

BEST OF SUNWAY —
TOP 10 STORIES OF 2013

PROPERTY —
WINNING BIG AT
THE EDGE PROPERTY
EXCELLENCE AWARDS

CORPORATE RESPONSIBILITY —
SPECIAL STUDENTS
HONOURED AT
GRADUATION CEREMONY

NEWS BITES —
UNLOCKING THE
FULL POTENTIAL OF
WORKING WOMEN

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SUNWAY



ISSUE 48
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**CHAIRMAN'S
NEW YEAR MESSAGE**

**SUNWAY IS A
COMPANY THAT AIMS
TO BECOME BETTER
EVERY YEAR, SO
WE CAN DO EVEN
BETTER FOR THE
PEOPLE AND PLANET**



TAN SRI DR JEFFREY CHEAH, AO
FOUNDER & CHAIRMAN,
SUNWAY GROUP

The year 2013 was another milestone year for Sunway Group. We have successfully strengthened our positioning in the 12 different industries we operate in, 40 locations worldwide. We are well on our way to achieving the goals we have set with the Sunway Holdings – Sunway City merger in 2011.

Sunway Group is in its next level of exponential growth. We are equipped with a distinctive integrated business model, a strong track record, and a dedicated and passionate team of 13,000 who are equipped to make a real difference in the many communities we serve.

Sunway Resort City, resurrected from a derelict tin-mine, is evidence of what our unique business model and a passionate team can accomplish. The city is, today, the region's top tourist destination with 40 million visitations yearly. Malaysia's first GBI certified sustainable township will soon be home to the region's first Harvard-linked Jeffrey Cheah Institute of South East Asian studies. The country's first elevated bus rapid transit (BRT) is currently under construction here and will be a game changer for this township when completed in 2015.

Because we are the largest asset owner and co-investor in the City, our communities are assured of sustainable growth

alongside us. This is the same business model, which has brought Sunway City Ipoh to where it is today, and a promise that we will deliver in Sunway Iskandar and replicate abroad.

We are operating in an increasingly globalised economy, enabled by fast-evolving technology, and in the midst of a shift of economic power. To capitalise on the opportunities, we need to be agile and like the horse, gallop forward in 2014, to make Sunway Group a more visible regional organisation, while embracing innovation and the opportunities we are presented.

While change is the only constant, there will be some

things that will not change. Sunway Group will continue to uphold our purpose and continue to enrich the lives of the communities we serve by being the best in what we do. A central part of our efforts will be a continuation of the impact which we are intending to amplify with the Jeffrey Cheah Foundation.

In 2014, we will be celebrating our 40th Anniversary. On this note, I would like to record my thanks to our people and our communities, without whom, Sunway Group's many successes would not be possible. I look forward to continue making a sustainable difference with all of you. Have a great 2014 and Happy New Year. ■

SUNWAY
Lenang
HEIGHTS

Exclusive Garden Home Living
in Johor Bahru

*Exclusive Garden Resort Living.
Anticipating every moment of
gifted joy.*

28 Exclusive Bungalows
with lush garden setting
20 minutes from CIQ

To own a Semi-D at
RM1.7 million with
monthly installment from
*RM8,410 per month

* Assumption of 80% loan



Artist's Impression

- Gated & Guarded with 24-hour Security
- 60% Lush Greenery & Open Spaces
- Thematic Parks with 2.6 km cycling tracks
- 38,000 sq. ft. Private Club House Facilities
- Exclusive Semi-D & Bungalow Living
- Freehold
- Vibrant address of Taman Molek with established International Financial Hub

**EXCELLENT LOCATION WITH
MODERN AMENITIES**



SALES GALLERY OPENS DAILY From 10am - 5.30pm
FOR ENQUIRIES, PLEASE CALL: +6017-350 1197

Artist's Impression

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Developer: Sunway (JB) City Sdn Bhd (995512-M) • Address: Level 16, Menara Sunway, Jalan Lagoon Timur, Bandar Sunway, 46150 Petaling Jaya, Selangor Darul Ehsan, Malaysia • Sunway Bukit Lenang Phase 1A • Developer's License: 13096-1/07-2015/0341(L) • Validity: 17/07/2013-16/07/2015 • Advertising & Sales Permit No: 13096-1/07-2015/0341(P) • Validity: 17/07/2013-16/07/2015 • Building Plan Approval No: P/PS/80/2015 • Approving Authority: Majlis Bandaraya Johor Bahru • Encumbrances: Nil • Tenure: Freehold • Type: 2 Storey Semi-Detached House • Total Units: 36 units • Price: RM1,827,000 (Min.), RM2,524,000 (Max.) • Type: 3 Storey Semi-Detached House • Total Units: 20 units • Price: RM2,322,000 (Min.), RM2,550,400 (Max.) • Type: 3 Storey Detached House A • Total Units: 15 units • Price: RM4,582,600 (Min.), RM5,954,400 (Max.) • Type: 3 Storey Detached House B • Total Units: 15 units • Price: RM4,582,600 (Min.), RM4,386,000 (Max.) • Expected Date of Completion: 36 months from SPA (August 2016) • Stamp/Disclosure: 10% • Disclaimer: The information contained herein is subject to change without notification as may be required by relevant authorities or the developer's consultants and cannot form part of an offer or contract. Actual built-up of units may vary slightly from measurements given. Whilst every care is taken in providing this information, the owner, developer and managers cannot be held liable for variations. All illustrations and pictures are artist impressions only. The items are subject to variations, modifications and substitutions as may be recommended by the Company's consultants and / or relevant Approving Authorities.

40 YEARS
A PART OF YOU



BEST OF SUNWAY

TOP 10 STORIES OF 2013

BERITA SUNWAY BRINGS YOU A SPECIAL COMPILATION OF THE TOP HEADLINES MAKING NEWS FOR SUNWAY GROUP IN 2013.

