigation, ensuring continuity of care for those who need it most.”

Boehringer ensures its CSR initiatives continue to evolve and remain impactful by focusing on continuous improvement and strong governance. “Impact measurement is key—we track KPIs such as the number of hospitals recognised under *Angels*, children reached by *FAST Heroes*, and individuals screened under *Saring@Komuniti*. We also prioritise stakeholder feedback, engaging regularly with ministries, councils, NGOs and patient groups to adapt our programmes to evolving community needs. Equally important is global-local integration where we apply global best practices while tailoring execution to Malaysia’s unique context and health equity priorities,” explains Cheong.

“Looking ahead, our main CSR and sustainability priorities include expanding stroke-ready ecosystems by scaling *Angels* and *FAST Heroes* across regions to improve time-to-treatment and public awareness. We also plan to deepen preventive

Cover Story

access, extending screening initiatives beyond the Klang Valley through collaboration with various organisations and strengthening referral navigation,” he shares. “Strengthening *One Health* remains a priority as well, by sustaining *Stop Rabies* partnerships and exploring broader zoonotic prevention programmes. Under *More Green*, we will accelerate efforts to expand energy efficiency and waste reduction across our operations. Equally important is building inclusive partnerships—co-creating programmes with ministries, councils, NGOs and patient groups to reduce health disparities and address climate-related risks.”

“Overall, our work is guided by SD4G—More Health, More Potential, More Green”

Supporting animal welfare by expanding access to preventive care, Boehringer Ingelheim contributed essential products to the Potong Royong programme in collaboration with SPCA Selangor. This effort helps promote responsible pet ownership and supports the wellbeing of animals within the community.



A meaningful moment with a local children's community home in Kuala Lumpur, as Boehringer Ingelheim's team handed over refurbished laptops to support digital learning—extending device lifecycles while reducing e-waste and expanding access to education through its SD4G More Green commitment.



STOP Rabies 2024 strengthened Sarawak's rabies response by expanding vaccinations and education. In just two days, over 740 pets were vaccinated across three locations, while Boehringer Ingelheim's partnership with MyOHUN brought rabies awareness to 75 schools through "Train the Trainer" programmes and GARC materials, building long-term community protection

In Sarawak, Boehringer Ingelheim's partnership with MyOHUN continued as it supported longhouse communities with free vaccinations and rabies education. It also empowered local youth as Rabies Heroes ambassadors by integrating rabies awareness into school activities



Do you have a heart for sustainability?
Find a role for yourself in sustainability initiatives

CSR Stories

CAPITALAND GROUP

Empowers Underserved Communities Through #GivingBersama 5.0

Health and wellness assistance was expanded in the Klang Valley, while families in Penang were treated to a special mall-based bazaar experience at Gurney Plaza.

CapitaLand Group, through its philanthropic arm CapitaLand Hope Foundation (CHF), reinforced its dedication to community support with the #GivingBersama initiative. The programme reached more than 2,200 underserved children and B40 families across Klang Valley, Penang, Kuantan and Johor, delivering RM200,000 worth of daily essentials, educational materials and wellness aid.

In the previous year, CapitaLand collaborated with Big Pharmacy as a strategic partner to provide complimentary health screenings. The initiative was further supported by *Little Scoop*, *NSK Grocer* and *Adventist Hospital*.

Signature bazaars held in Klang Valley, Kuantan and Penang created a meaningful and enjoyable shopping experience for families purchasing essential items, with strong volunteer support from CapitaLand employees.

Organised annually, CapitaLand's #GivingAsOne global campaign brings together staff, tenants, business partners and customers to uplift vulnerable communities in the markets where it operates. From August to October last year, more than 17,000 volunteers across 14 countries contributed over 100,000 volunteer hours, positively impacting more than 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*.



