

FROM THE CHAIRMAN'S DESK —
40 YEARS AND STILL GROWING
TOGETHER

CORPORATE RESPONSIBILITY —
LIGHT OF HOPE SHINES UPON
THE LESS FORTUNATE

ANNIVERSARY FEATURE —
40 AMAZING FACTS
ABOUT SUNWAY

NEWS BITES —
NEW EXPANSIONS FOR
A BRIGHTER FUTURE

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SUNWAY



ISSUE 50
CONTENTS

CHAIRMAN'S DESK
40 YEARS & STILL GROWING TOGETHER
03

ANNIVERSARY FEATURE
DISCOVER WONDERS AT SUNWAY
05

CORPORATE SOCIAL RESPONSIBILITY
BUSINESS WITH A HEART
06

LIGHT OF HOPE
08



SUNWAY'S CORE BUSINESSES
SUNWAY QUARRY
12

SUNWAY CONSTRUCTION
14

SUNWAY BUILDING MATERIALS
16

SUNWAY TRADING & MANUFACTURING
18

SUNWAY PROPERTY
20

SUNWAY CHINA - SINGAPORE
22

SUNWAY COMMERCIAL
24

ANNIVERSARY FEATURE
40TH ANNIVERSARY BIRTHDAY WISHES
26

SUNWAY REIT
30

SUNWAY EDUCATION
32

SUNWAY LEISURE
34



SUNWAY HOSPITALITY
36

SUNWAY RETAIL
38

SUNWAY HEALTHCARE
40

GROUP CORPORATE CENTRES
GEARED FOR GROWTH
42

GROUP HUMAN RESOURCES
44

GROUP IT
46

GROUP FINANCE
48

GROUP PROCUREMENT
50

GROUP SECURITY
51

40 AMAZING FACTS ABOUT SUNWAY
52

NEWS BITES
SETTING INDUSTRY BENCHMARKS
56

NEW EXPANSIONS
58

IT'S ALL ABOUT YOU
60

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FROM THE CHAIRMAN'S DESK

40 YEARS AND STILL GROWING TOGETHER



TAN SRI DR JEFFREY CHEAH, AO
FOUNDER AND CHAIRMAN
OF SUNWAY GROUP

As we celebrate the 40th Anniversary of Sunway, I realised how quickly my 40 years as Founder and Chairman of Sunway Group have passed. Together, we have gone through thick and thin, and together, we have achieved great heights in building communities and in touching lives. I am truly humbled to lead the committed and dedicated people who work for Sunway in its many divisions.

The legacy of building shared values for both our shareholders and our community is embedded within Sunway Group's ethos and our corporate business strategy. We understand that for our businesses to be sustainable, the communities we serve must also continue to prosper. Building our shared values are how we can help create competitive advantage and continuously deliver better returns for our stakeholders. When we take impactful actions that improve society, we are doing our part to address important social and environmental challenges.

Underlying this principle of building our shared values are our core values for our employees, which fundamentally guide our way of doing business: **Integrity, Humility and Excellence.**

Integrity is core. It constantly reminds us to conduct ourselves in an honest and trustworthy manner in all Sunway's businesses. The strong support from investors and stakeholders is a sound reminder to us to act professionally, ethically and honourably at all times. Our continuous contribution to the community through our Corporate Social Responsibility efforts exemplifies our promise to better serve our clients and the community.

Humility is fundamental in our organisation, as it reminds us to be humble, polite and respectful to all, as we care for people and the environment. By showing that we care and listen, this important value and quality will radiate among our colleagues and the communities that we serve. As a company that has grown significantly over the last 40 years, I humbly believe that we must never stop learning.

We strive for **Excellence** in order to deliver high quality products and services to our clients and consumers. Across our enterprises, we strive for high standards. We continuously innovate and improve for greater progress that can free up resources for more

investment. I hope our many milestones will inspire others to continue to be the best. Most importantly, we strive to be a progressive company with strong values.