01 JEFFREY CHEAH FOUNDATION TO POWER ASEAN ECONOMIC GROWTH WITH USD 6.2 MILLION GIFT TO HARVARD UNIVERSITY

To help power economic growth in the ASEAN region and catalyse the transformation of Malaysia into a high-income nation, Malaysia's largest social enterprise for education, the Jeffrey Cheah Foundation (JCF) has contributed USD 6.2 million to Harvard University, an ivy-league university, to support the best and the brightest faculty and students from around the world as they advance teaching and research focused on Southeast Asia. To complement this development, Sunway University is in the process of establishing a new Jeffrey Cheah Institute of South-East Asia Studies.

02 SUNWAY ISKANDAR TO BE SUNWAY GROUP'S LARGEST INTEGRATED TOWNSHIP

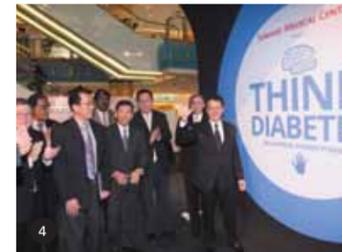
The 1,800 acre, RM30 billion Sunway Iskandar is envisioned to be the quintessence of good living in Iskandar Malaysia. Fronting the Straits of Johor, traversed by the 7km Pendas River, the township is surrounded by a riverine estate, unmatched in natural beauty. The sizeable plot translates to an exclusive low-density masterpiece with Plot Ratio One (1). Five minutes to Singapore via the Second Link, the city within the Iskandar Malaysia megalopolis will integrate Sunway's proven meld of seven synergistic components, namely education, hospitality, theme park, retail, residential, commercial, and healthcare.

03 JEFFREY CHEAH FOUNDATION CREATES SOCIAL ENTERPRISE FOR LEARNING DISABLED

Jeffrey Cheah Foundation has announced its collaboration with the Hearts of Gold Foundation to develop a social enterprise business model for the learning disabled towards the cause of transforming education for special needs children in Malaysia. Under the collaboration, Jeffrey Cheah Foundation will assist the Hearts of Gold Foundation to develop programmes and business plans that will equip children with learning disabilities with skills that will sustain them through life. In addition to providing business expertise, the Foundation has also pledged RM 100,000 to fund the social enterprise set-up.

04 SUNWAY MEDICAL CENTRE CREATES IMPACT ON DIABETES

In its second year of its hallmark "Let's Take 5" campaign for awareness for diabetes, Sunway Medical Centre has held roadshows in 27 venues across the country to educate 2,400 members of the public on the dangers of diabetes. The 'Let's Take 5' campaign highlights the different complications related to diabetes, namely Stroke (Brain), Eye, Heart, Kidney, and Foot. In 2013, Sunway Medical's theme was 'See Diabetes,' and its target was to educate the public on diabetic retinopathy, which can cause irreversible blindness if not treated.



5 Special needs students get the attention of JCF.

6 Tan Sri Jeffrey recognised as honorary Assistant Commissioner of Police (ACP).

1 Aerial view of Sunway's new project in the southern corridor in Johor.

2 Women leaders from Sunway share their experiences at GHR Women Forum.

3 Tan Sri Jeffrey (left) and Health Minister Datuk Seri Dr S. Subramaniam (centre) with an exhibitor at the World No Tobacco Day event.

4 Think Diabetes - an effort by Sunway Medical Centre to create awareness on diabetes.



05 SUNWAY GROUP FIGHTS HARMFUL EFFECTS OF TOBACCO-SMOKE

In 2008, Sunway Group started the campaign for a smoke-free environment. In the first phase, the Group had implemented designated smoking areas in four establishments and adopted active efforts to advocate quitting amongst the company's 13,000 employees. For its communities, the Group had conducted public health talks to educate them on the danger of tobacco smoke. In 2013, Sunway renewed its pledge against smoking in conjunction with the launch of the Blue Ribbon campaign at Sunway Medical Centre by the Malaysian Ministry of Health. In the coming years, Sunway Group will be focusing its efforts to transform Sunway Resort City into a 100% smoke-free township by 2018, freeing the surrounding community from the harmful effects of tobacco smoke.

06 SUNWAY LAGOON OPENS THE WORLD'S LARGEST VORTEX WATER RIDE

Sunway Lagoon, Asia's best theme park for four consecutive years from 2007 to 2010 lives up to its reputation by bringing the world's largest vortex water ride to local shores, cementing Malaysia's position as one of the best countries in Asia for tourism. The thrilling Vuvuzela has a 11 storey launch tower, where riders can rocket through a thrilling series of twists and turns along 152 metres in length which can be likened to riding in rapids in a flooding river. The raft will plummet into the world's largest water funnel of 22 metres in diameter and experience zero gravity.

07 TAN SRI DR JEFFREY CHEAH, AO CONFERRED HONORARY ACP RANK

Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group, has been conferred the Honorary Assistant Commissioner of Police rank by the Inspector-General of Police, Tan Sri Ismail Omar. Tan Sri Ismail Omar, had praised Tan Sri Jeffrey's determined and tireless efforts in crime prevention. He cited examples such as the "Safe Reunion Campaign," "Safe City Initiative," and the "My Distress Mobile App" which has yielded great social impact. As a leader in the property and construction industries, Tan Sri Jeffrey, who is also Chairman of the Malaysian Crime Prevention Foundation, Selangor was one of the few who had implemented the Safe City Initiatives in early 2000. Today, Sunway Group has a total of 800 dedicated security personnel including 350 Auxiliary Police patrolling its developments.

08 SUNWAY GROUP RAMPS UP SUPPORT FOR WOMEN, BUILDS CHILDCARE CENTRE FOR EMPLOYEES

Sunway Group has formed an official working committee to ramp up the support for women and encourage their return to the workforce. In Jan 2014 Sunway Group opened the R.E.A.L Kids run childcare centre to benefit Sunway employees and the residents of Bandar Sunway. Sunway Group has also implemented a dedicated mother's room, designated car parking spaces for expectant ladies at Menara Sunway. Come 2014, they will further improve workplace policies to include flexible working arrangements and will look into options for new mothers to extend maternity leave.