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

PRUDENTIAL ASSURANCE MALAYSIA BERHAD

Securing Futures Together: Prudential's Enduring Partnership with Beautiful Gate Foundation



A new PRUKasih Aman member after successfully registering for protection



For many individuals with disabilities, daily life is not just about overcoming physical challenges, but also about managing financial uncertainty. Limited access to affordable insurance has long left the disabled community vulnerable during unexpected moments. Through a long-standing and trusted partnership with the *Beautiful Gate Foundation for the Disabled*, Prudential Assurance Malaysia Berhad (PAMB) continues to work towards changing that reality.

Guided by its purpose, *For Every Life, For Every Future*, PAMB believes that protection should be inclusive and accessible to all; regardless of background, income level, or ability. This shared belief has shaped a collaboration with the *Beautiful Gate Foundation* that has grown steadily since 2022, when *PRUKasih Aman* was first introduced to support underserved communities, including persons with disabilities and their caregivers.

The *Beautiful Gate Foundation* has long been a pillar of support to the disabled community in Malaysia, providing vocational training, employment opportunities, and holistic care that enable these individuals to lead more independent lives. PAMB has stood alongside the *Beautiful Gate Foundation* not just as a one-off supporter, but as a partner committed to being there every step of the way.

This commitment is reflected in consistent on ground



A PRUVolunteer assisting members of the Beautiful Gate SS2 Petaling Jaya with the registration process

PRUVolunteers and members of Beautiful Gate Jementah came together for a meaningful and successful PRUKasih Aman outreach programme



Members of Beautiful Gate Melaka, together with Agency Leaders and PRUVolunteers, participated in a successful and engaging PRUKasih Aman outreach initiative



engagement. Last year, PAMB teams, alongside its dedicated PRUVolunteers, visited Beautiful Gate centres in Klang, Kepong, Seremban, Petaling Jaya (SS2), Melaka, Jementah, and Teluk Intan. Beyond sharing programme benefits, its PRUVolunteers took the time to walk alongside those with disabilities. Listening, guiding and providing hands on support to help them complete their registration with confidence.

The visit to Melaka on 9 November 2025 was particularly special, as it was joined by Kelvin Ang, CEO of PAMB, who personally spent time with the Beautiful Gate community. His presence reflects PAMB hands-on leadership approach and reinforced the organisation's belief that inclusion and protection must be championed from the top.

These visits were not without purpose. They reinforced a partnership built on listening to the underprivileged, understanding lived experiences, and co-creating protection solutions that respect the realities of the disabled community.

Through PRUKasih Aman, members of the Beautiful Gate community can access affordable protection starting from RM50 per year, with coverage of up to RM18,000. The plan is supported by a simple, assisted registration process through trusted community partners, as well as claims support that helps ease financial strain during difficult moments.

Since its introduction in 2022, more than 500 members of the Beautiful Gate community have been protected under PRUKasih Aman, a milestone that reflects not only its outreach success, but also the strength of a relationship built on consistency, trust, and long-term commitment. Behind every policy is a peace of mind for caregivers, financial resilience for families, and renewed confidence for individuals with disabilities to move forward with greater security.

As the journey continues, PAMB aims to remain committed to furthering this relationship, expanding protection to more centres and communities, and safeguarding more futures, because meaningful impact is created not through short-term efforts, but through lasting partnerships that leave no one behind.



PRUVolunteers and members of Persatuan Orang Istimewa Teluk Intan collaborated in a meaningful PRUKasih Aman outreach programme, promoting community support and awareness



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

TUNE PROTECT GROUP BERHAD

Strengthening Social Resilience Through Financial Education

As part of its broader sustainability agenda, Tune Protect Group held the *Tune Protect Nationwide Financial Literacy Programme for Schools*, also known as *Program Celik Kewangan Harian Metro bersama Tune Protect*. The programme reflects Tune Protect's commitment to equipping young Malaysians with essential life skills that support long-term financial well-being and informed decision-making.