I believe our core values demonstrate that Sunway Group is not about short-term initiatives and gains, but instead, is fully committed to finding solutions that can create long-term benefits for our people, the economy and the planet. These core values permeate through Sunway's delivery of its products and services. They also contribute to the creation of our Corporate Social Responsibility programmes under our three pillars: Education, Healthcare and C.A.R.E (Community Aid, Reach-out and Enrichment) projects. These are areas where Sunway can make the most impact and where it matters most for both our stakeholders and the community.

I believe our core values will continue to guide us in our purpose to create a brighter future for our communities. On our 40th Anniversary, Sunway pledges to press on in our sincere commitment to be **'A Part of You'** while embracing our core values of **Integrity, Humility and Excellence.** ■



SUNWAY ISKANDAR

NATURE'S CAPITAL CITY

SUNWAY ISKANDAR

WHERE THE CITY MEETS NATURE



SUNWAY ISKANDAR

A world-class integrated city designed within 1,800 acres of the earth's natural beauty. A low-density development featuring six precincts, this sustainable city thrives within lush greenery and serene water bodies including the 7km Pendas River and the Straits of Johor. So you'll always enjoy the simple pleasures of nature in a truly sophisticated city. Because this is Nature's Capital City.

- The only plot within Medini facing the Straits of Johor
- Low-density, 1,800-acre development (Plot ratio: 1)
- 40% nature and water (approx. 670 acres)
- Features Education, Hospitality, Theme Park, Retail, Residential, Commercial, and Healthcare components
- 5 minutes to the Singapore Second Link via the proposed Southern Access Link
- 5 minutes to Legoland, Pinewood Studios, and EduCity



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40 YEARS
A PART OF YOU

SUNWAY™

CORPORATE SOCIAL
RESPONSIBILITYBUSINESS
WITH A HEART

BY ALIGNING OUR CSR EFFORTS WITH OUR BUSINESS INTERESTS, AND EMBEDDING OUR CORE VALUES OF **INTEGRITY, HUMILITY AND EXCELLENCE** INTO OUR DAILY WORKING LIFE, WE AIM TO CREATE A POSITIVE AND FAR-REACHING IMPACT ON THE NATION AND HUMANKIND.

For four decades now, corporate social responsibility (CSR) continues to augment Sunway Group's business model, operating strategies and corporate culture as we actively engage our stakeholders and the communities we serve. In line with our commitment to support the growth and development of our stakeholders, we have prioritised our group-wide CSR initiatives into three broad pillars, namely Education, Healthcare and C.A.R.E. projects, an acronym for community aid, reach-out and enrichment.

As we expand our presence worldwide, we remain steadfastly committed that CSR should always form an integral part of our business framework, to enable our stakeholders to live, learn, work, play, be healthy and safe. By aligning our CSR efforts with our business interests, and embedding our core values of **Integrity, Humility and Excellence** into our daily working life, we aim to create a positive and far-reaching impact on the nation and humankind.

EDUCATION

"I like to see young minds being educated. Education brings out the best in young people. That is why I am so passionate in giving to society through education," an inspiring quote by Tan Sri Dr Jeffrey Cheah, AO, Founder and Chairman of Sunway Group, best exemplifies Sunway's belief in lifelong learning and our commitment to provide educational opportunities to help the nation progress by developing talents.

The establishment of Sunway University (previously Sunway College) in 1987 by Tan Sri Dr Jeffrey Cheah serves as the stepping stone to the eventual formation of 12 education institutions under Sunway Education Group. It also marks Sunway's first important step in championing quality higher learning for the community and the country. In March 2010, the 12 institutions, with a combined value of more than RM720 million, were transferred into the Jeffrey Cheah Foundation (JCF) for perpetuity, with surpluses ploughed back into the institutions for scholarship, research, upgrading of facilities and infrastructure.

HEALTHCARE

Sunway's second pillar in CSR, healthcare, stems from our strong belief in the importance of raising the healthcare standards in Malaysia and in helping to cultivate healthy living through informing and educating the community.