09 HITACHI SYSTEMS AND SUNWAY TECHNOLOGY ESTABLISH JV TO MEET RISING DEMAND FOR IT SERVICES IN SEA

Hitachi Systems Ltd. a wholly owned subsidiary of Hitachi Ltd, and solutions provider Sunway Technology, a privately owned entity under the Sunway Group, have established an IT services joint venture (JV) that will tackle the South-East Asian market, with an emphasis on Malaysia. The collaboration brings together Hitachi System's track record and capabilities and Sunway Technology's host of products and services as well as the latter's existing network in South-East Asia. The JV enables the two companies to make further inroads and open new markets in the region. Both companies will expand marketing to Japanese and local companies around Product Lifecycle Management (PLM) and Enterprise Resource Planning (ERP) packages, virtualisation, cloud solutions, data center outsourcing and IT outsourcing services.

10 SUNWAY GROUP AND VIACOM IN PARTNERSHIP FOR THREE INSTALLATIONS OF MTV WORLD STAGE LIVE IN MALAYSIA

Sunway Group has entered into a strategic alliance with Viacom International Media Networks (VIMN) Asia, a leading provider of youth and adult entertainment content, to extend the collaboration on MTV World Stage Live in Malaysia. As a result of the partnership, Sunway Resort City will play host to MTV from 2013-2015. MTV World Stage is a global series that bring multi-genre talents with global relevance, telecast to an audience in over 550 million households. ■

PROPERTY



1 The winners of The Edge Property Excellence Awards 2013 flanked by the Minister of Urban Wellbeing, Housing and Local Government Datuk Abdul Rahman Dahlan, The Edge Media Group publisher and group CEO Ho Kay Tat and The Edge Malaysia managing director Au Foong Yee.

2 Sunway Group clinched three big wins at The Edge Top Property Excellence Awards 2013.

THE SUNWAY GROUP CLINCHED NOT ONE BUT THREE AWARDS AT THE PRESTIGIOUS EVENT :

**THE EDGE MALAYSIA
OUTSTANDING PROPERTY
PERSONALITY AWARD 2013**

**THE EDGE MALAYSIA
OUTSTANDING PROPERTY
PROJECT AWARD 2013**

**THE EDGE TOP PROPERTY
DEVELOPER AWARDS**



3 Tan Sri Jeffrey received the trophy from the Minister of Urban Well Being, Housing and Local Government, Datuk Abdul Rahman Dahlan at The Edge Property Excellence Awards night.



WINNING BIG

AT THE EDGE PROPERTY EXCELLENCE AWARDS

The equivalent of the Grammy awards for property developers in Malaysia, The Edge Top Property Excellence awards is a star studded affair as the country's top developers gather together to be recognised for their contributions to the industry. For 2013, Sunway Group clinched not one but three awards at the prestigious event.

Sunway Group founder and chairman, Tan Sri Jeffrey Cheah, AO, received the highly coveted The Edge Malaysia Outstanding Property Personality Award 2013. The award is an affirmation to the vision and leadership of Tan Sri Jeffrey in propelling Sunway Group as one of the most reputable and innovative developers in the business.

Good things come in threes and Sunway Group's flagship township, Sunway Resort City snagged The Edge Malaysia Outstanding Property Project Award 2013, while the Group's property development arm, Sunway Property ranked a hard-fought second in The Edge Top Property Developers Awards. Sunway Resort City is the first township in Malaysia to be acknowledged for the Outstanding Property Award with a diverse population of over 500,000 people spread across 800 acres. The RM11 billion flagship city is the only integrated resort city in the country that enjoys a tightly integrated array of infrastructural components - residential, retail, commercial, leisure, hospitality, education and healthcare - that complement and enhance each other to make Sunway Resort City one of the most desirable places to live in the country. ■

SUSTAINABILITY THE WAY FORWARD

SPEECH BY TAN SRI DR JEFFREY CHEAH, AO
FOUNDER & CHAIRMAN, SUNWAY GROUP

MY REHABILITATION OF DAMAGED LAND HAS BEEN AN ADVENTURE IN REVIVING NATURE AND WIDENING SOCIAL INCLUSION.

When Professor Jeffrey Sachs spoke at Sunway University last September 2013, he characterised Sustainable Development as a holistic framework that combines:

- **ECONOMIC DEVELOPMENT**
- **SOCIAL INCLUSIVENESS**
- **ENVIRONMENTAL SUSTAINABILITY; AND**
- **GOOD GOVERNANCE**

Professor Sachs is the Director of the Earth Institute, Professor of Sustainable Development, Professor of Economics, and Professor of Health Policy and Management at Columbia University, a very prominent advocate in sustainability in the world.

The scarred landscape left by tin mining had always bothered me and filled me with a sense of obligation towards nature. I had the chance to do something about it when I was given the development rights to 800 acres of land that had been severely damaged by tin mining. I decided to transform the mining wasteland into an integrated development, which is called Sunway Resort City or SRC as it is fondly known today.

SRC is an integrated bustling resort city of balanced development – one that provides a mixed development of homes, offices and recreation, a self-contained community where commuting is reduced by enabling people to live, work, sleep, play and access to excellent educational and medical facilities in the same neighbourhood.

Sunway Lagoon uses water naturally collected from rain and the ground to generate waves up to 8 feet, for the world's largest man-made surf beach. At Sunway Lagoon, nature lovers can also take a walk on one of the world's longest suspension bridges.

In SRC, we pay constant attention to green features. We started by transplanting over 25,000 trees to Bandar Sunway to rehabilitate the wasteland, collectively absorbing more than 450 tons of carbon dioxide annually – from zero to 450 tons!

Over in Sunway City Ipoh or SCI, we apply the development principles pioneered in Bandar Sunway. Hence, about 50% of the 1,380 acres are kept untouched and preserved.

We accentuate the natural beauty of the existing hills and the green surroundings and effectively harness the therapeutic benefits of the natural hot-spring that is found there, 3 million litres a day at 70 degrees celcius, oozing out from the ground!

SUNWAY RESORT CITY

REHABILITATION OF
800 ACRES
OF MINING WASTELAND

25,000
TREES TRANSPLANTED



ABSORBING
MORE THAN
450 TONNES OF



YEARLY

SUNWAY CITY IPOH

PRESERVATION OF
260 MILLION
YEAR-OLD



LIMESTONE HILLS

50%
OF
1,380
ACRES PRESERVED

In SCI, we also harness natural steam from the hot springs and use it for sauna. All the water supply for our wave pool and lazy river in the Lost World of Tambun water theme park are drawn from the natural hot spring. SCI has also won many local and international recognitions, such as the best masterplanned township from FIABCI Malaysia and the world's best resort from FIABCI International.