In conjunction with *Financial Literacy Month 2025*, Tune Protect, in collaboration with *Harian Metro*, organised the *Financial Literacy Programme* across four schools nationwide during October and November 2025. The participating schools were Sekolah Kebangsaan Kampung Baru Si Rusa (Port Dickson, Negeri Sembilan), Sekolah Kebangsaan Jongok Batu (Dungun, Terengganu), Sekolah Kebangsaan Haji Abdullah Sadun (Alor Setar, Kedah), and Sekolah Kebangsaan Kampung Tengah (Segamat, Johor Bahru, Johor).

The programme featured a series of engaging and age-appropriate activities designed to introduce students to the fundamentals of financial literacy in a fun and interactive way. A key highlight was the *Financial Education Corner*, jointly set up by Tune Protect volunteers and *Harian Metro*. This dedicated learning space comprised multiple stations, each focused on a core financial concept.

Among the stations was the *Budget Board Wall*, where students learned how to create simple budgets, helping them understand the basic principles of managing income and expenses. *The Giant Coin and Note Display* provided a visually engaging way for students to recognise and familiarise themselves with different denominations of Malaysian currency. At the *Smart Spending Tips Corner*, students were introduced to practical spending habits, emphasising thoughtful decision-making and the avoidance of unnecessary waste.

To reinforce learning through play, the *Interactive Spot: Spin the Wheel* invited students to answer financial-related questions in exchange for small prizes. Meanwhile, the *Creative Decoration* and *Financial Corner* encouraged students to express creativity while learning about saving, financial planning, and the role of insurance protection in managing everyday risks. This corner also shared simple, practical tips on daily budgeting and cultivating healthy financial habits from a young age.





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



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



YAYASAN JOHOR CORPORATION

Empowering Johor's B40 Youth: ADi Celebrates Its Inaugural Graduates



A total of 25 participants joined the ADi Cohort 1 programme

Johor is celebrating a milestone in education and youth empowerment with the graduation of the first batch of Akademi Dalam Industri (ADi) apprentices. A total of 22 Johor youths from B40 families proudly received their scrolls on 9 September 2025 at Kompleks Warisan Sultan Abu Bakar, Yayasan Warisan Johor.

The ceremony was officiated by YB Tuan Aznan bin Tamin, Chairman of the Johor State Education and Information Committee, and attended by distinguished leaders including Zaidatul Zurita Abdul Rahman, CEO of Yayasan JCorp; Dr Sharifah Musainah Syed Alwi, Chief People Officer of QSR Brands; Nor Asmah Daud, Director of the Department of Skills Development (Southern Region); and Ali@Zainalabidin Syed Mohamed, Deputy Director of Planning & Management, Johor State Education Department.

What is ADi?

Launched in 2023, ADi is a pioneering programme designed to bridge education with real-world industry experience. A collaboration between Yayasan JCorp, Johor State Education Department, QSR Stores Sdn Bhd and the Department of Skills Development, ADi combines academic learning with hands-on training in industries such as QSR (KFC restaurants) and

KPJ Healthcare Berhad.

The goal is clear: to open pathways for underprivileged youths to access vocational training, boost employability and unlock opportunities for higher education. By equipping students with SKM Level 2 & 3 certification, SPM, MPAK, and real workplace exposure, ADi nurtures a generation of future-ready talents aligned with Johor's and Malaysia's vision of a skilled workforce.

Objectives of the ADi Programme

- Expand access: Provide underprivileged youths with pathways to vocational training, employment and higher education.
- Build industry relevance: Combine classroom learning with hands-on experience to strengthen employability.

- Future-proof talent: Develop youths who are job-ready and aligned with Malaysia's long-term human capital aspirations.

The Impacts So Far

In just three years, ADi has transformed lives and created measurable impact:

- 22 graduates proudly make up the first ADi cohort (2025).
- 99% SPM pass rate, 100% MPAK pass rate, and all graduates obtained SKM Level 2 & 3 certification, with one student achieving straight A's in SPM.
- 89 students trained between 2023 and 2025: 25 in 2023, 38 in 2024 and 26 in 2025 of these, 16 trained under QSR and 10 under KPJ Healthcare Berhad.
- Every participant benefitted from

blended learning that combined structured classroom knowledge with real-world industry practice.