C.A.R.E. PROJECTS

Our C.A.R.E. projects aim to enhance the lives of the community around us through giving aid, reaching out to them, and via enrichment projects. Besides taking care of the wellbeing of the surrounding community through safety and security, connectivity, accessibility and convenience, and various green initiatives, we also place great emphasis on initiatives that improve the lives of the underprivileged. ■

EDUCATION



Awarded more than RM165 million in scholarships to over 19,500 students as of 2014

Contributed over RM12.5 million to Chinese vernacular and convent schools to enable restoration and repair works

Sponsored RM300,000 to combat education inequity, as part of our partnership with Teach for Malaysia (TFM)

Since 2005, invited more than 60 esteemed international speakers to speak at the Jeffrey Cheah Distinguished Speakers Series (JCDSS), benefitting over 12,000 individuals

Since 2006, provided technical and soft skills training to over 100 students with learning difficulties like Down's Syndrome, autism, Williams Syndrome, under the Sunway Job Training Programme for Special Students

In 2013, JCF contributed RM20.51 million (USD\$6.2 million) to Harvard University to establish the Jeffrey Cheah Funds for Southeast Asia Studies

In 2014, hosted over 20 world renowned economists from 15 countries to share their views at the inaugural Jeffrey Cheah Institute on Southeast Asia Conference

HEALTHCARE



Committed to driving Sunway Resort City towards being Malaysia's first 100% smoke-free township by 2018

Contributed more than RM2.5 million to the National Kidney Foundation of Malaysia (NKF) to enable the NGO to purchase two customised NKF LifeCheck Mobile Health Screening Units and promote public education initiatives

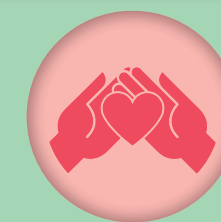
Raised more than RM1 million to support the Malaysia Liver Foundation's (MLF) mission of raising awareness on liver-related diseases

Provided almost RM2 million in discounts to patients with financial difficulties

Provided free public health screening to more than 5,000 people annually via the Sunway Medical Centre health road shows

In conjunction with World Diabetes Day, initiated "Let's Take 5", an annual campaign to raise awareness, educate and empower people to take control of diabetes

C.A.R.E PROJECTS



SAFETY AND SECURITY



Part of the Sunway Safe City Initiative, was invested over RM2 million worth of software and hardware to ensure the safety of employees, students, residents and visitors commuting in Sunway Resort City

Boasts a security force of 800 personnel 350 of whom are auxiliary police who have completed intensive training at the Malaysian Police Training Centre

CONNECTIVITY, ACCESSIBILITY AND CONVENIENCE



Invested more than RM200 million on road upgrade projects to ease traffic congestion in Bandar Sunway, Subang and USJ

Contributed RM99 million to construct Malaysia's first elevated Bus Rapid Transit (BRT) – Sunway Line, as part of the public-private partnership with Syarikat Prasarana Negara Berhad. The eco-friendly BRT buses will benefit a population of 500,000 in Bandar Sunway and USJ Subang Jaya

Invested RM10 million to build a secure and guarded 2km Elevated Covered Canopy Walk linking Sunway Pyramid, Sunway University and Monash University Malaysia

GREEN INITIATIVES



Contributed nearly RM5 million to undertake landscaping and beautification efforts of public areas around Sunway Resort City

Transplanted more than 25,000 trees in Sunway Resort City to rehabilitate the wasteland. Collectively, the trees absorb more than 450 tons of carbon dioxide annually, reducing both our carbon footprint and global warming

Since 2003, recycled more than 300,000kg of recyclable wastes per year

COMMUNITY INITIATIVES



Donated RM300,000 to build the first Cruyff Court in Southeast Asia, Cruyff Court Iskandar, as part of a worldwide initiative for 20,000 children championed by the Johan Cruyff Foundation

Invited more than 80,000 underprivileged children, single parents and the elderly to a memorable day-out at Sunway businesses

Since 2010, more than RM200,000 raised through Sunway Pyramid's Some Of uS (SOS) campaign to purchase food, refurbish homes, and organise interactive education programmes for the underprivileged

LIGHT OF HOPE SHINES UPON THE LESS FORTUNATE

LIGHT OF HOPE, SEES ALL SUNWAY EMPLOYEES COMING TOGETHER TO VOLUNTEER THEIR TIME, MONEY AND EFFORT TO BENEFIT THE UNDERPRIVILEGED COMMUNITY.