Soon, the Bus Rapid Transit (BRT), Malaysia's first elevated electric bus project will add to the connectivity of SRC with the surrounding localities. The elevated BRT - Sunway Line, a public-private partnership costing RM551 million, with Sunway contributing RM99 million, is aimed to be replicated, in other areas in Malaysia. When completed, the BRT will allow the 500,000 residents in Bandar Sunway and Subang to connect more easily to existing LRT systems, which currently do not serve their neighbourhoods.

**MY EFFORTS TO INCREASE
PUBLIC ACCESS TO HIGH-
QUALITY EDUCATION HAS BEEN
A SERIES OF ADVENTURES IN
STRENGTHENING ECONOMIC
DEVELOPMENT, ENTRENCHING
SOCIAL INCLUSION, PROTECTING
THE ENVIRONMENT, AND
PROMOTING GOOD GOVERNANCE**

We have enjoyed success because we have a team who shares new ideas on how to create a lifestyle that is in greater sync with Nature and help me translate these good ideas into facts in an aesthetically-pleasing and cost-effective manner.

Intelligence is, in large measure, distributed randomly throughout the population. I have set up the Jeffrey Cheah Foundation (JCF) to help make high-quality education more accessible to the young.

This is why Sunway University was set up and a joint-venture partnership with Monash University was formed to establish Monash University Malaysia, which is Malaysia's first foreign university branch campus. I established two universities because my life experiences have taught me, firstly, the importance of achieving critical mass and, secondly, the power of competition in preventing complacency.

The Sunway Education Group began as a small college in 1987. Today, the Sunway Education

BRT-SUNWAY LINE

MALAYSIA'S
FIRST
ELEVATED BRT



IN BANDAR SUNWAY
CONNECTS
500,000
RESIDENTS TO
EXISTING LRT STATIONS

JEFFREY CHEAH FOUNDATION

RM720 MILLION
FOR EDUCATION

AWARDED OVER
RM132 MILLION
TO
16,000
STUDENTS



LARGEST
SINGLE SCHOLARSHIP
RM 720,000

Group comprises several colleges, an international school, Sunway University, and Monash University Malaysia.

In 2010, I transferred all the shares in the education institutions, valued at more than RM700 million to the Jeffrey Cheah Foundation. On top of that, I donated another RM20 million in cash, making it a total of RM720 million.

The Foundation was officially launched in 2010 by the Prime Minister of Malaysia in the presence of the Foundation's Royal Patron HRH the Sultan of Selangor. The Foundation, which is modelled after the legacy of John Harvard, created for Harvard University in the US some 375 years ago, gives scholarships to students, initially, to attend Sunway University, Sunway College and Monash University Malaysia, and, then, later, to attend international universities.

Monash University Malaysia has expanded to house the Jeffrey Cheah School of Medicine and Health Sciences in order to pay back to society in the most immediate and direct way I can think of.

In 2013, the largest single scholarship sum – worth RM720,000 – went to 19-year old Liew Liqing, who will pursue a 4-years Masters in Engineering at the University of Cambridge. To date, the Jeffrey Cheah Foundation has awarded over RM132 million, in scholarships to a total of 16,000 students.

In July 2013, the JCF, made a gift of USD6.2 million to Harvard University to establish the Jeffrey Cheah Professorship for South-East Asia Studies. This gift is in line with the strategic vision for the Sunway Education Group to become a leading teaching and research centre. We are now in the process, working with Harvard, of establishing in Sunway University the Jeffrey Cheah Institute of Research on Southeast Asia.

The Prime Minister of Malaysia, YAB Datuk Seri Najib Razak, was absolutely right when he said that it is "our moral obligation to be good global stewards by pursuing sustainable development; development that is truly equitable and fair." I am proud to commit the Sunway Group, especially the Jeffrey Cheah Institute for Research on Southeast Asia, to working with the other members of the Sustainable Development Solutions Network to fulfill this moral obligation. ■

CORPORATE
RESPONSIBILITY

SPECIAL NEEDS STUDENTS HONoured

AT SUNWAY JOB TRAINING PROGRAMME GRADUATION

“GIVE A MAN A FISH AND HE WILL EAT FOR A DAY. TEACH A MAN TO FISH THOUGH AND YOU FEED HIM FOR THE REST OF HIS LIFETIME” goes the old adage and this was true for the 38 students with learning difficulties from SMK Bandar Sunway’s special education class when they experienced their proudest day ever in a ceremony that saw them graduating from Sunway Group’s unique six-month Job Training Programme.

Present at the ceremony was Deputy Minister of Education II, YB Kamalanathan A/L Panchanathan, who handed out the graduating certificates to each graduate. “Sunway’s Job Training Programme is unique because it integrates the rich resources available within the township of Sunway Resort City. This results in a curriculum that is industry relevant in both theoretical and practical content,” he said.

Also present at the ceremony were Sunway Group’s Deputy Chairman, Datuk Seri Razman M. Hashim, parents of the Job Training Programme graduates, teachers from SMK Bandar Sunway, as well as trainers and supervisors directly involved in the Programme.

The Sunway Group’s Job Training Programme was created to aid those with learning difficulties such as Down’s Syndrome, Autism, Williams Syndrome and Attention Deficit Hyperactivity Disorder (ADHD) and teaches them valuable pre-vocational and life skills. The ultimate goal of the programme is to ensure that graduates can become contributing members of society. Since it was established in 2006, the programme has taken in 80 students from all walks of life.

After students completed formal education at the special learning class at SMK Bandar Sunway, they have the opportunity to assume a number of practical jobs as an apprentice at Sunway with the option to rotate from one job to another during the training period. After selecting their apprenticeship, the students are required to attend pre-vocational classes three times a week.

Ultimately, the programme seeks to arm graduates with invaluable real world job experience and life skills to make them more independent and more employable in the future. It’s not all work and no play though. Tuesdays are reserved for bowling training to teach teamwork and quite a few of them are dab hands at the sport.