Shaping a Brighter Future

As these 22 graduates step into the workforce, they represent more than just academic success. They embody resilience, opportunity and hope for Johor's youth. For their families, the achievement signifies the breaking of barriers and the start of a brighter tomorrow.

ADi is more than a programme. It is a movement to empower the next generation of skilled Malaysians. With its growing track record and expanding partnerships, the initiative is well on its way to shaping Johor's youth into the leaders and professionals of the future.



Participants and their parents captured memories in front of KFC Sri Gelam DT, Johor Bahru – the outlet where the participants completed their industrial training



Interview session at SMK Damansara Alif, Johor Bahru in 2024 for the Cohort 2 intake



Cohort 1 participants from SMK Tun Syed Nasir Ismail captured a photo during the Note of Understanding Signing Ceremony in 2024



Aqsha Nurrezqy binti Kamarul Arifin (right), who achieved straight A's in SPM 2024, is ADi's top student for Cohort 1



YB Tuan Aznan bin Tamin, Chairman of the Johor State Education Committee, officiated ADi's graduation ceremony recently in Johor Bahru



Cohort 1 participants, who are students from SMK Majidi Baru 2, captured a group photo with the principal and teachers

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

CSR Stories

WASCO BERHAD

Commitment to Preventive Healthcare



Wasco's Projek Nutrisi Sihat entails vaccination administered to 266 individuals across Malaysia



At Wasco, creating meaningful impact means more than achieving business success – it is about safeguarding improved quality of life and uplifting the communities we serve. This commitment drives Wasco's *Projek Nutrisi Sihat*, a health and wellness-focused social impact project centered on preventive care with better access to essential healthcare services.

Expanding Access to Vaccinations

Through its #TeamWasco in Kuantan, Shah Alam, Telok Panglima Garang and Kota Kinabalu, Wasco partnered with Poliklinik Shaik and Medisinar to deliver flu and HPV vaccinations to a total of 266 individuals. The programme is aimed to strengthen community resilience by reducing flu-related complications while protecting against HPV infections.

The success of this initiative reflects the dedication of #TeamWasco volunteers, who contributed over 180 hours to ensure seamless programme delivery. Their commitment embodies Wasco's approach to social impact projects: creating sustainable health outcomes that align with the company's broader Environmental, Social and Governance (ESG) objectives.



In partnership with local healthcare providers, Wasco's vaccination programme under Projek Nutrisi Sihat helps bridge access to essential preventive healthcare services

Local communities not only receiving health checks, but also essential groceries, medicines and health talk during Wasco's visit to Bukit Gong, Chini, Pahang

Clinical check-ups and health screening for local communities in Bukit Gong, Chini, Pahang under Wasco's health and wellness outreach programme