At Sunway, we believe businesses have a social responsibility for society. Although Sunway has grown exponentially in size over the last forty years, the culture of giving to society and doing good has never once wavered. Through our three corporate social responsibility (CSR) pillars, namely Education, Healthcare and C.A.R.E. Projects, an acronym for community aid, reach-out and enrichment, we remain committed to creating a far-reaching impact for the nation and assure a brighter future for the communities in which we build, serve and live within.

While initiatives under the Education and Healthcare pillars are largely geared towards people development, C.A.R.E. Projects seek to create a positive difference in the lives of those less fortunate. One of the C.A.R.E. projects initiated, aptly named Light of Hope, saw all Sunway employees coming together to volunteer their time, money and effort to benefit the underprivileged. As Desmond Tutu, a South African social rights activist once

said, "Hope is being able to see that there is light despite all of the darkness." With the Light of Hope initiative, we hope to serve as a beacon of light to support and enrich the lives of the underprivileged.

Staff involvement in Light of Hope is notably active during major festive occasions; a time where many of the underprivileged and impoverished communities are often forgotten. Many employees have consistently dug deep to contribute clothing, food items and other daily necessities to orphaned children and the elderly. Through Sunway's social club, Kelab Sosial Sunway (KSS), which takes the lead in driving many of the worthy causes, many employees also volunteer their time to celebrate with the underprivileged. To date, Sunway has invited more than 80,000 underprivileged children, single parents and the elderly to a memorable day-out at Sunway Lagoon, Sunway Lost World of Tambun theme parks, and Sunway shopping malls.



- 1 Over 800 Sunway staff from different Sunway businesses volunteered their time to pack 100,000 highly nutritious meals for the underprivileged communities as part of the Stop Hunger Now! Meal Packaging Programme.
- 2 Underprivileged children joined Tan Sri Datuk Seri Razman Hashim, Deputy Chairman of Sunway Group, for buka puasa (breaking of fast) at Sunway Resort Hotel & Spa.
- 3 YB Kamalanathan P. Panchanathan, Deputy Minister of Education II, and his wife, Pn. Shobana where guests of honour at Sunway's Colours of Diwali, help to distribute uniforms, shoes and stationery to pupils of SK Bandar Sunway, one of the 6 schools adopted by Sunway. The items were purchased via generous donations collected from Sunway employees.
- 4 Puan Sri Dr Susan Cheah presented daily necessities to the underprivileged and abandoned elderly as part of the Sunway Light of Hope initiative.

In 2014, Sunway Group took a giant leap with its Light of Hope initiative by partnering with Stop Hunger Now to combat hunger through its Meal Packaging Programme. Stop Hunger Now is an international hunger relief organisation which manages the distribution of food and other life-saving aids. Over 800 Sunway employees nation-wide gathered to pack food for the underprivileged communities in Port Klang and its surrounding areas such as Kampung Samy and Klang Squatters, and also, for two Myanmar refugees organisations based in Bandar Sunway, namely ZOMI Education Centre and Chin School Organisation. ■

SUNWAY HAS INVITED
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SUCH AS KAMPUNG SAMY
AND KLANG SQUATTERS



BUILDING A FOUNDATION FOR NATIONAL EXCELLENCE

SUNWAY HAS LONG BEEN SYNONYMOUS WITH THE QUARRYING INDUSTRY IN MALAYSIA. THE DIVISION SUPPORTS NATION-BUILDING THROUGH THE PRODUCTION OF AGGREGATES VIA SIX QUARRIES AND ASPHALT PLANTS ALONG POTENTIAL DEVELOPMENT CORRIDORS IN MALAYSIA.

A strong national economy and an excellent quality of life are built on a foundation of aggregates. Whether we realise or not, aggregates form the foundation of our lives, from the driveway in our homes to the floors in our workplace to its role in building the infrastructures that drive a nation such as highways, airports and economies.