“What these students learn are invaluable. They see the world with new eyes and the experiences they undergo are life changing. In guiding them, we have also been taught by them about curiosity and creativity, as these young people solve problems in ways we never imagined,” said Deputy Chairman, Datuk Seri Razman Hashim. ■



- 1 YB Kamalanathan (second from left) and Datuk Seri Razman (far right), admiring the cupcakes iced by the special needs students.
- 2 Datuk Seri Razman and YB Kamal congratulating one of the students who graduated from the job training programme.
- 3 “We did it!” The special needs students have their skill certified and ready for the employment market.

“WHAT THESE STUDENTS LEARN ARE INVALUABLE. THEY SEE THE WORLD WITH NEW EYES AND THE EXPERIENCES THEY UNDERGO ARE LIFE CHANGING. IN GUIDING THEM, WE HAVE ALSO BEEN TAUGHT BY THEM ABOUT CURIOSITY AND CREATIVITY, AS THESE YOUNG PEOPLE SOLVE PROBLEMS IN WAYS WE NEVER IMAGINED,” SAID DEPUTY CHAIRMAN, DATUK SERI RAZMAN HASHIM.



MASTERING ENGLISH



Students of SMK Bandar Sunway improved their understanding of the English language with the support of volunteer students from Sunway University.

The spirit of Jeffrey Cheah Foundation (JCF), sowing the seeds of wisdom, is very much alive throughout its corporate partners. Sunway Group is also a strong advocate of education, believing in the local talents at the grassroots level. An English tutoring programme to benefit potential talents within the community was mooted by Sunway Group to help students to master English at SMK Bandar Sunway. The English tutoring programme, which started in 2013, is designed to address the challenges of learning English in the national school curriculum.

Through the tutoring class, 15 students from Sunway University volunteered with SMK Bandar Sunway. The university students also serve as role models to the pupils of the school to strive to do their best.

The afterschool programme for Form 4 students has produced good results despite the short period of tutorial sessions over six Fridays from 6 September to 25 October 2013.

The students’ achievement was not an easy one. Many were not confident to communicate in English when the volunteers first arrived, yet they managed to improve their English tremendously. The volunteers insisted that the students must be immersed in English in order to learn it.

The success of the programme in its first year in 2013 has prompted the Group to take it at a bigger scale in 2014, not just to mark the group’s 40th anniversary but also to benefit more pupils at SMK Bandar Sunway. After all, the spirit of JCF has always inspired Sunwayians to do something good for the community. ■

CORPORATE
RESPONSIBILITYBUILDING
A FUTURE FOR
COMMUNITIES

Jeffrey Cheah Foundation is the brainchild of the Founder and Chairman of Sunway Group, Tan Sri Dr Jeffrey Cheah, AO.

Sunway University and Sunway College have always been known for their pioneering efforts in transforming the education landscape in Malaysia. Both institutions are under the Sunway Education Group, which comprises a total of 12 education institutions, all owned and governed by the not-for-profit Jeffrey Cheah Foundation dedicated to providing quality education for the deserving.

Believing that education has the power to change the world and inspired by the enduring legacy of John Harvard, Tan Sri Jeffrey had in 2010 encapsulated his vision for education, to build the "Harvard of the East", Tan Sri Jeffrey turned the former Sunway Education Trust Fund into Jeffrey Cheah Foundation (JCF), a timeless commitment to benefit generations to come through education. JCF is one of the region's largest social enterprises set up for education, and Malaysia's first. To date, the JCF has disbursed scholarships in excess of RM132 million to more than 16,000 deserving and bright students.

JCF crystallises Tan Sri Jeffrey Cheah's vision for the future through three core guiding

principles: *giving to society, providing the benefit of quality education, giving in perpetuity*, similar to what John Harvard did for Harvard University more than 370 years ago. Under JCF's unique structure, operating surpluses from Sunway Education Group's 12 institutions are ploughed back into the institutions to improve the infrastructure or disbursed as scholarships and research grants and people development ensuring that sustainable, quality education is available to all.

Recognising Education Excellence

2013 was a historical year for JCF when the foundation awarded the largest scholarship worth RM720,000 to a former Sunway College student. The full scholarship was awarded to Liew Ziqing, 19, as JCF recognises the extraordinary talents of the scholar, which earned him a place in University of Cambridge, United Kingdom to pursue a 4-year Masters degree in engineering. This year also registered another achievement for JCF with the highest amount of scholarships given out at RM17.2 million.

The JCF scholarships are offered to all deserving students as long as they meet the minimum criteria and assessment interviews. This approach is to allow as many talented, qualified and deserving students the opportunity to further their studies at a reputable institution. ■

COMMITMENT
TO
COMMUNITY

Every year Sunway University sets aside 15 community scholarships per year for student from the age of 18 – 25, from children welfare homes, NGOs or poor communities. JCF's scholarships does not set a quota of scholarships to be given out. Scholarship awards are given to deserving students based on their academic performance and financial needs.

PARTNER-SPONSOR
TO TEACH
FOR MALAYSIA

JCF is a Partner-Sponsor to Teach for Malaysia when it donated RM150,000 to assist them in its mission to reduce education inequity in Malaysia.

JCF'S IMPACT
FOR THE COMMUNITYSCHOOL
ADOPTION
PROGRAMME

JCF has adopted six schools under its care and provide monetary support for its restoration projects including contribution to Kuen Cheng High School, which received RM50,000.

In 1995, Sunway completed the restoration works of SMK Bandar Sunway at a cost of RM3 million when the previous contractor abandoned the work. Sunway also helped construct the school's Multipurpose Facility for RM150,000.

Over the years, Sunway has donated RM3 million to SJC (C) Chee Wen in Subang, RM1 million to SMJK (C) Yuk Choy in Perak, and over RM1 Million to SK Convent Klang.

Sunway Group also believes in developing youth to be self-sufficient. This extends to the students with special needs within the Sunway Resort City (SRC) at SMK Bandar Sunway where the Job Training Programme integrates the rich resources available within SRC. This results in a training curriculum organised by the Group that is industry relevant in both theoretical and practical content.