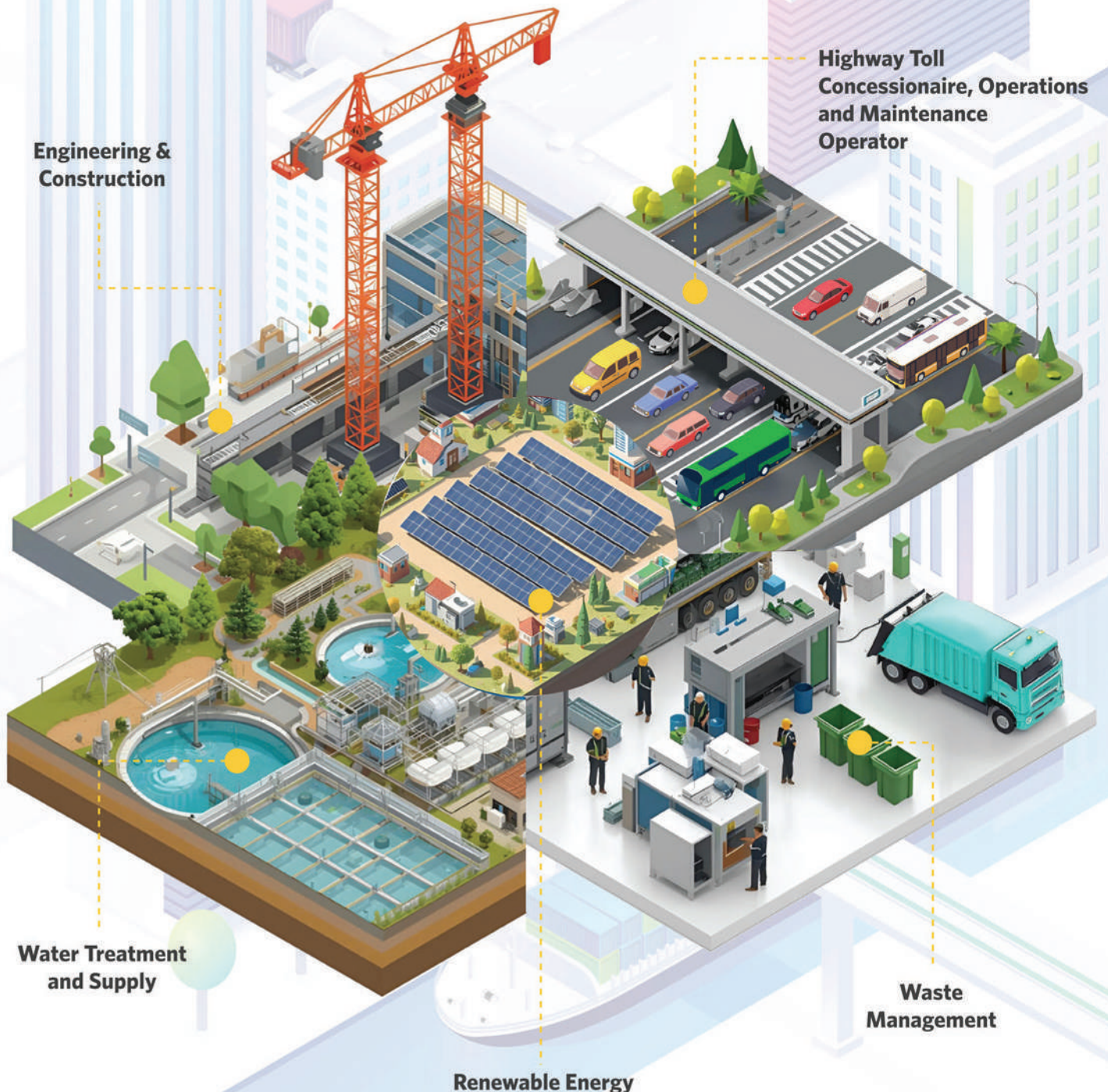




TALIWORKS CORPORATION

LGB Group

Taliworks is an established infrastructure company powering everyday life through five core sectors. By raising the bar with industry-leading O&M practices, we strive to maximise yield, sharpen efficiency, and deliver sustainability that lasts. Guided by a culture of continuous improvement, we aim to strengthen performance while keeping pace with evolving industry standards and stakeholder expectations.



Elevate.
Empower.
Enduring.



Yayasan JCorp is dedicated to enabling future-ready communities where innovation, inclusivity and sustainability drive transformative progress. Guided by our role as a better life enabler, pathfinder and social change catalyst, and systems integrator, we remain committed to creating opportunities that uplift people and strengthen communities.

Our efforts span four key focus areas: reimagining education, inspiring passion for arts, culture and heritage, sustaining a healthier environment, and championing societal wellbeing. Through these pillars, we continue to create value, nurture talent, and support resilient and thriving communities for generations to come.

Let's create greater impact together, connect with us at www.yayasanjcorp.com.my