Without quarries and the reserves they provide, there is no source of aggregates, the basic raw material used in the building and construction industry. Aggregates are extracted and used in their raw form or serves as composite materials in the production of concrete and asphalt.

In Malaysia, 55% of aggregates produced are used for infrastructural development and commercial buildings, 27% are used for ready-mixed concrete, 8% are used in concrete products, brick factories and other manufacturing uses while 10% is used in asphalt and road maintenance.

Sunway has long been synonymous with the quarrying industry in Malaysia. The division supports nation-building through the production of aggregates via six quarries and asphalt plants along potential development corridors in Malaysia. Sunway Quarry delivers an integrated product range with complementary services comprising aggregates, asphalt and pavement overlay.

Sunway Quarry is currently one of the suppliers of aggregates to three of the largest national infrastructure projects, among them the on-going Klang Valley Mass Rapid Transit (KVMRT), the Light Rail Transit (LRT) Kelana Jaya Line Extension Project, as well as Malaysia's first elevated Bus Rapid Transit (BRT) - Sunway Line in Bandar Sunway. The first KVMRT line is 51km in length and will serve an estimated population of 1.2 million people. The Kelana Jaya (KJ) Line extension will link Kelana Jaya Station to Putra Heights via Subang Jaya. As for the elevated BRT-Sunway Line, upon its completion in 2015, it can service 500,000 people as they travel to and fro on the 5.4km elevated bus lane.

With the increase in construction activities in Malaysia leading to a continued escalation in demand for aggregates, Sunway Quarry is looking at expanding its presence in 2014 with approvals being sought for new quarries in Penang island and in Semenih, Selangor respectively. Moving forward, it will also be actively looking for suitable quarries in Johor that will cater to the rising number of developments in Iskandar Malaysia including Sunway's third integrated township - Sunway Iskandar. ■



1-4 Scenes of Sunway Quarry's quarries and asphalt plants located all over Peninsular Malaysia.



SUNWAY QUARRY IS THE SUPPLIER OF AGGREGATES TO THREE OF THE LARGEST NATIONAL INFRASTRUCTURE PROJECTS :

KLANG VALLEY MASS RAPID TRANSIT (KVMRT)

LIGHT RAIL TRANSIT (LRT) KELANA JAYA LINE

BUS RAPID TRANSIT (BRT) SUNWAY LINE

TEH QUEN CHANG
CHIEF EXECUTIVE OFFICER
SUNWAY QUARRY



BERITA SUNWAY: In your personal opinion, what is the secret behind Sunway Quarry's success?

I believe the mantra "location, location, location" best sums up Sunway Quarry's successful operations and continued growth. Quarry selection requires careful planning and deliberation. We have been fortunate so far in selecting the right locations.

The mutual trust and respect developed between management and subordinates, colleagues, and buyers, are the other key reasons behind our present-day success. I believe trust is necessary to contribute to future economic growth in a sustainable manner.

BERITA SUNWAY: What do you think about Sunway Quarry's contribution to building communities and infrastructure?

I am proud of the role Sunway Quarry is playing towards building a solid and sustainable infrastructure. Bridges, highways, staircases and car parks are examples of the many solid foundations which require quarried stones. When the base is properly set, the rest will fall into place easily.

BERITA SUNWAY: What are your future plans for Sunway Quarry?

As someone with a background in formal agricultural training, I hope to transform Sunway's quarries into "green" worksites. The transformation can simply begin with the planting of trees. An environmentally-friendly site is not only good for our employees' welfare, but it is one way to give back to Mother Nature. By being the first quarry to take this step, I hope we can become a role model for other quarries in the nation.

NATION BUILDING THROUGH CONNECTIVITY

SUNWAY CONSTRUCTION IS THE FIRST TO IMPLEMENT IN-HOUSE VDC AND BUILDING INFORMATION MODELING (BIM) IN MALAYSIA TO INCREASE ITS COMPETITIVE ADVANTAGE AND DO EVEN MORE AS AN INDUSTRY LEADER.