ENABLING
STUDENTS WITH
SPECIAL NEEDS

Sunway Group also believes that if you "Give a man a fish and he will eat for a day. Teach a man to fish though and you feed him for the rest of his lifetime". This extends to the students with special needs at SMK Bandar Sunway where the Job Training Programme integrates the rich resources available within Sunway Resort City.

The result is a training curriculum that is industry relevant in both theoretical and practical content. The youth are taught valuable pre-vocational and life skills to ensure that 'graduates' can become contributing members of society.

Sunway Group also believes Job Training Programme will aid those with learning difficulties such as Down's Syndrome, Autism, Williams Syndrome and Attention Deficit Hyperactivity Disorder (ADHD). The youth are taught valuable pre-vocational and life skills to ensure that 'graduates' can become contributing members of society. Since it was established in 2006, the programme has taken in 80 students from all walks of life.

BRINGING WORLD
CLASS THOUGHT
LEADERS TO MALAYSIA

JCF believes in life-long learning.

Through the Jeffrey Cheah Distinguished Speakers Series (JCDSS) at Sunway University, the community can attend free public lectures.

This socially responsible programme has brought in more than 60 eminent international speakers since 2005.

Past speakers include professors and experts from Harvard University, Harvard Business School, Cambridge University and Oxford University.

JCDSS provides the community the opportunity to listen and learn from outstanding experts who passionately share their knowledge on a broad range of current topics from the fields of business to the arts, science, medicine and technology; providing a platform for intellectual discourse and lifelong learning.

For more information on Jeffrey Cheah Foundation and scholarships, please visit: jeffreycheahfoundation.org.my or sunway.edu.my

SUNWAY CONSTRUCTION DEBUTS PINK HYDRAULIC EXCAVATOR IN SUPPORT OF CANCER RESEARCH



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- 1 Tan Sri Jeffrey in the driver's seat - driving full support for cancer research by donning pink
- 2 Real men wear pink - Sunway Construction engineers, posed a la Village People, popular for its Y.M.C.A. song, in support for research for cancer with the pink excavator.

In some parts of the world, men wear pink every Friday in October to support breast cancer awareness and research. But our engineers from Sunway Construction donned pink to match PIXCR (PInk eXcavator for Cancer Research), at the MRT site along the SPRINT Highway.

This is a novel way for Sunway Construction to shed light on the disease by collaborating with Cancer Research Initiatives Foundation (CARIF). A portion of the rent Sunway Construction pays the vendor will be channelled towards CARIF.

Tan Sri Dr Jeffrey Cheah said, "We are proud to take this initiative to "dig deeper" into cancer research. We have not only built the infrastructure necessary for our development as a nation, but also a solid foundation of health for the communities we serve."

Sunway Group's contribution is an extension of its ongoing efforts to enrich lives by creating healthy communities. Earlier this year, Sunway Group had declared that Sunway Resort City will be a 100% smoke-free township by 2018, liberating the surrounding community as well as its 40 million visitors from cancer-causing cigarette smoke.

If you're traveling along the SPRINT highway, chances are you might see PIXCR hard at work. It is at the MRT contract package V4 site awarded to Sunway Construction, which is diagonally opposite Phileo Damansara and before Bukit Kiara turn-off, along the SPRINT highway in Petaling Jaya. ■

WAR ON FAT BEGINS AT SUNWAY PYRAMID



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- 1 Sunway Pyramid team showcasing the mascots and the unique t-shirts for the campaign, specially designed for members of the public who will compete in the Pedometer Challenge.
- 2 Tan Sri Ramon Navaratnam (right) receiving a plaque from Datuk Seri Dr S Subramaniam acknowledging Sunway Pyramid as Malaysia's first Health Promoting Mall.
- 3 Health messages are placed strategically along Sunway's canopy walk to remind pedestrians to commit to health.

According to statistics from the National Health and Morbidity Surveys, over 2.6 million Malaysian adults were classified as obese and over 477,000 children below the age of 18 years were overweight, earning the country the dubious honour of Malaysia being the fattest country in Southeast Asia. Acting as a bulwark against this health threatening trend, Sunway Pyramid has become Malaysia's first Health Promoting Mall (HPM) that aims to promote a healthier and active lifestyle for its shoppers, visitors, employees, tenants and local community alike.

Accredited by the prestigious Malaysian Health Promoting Board or MySihat, Sunway Pyramid was awarded with the title on the 19 November 2013 in a launch conducted in the mall itself and officiated by the Minister of Health, Datuk Seri Dr. S. Subramaniam. The event was also attended by COO of Sunway Shopping Malls, Kevin Tan, Chairman of Malaysian Health Promoting Board (MySihat) Tan Sri Dato Sri Dr Haji Mohd Nasir Mohd Ashraf and CEO of MySihat Datuk Dr. Yahya Baba.

The launch revealed three mascots that personify Pyramid's HPM: "Beat It", "Pump It" and "Ease It". "Beat It" personifies the ideal of keeping yourself fit and active in order to

keep your heart rate beating at a healthy pace. "Pump It" is the personification of keeping your lungs healthy and clean from smoking. "Ease It" is all about choosing your food wisely to keep your stomach healthy.

As a Health Promoting Mall, Sunway Pyramid produced a "Fit for Thought" booklet distributed throughout the mall that contains invaluable tips for eating right, combating weight gain through exercise and ways to snack healthily. It even contains fashion tips to follow while sweating it out!

Mall goers are also invited, from now until 31 March 2014, to take part in the Pedometer Challenge. The mission? Complete 10,000 steps in 90 minutes to win exclusive prizes. That's not all, the Canopy Walk also contains health messages to "Beat It", "Pump It" and "Ease It" to remind shoppers to eat healthy and stay healthy too. To take part in the Pedometer Challenge, you'll have to register first so please logon to www.sunwaypyramid.com or you can approach the Main Concierge Counter on the Ground Floor or the Blue Concierge Counter on LG1 for more information. ■

UNLOCKING THE FULL POTENTIAL OF SUNWAY'S WORKING WOMEN



(from left to right) Ms Yip Lai Hun, General Manager of Sunway Constructions, Ms Mandy Chew, CEO of Sunway International Hotels & Resort, Ms Ng Lai Ping, Deputy Chief Financial Officer of Sunway Group, and Ms Foo Shiang Wyne, General Manager of Sunway Group Human Resources are among the panelists for Sunway's inaugural women's forum.

"What do working women want?"

"What can companies do to attract and retain working mothers in the workforce?"

These questions, and many others like them, were among the important issues discussed at the inaugural women forum recently organised by Sunway Group Human Resources.

Aptly themed "Work, Life, Balance & Career", the forum gave the audience of over 100 strong the opportunity to hear from Mr Johan Merican, CEO of TalentCorp, as well as from an esteemed panel of Sunwayians – consisting of Ms Mandy Chew, CEO of Sunway International Hotels & Resort, Ms Ng Lai Ping, Deputy Chief Financial Officer of Sunway Group, Ms Yip Lai Hun, General Manager of Sunway Constructions, and Ms Foo Shiang Wyne, General Manager of Sunway Group Human Resources – how working mothers can effectively tackle the challenge of balancing work and family.

According to the World Bank – Malaysian Economic Monitor's November 2012 Report, Malaysia's labour force participation of 46 percent is one of the lowest among all

ASEAN countries. As Johan shared in his presentation, everyone has to play to encourage and engage women at the workforce.

"Women may opt to take up challenges in uncharted territories to become more visible at the work. Having a mentor or sponsor can also help them stand out and be noticed," he said.

During the panel discussion, valuable insights were shared on pertaining issues such as why women often feel discouraged or intimidated from re-entering the workforce. The leaders also touched upon the crucial role played by the immediate superior to help women achieve work life integration.

Since 2013, GHR has embarked on various initiatives to attract and retain women in the workforce. In addition to setting up a childcare centre operated by R.E.A.L Kids, GHR has also established a dedicated mother's room and designated car parking spaces for expected ladies at Menara Sunway. These plans are expected to be replicated across the many Sunway businesses beginning January 2014. ■

The Sunway Innovation Challenge, a group-wide competition first introduced by the Leading with Passion committee of 2012 to foster an innovative culture in Sunway, returned in 2013 with the theme "Sustainability". More than 50 teams across Sunway's 12 business units submitted original innovative ideas for the chance to take home the Grand Prize of RM6,000 cash!

After a gruelling presentation to the judging panel, which consisted of Sunway senior management, Dr Lau Sian Lun from Sunway Education Group was announced the champion for his idea "Innovation Platform - A Student for Student 'Playground'".

Mr Sean Tan Iherg from Sunway Property bagged second place and took home RM3,000 for his idea "Standardisation of Floor Layout Design for High-Rise Developments".

Dr Lau Sian Lun triumphed yet again for his joint-entry "Sunway Carpool & Parking Mobile app". Together with Dr Sim Tze Ying, also from Sunway Education Group, they placed third and took home RM1,000 cash.

For the first time, a Special Award was introduced to give recognition to innovations that had potential wide-spread benefits to society. Professor Poh Chit Laa from Sunway Education Group did her fellow colleagues proud when she was announced winner and walked away with a cash prize of RM5,000. Her idea, "Development of Antiviral Peptides Against ENTEROVIRUS 71" is expected to have far-reaching benefits in reducing neurological complications and death, and in the prevention of epidemic outbreaks.

We take this opportunity to once again congratulate every participant for their effort and time! ■

MAKING INNOVATIONS WORK



Congratulations to all the winners! All smiles as they accept the award from Dato Chew Chee Kin, President of Sunway Group.

- 1 Finalist
Dr. Ehsanollah Mansourirad
- 2 Special Mention Award
Professor Poh Chit Laa
- 3 2nd Runner Up
Dr. Sim Tze Ying and
Dr. Lau Sian Lun
- 4 Finalist
Ong Seok Wei
- 5 Finalist
Ng Yeng Chang
- 6 1st Runner Up
Sean Tan Iherg

NEWS BITES

FEEL THE DIFFERENCE



1

Our hotels in Seberang Jaya and Georgetown went through complete refurbishment and look more elegant now. You can feel the difference when you next stay at Sunway Hotel Seberang Jaya and Sunway Hotel Georgetown.

The management of the hotels did a good job minimising interference in servicing their guests while the refurbishment works were taking place. While the hotels were going through a facelift, business operated as usual as they are very popular amongst businessmen and tourists alike due to their strategic locations.

Sunway Hotel Georgetown will serve as Sunway's hospitality flagship hotel in its class. New hotels or hotels under Sunway which are due for a make over will use Sunway Hotel Georgetown as the benchmark.

The hotels have contemporary design with bright colours and clean lines to create spaciousness and a welcome respite for its guests.

Sunway Hotel Georgetown is sought after for its convenience, being in the centre of the city in Penang and just a few steps away from the famous New Lane Hawker centre, while Sunway Hotel Seberang Jaya is known for its conference packages.

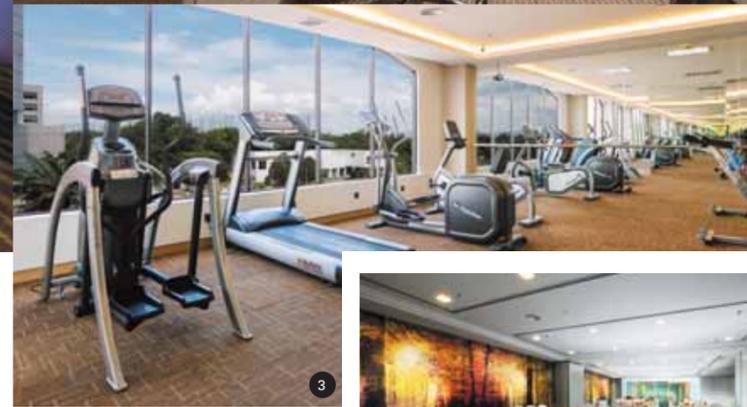
Sunway Hotel Georgetown now looks chic and elegant to meet the demands of sophisticated guests, especially the regular ones. The 250 rooms and two suites at the hotel are refurbished with high quality fittings that provide the ultimate comfort for its guests.

The stylish clubrooms at the Georgetown hotel feature coffee making machine and a dedicated work desk with iPod docking station, staples in many high-end hotels.

Business and leisure travellers at the club lounge on level 14 have access to personalised service, breakfast and evening cocktails with hors d'oeuvres and free flow of refreshment while soaking in the view of the heritage quarter of Georgetown. These are the little luxuries that Sunway Hotel Georgetown is very proud of because it managed to emulate personalised services of leading hotels of the world.



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- 1 Sunway Hotel Seberang Jaya Club Lounge
- 2 Sunway Hotel Georgetown Penang Club Room with complimentary mini bar
- 3 Sunway Hotel Seberang Jaya Gym Room
- 4 Sunway Hotel Georgetown Penang Ballroom

At Sunway Hotel Seberang Jaya, all 202 tastefully appointed guestrooms and suites offer a panoramic view of the surrounding area, while the Deluxe and Premier rooms provide a wide range of amenities with comfort at any time of the day. The chic and trendy wall paintings, combined with contemporary bed panelling and matching writing chair in warm earthen colours, sets the mood for a comfortable yet relaxing day.

The Club rooms which are located on the upper levels feature a 'Hotel within a Hotel' concept with comfortable, privacy and exclusive facilities and services for the discerning travellers. Discreet and dedicated butler services are available at the private Club Lounge as well as the club rooms. Private suites offer a separate living area, Coffee Bean & Tea Leaf coffee making machine and a dedicated work desk with iPod docking station.

To satisfy the hunger pangs, head to Sun Café – and all-day dining outlet at the Lobby for a good mix of local and international taste from the well-thought a la carte menu to innovative buffet selection served in a casually chic setting.

For social gatherings or a great night out, The Lounge is the place to unwind over a live sporting event on the big screen, complemented by a light bites and a pint, cocktails or event a glass of wine and for some vigor in the night with live bands playing a wide range of repertoire from yesteryears' hits to current chart-toppers.

Walk into any of these two hotels today and you'll experience the difference. ■

IT'S ALL ABOUT YOU

WE OFTEN SEE OUR MANAGERS BEING SERIOUS AT WORK. **BUT WHAT DO THEY REALLY THINK AND DO TO ACHIEVE WORK OBJECTIVES, AT THE SAME TIME TRY TO SPARE SOME PERSONAL TIME AFTER WORK?** WE TALK TO SENIOR MANAGERS IN THREE SUNWAY'S BUSINESS UNITS ABOUT WHAT MAKES THEM TICK.



ALICE LEOW

GENERAL MANAGER -
CUSTOMER RELATIONS
SUNWAY PROPERTY

What are you most proud of working with Sunway Property?

Sunway Property is probably the first in the local property industry to set up a dedicated Customer Service Department. This is our pride and joy. It's not merely a basic service department. We believe we have also set an industry standard with excellent customer service with prompt response and provide ease of communication for our customers through My Sunway Property Portal.

Any advice for the readers on achieving work life balance?

You must have a good time management. To do this, you must learn how to prioritise your tasks. That way, you'll still find time for personal matters. Have hobbies you can look forward to. Go on holiday with family and friends at least once a year.



DR FOO YIN FAH

DIRECTOR
SUNWAY INSTITUTE OF SOCIAL
ENTREPRENEURSHIP

How do you develop talents within the department?

I try to develop talent by watching and listening closely to my colleagues. You have to observe their behavior and try to understand who they are. To me, a good organisation would know how to spot talents in its diverse forms and support and mentor its people to maximise their talents.

What is the most valuable lesson you have learned from your colleagues from Sunway Education Group?

The most valuable lesson that I have learned from my colleagues is patience. Interacting with people is the single most challenging part of our work and our life. Human beings are truly unique social creatures that we cannot live without our fellow humans. Being an empathic leader truly wears you down. Making decisions becomes rather difficult when you have to consider how other people will be affected. You cannot react rashly and impatiently. You have to be patient, listen and try to understand others point of view.



YIP LAI HUN

SENIOR GENERAL MANAGER, SCCM
SUNWAY CONSTRUCTION

What are you most proud of working with Sunway Construction?

Sunway Construction gives me equal opportunity in career development and this is something I am very proud of. I joined Sunway Construction in 1993 as Assistant Estimator and now I am the Senior General Manager of SCCM. I am glad to be growing together with Sunway.

What is the most valuable lesson you have learned from your colleagues?

I have learned a lot from my Managing Director, Mr Kwan Foh Kwai on his management and his thinking skills, he always throws challenges to us and it is not easy to convince him. I also admire our Senior Managing Director, Dato Tan Kia Loke on his positive thinking and his marketing skills.

CARING FOR THOSE WHO MATTER MOST.



- C.A.R.E PROJECTS**
- Sunway Safe City
 - Smoke-free Initiatives
 - Elevated BRT-Sunway Line and Elevated Covered Canopy Walk
 - Landscaping and greening of Sunway Resort City
 - Cruyff Court Iskandar
 - Hearts of GOLD Project
 - Festive celebrations for the underprivileged
 - Green Efforts

For almost four decades now, we have placed the community at the forefront in the hope of creating a safer, healthier, happier and more caring society. To make this ethos a reality, we incorporated the practice of sharing. This includes celebrating holidays and special occasions with the underprivileged and caring for the elderly.

Our care extends to erecting elevated and covered walkways and boosting overall security thanks to our close partnership with

the Royal Malaysian Police, the Malaysian Crime Prevention Foundation (MCPF) and the State of Selangor, greatly enhancing our Safe City Initiative.

With security comes beauty. To create a community admired by many, we undertook landscaping and greenery efforts around Sunway Resort City including the maintenance and cleanliness of landscaped areas, roads and streetlights. We also founded the recycling programme in 2003 to cultivate the

culture among our staff. Today, we recycle approximately 300,000kg a year.

These are just some of the initiatives under our C.A.R.E projects, our core values implemented to enhance community building and to enrich the lives of our loved ones. Here, it is about looking out for one another.

To know more about our C.A.R.E projects, visit <http://www.sunway.com.my/>



SUNWAY lifestyle	 Google play
	 Available on the App Store
	 Windows Store