The construction industry is an important component of the Malaysian economy as it is an indicator to national wealth creation. It acts as a catalyst, enabling growth in other industries such as manufacturing, professional services, financial services and others in the supply chain thus creating a multiplier effect on the nation's economic growth.

Sunway Construction's continuous improvement in quality and safety has propelled it to be a leader in the Malaysian construction industry. In 1989, Sunway Construction played its first role in nation-building after undertaking the Langkawi Jetty project for Commonwealth Heads of Government Meeting (CHOGM). Since then, the construction division's story has continued to be one of growth and achievement, having delivered projects worth over RM20 billion in Malaysia and overseas, including India, Abu Dhabi, Singapore and Trinidad and Tobago.

Today, Sunway Construction's expertise as a turnkey contractor ranges from design and build, building and civil engineering, geotechnical and foundation expertise, mechanical, electrical & plumbing (MEP), precast concrete products and machinery rental. They are also a key contributor to some of the nation's largest infrastructure works, including the MRT, LRT and Malaysia's first elevated Bus Rapid Transit (BRT). The BRT-Sunway Line is the first of its kind and is expected to set the benchmark for other planned BRT projects in the country. Besides improving connectivity for Malaysians, such transport infrastructure also translates to job creation, while benefitting the tourism industry as a whole.

Sunway Construction's order book stands at RM3.8 billion (as at March 2014) and it intends to replenish an order book of approximately RM2.8 billion in 2014. In addition to in-house projects, the replenishment will also come from projects under the Economic Transformation Plan and 10th Malaysia plan projects. Leveraging its proven capabilities, Sunway Construction is also looking to securing further MRT contracts.

Sunway Construction's growth is underpinned by an unflinching management commitment to project execution, delivery, quality products and services. It is a keen advocate of the Industrialised Building Systems or precast concrete in construction, backed by a well-established precast concrete company in Singapore – the third largest in the Republic – and a newly set up branch in Senai, Johor.

Two key strategies for the construction division moving forward are to deepen the synergies with Sunway Property Division through Virtual Design & Construction (VDC), an integrated approach of managing design and construction using digital information modeling, as well as inculcate customer-centricity through implementation of Total Quality Management (TQM) to deliver better values to its customers. Sunway Construction is the first to implement in-house VDC and Building Information Modeling (BIM) in Malaysia to increase its competitive advantage and do even more as an industry leader. VDC virtualises the construction of a building and makes it easier to detect design faults earlier. This in turn helps to reduce wastage and improve productivity, enhancing the quality and safety of construction works. ■



SUNWAY CONSTRUCTION'S ORDER BOOK STANDS AT

RM3.8 BILLION
(AS AT MARCH 2014)

AND IT INTENDS TO REPLENISH AN ORDER BOOK OF APPROXIMATELY

RM2.8 BILLION
IN 2014



1 Artist impression of Malaysia's first elevated Bus Rapid Transit – Sunway Line, which will have seven stations with park-n-ride facilities connecting Setia Jaya KTM and USJ6 LRT stations.

2 Tan Sri Dr Jeffrey Cheah presents the map of Sunway Resort City while highlighting the various BRT stations to Tan Sri Syed Hamid Albar, Chairman of the Land Public Transport Commission (SPAD). The elevated BRT project is a Public-Private Partnership between Prasarana and Sunway.

3 In addition to building some of the nation's largest infrastructure works, Sunway Construction has also helped build some of Malaysia's most iconic landmarks, including Legoland, Pinewood Iskandar Malaysia Studios and the KLCC Convention Centre (picture).

4 Sunway Construction undertook its single largest turnkey civil engineering project – the Kajang-SILK Highway – lauded as a great technical feat for the company in those days, and costing over RM800 million to design and build.

KWAN FOH KWAI
MANAGING DIRECTOR
SUNWAY CONSTRUCTION



BERITA SUNWAY: What do you believe are the ingredients that have fuelled Sunway Construction's growth to date?

Sunway Construction is today among the top three construction companies in Malaysia. During the early days to mid-1990s, we experienced substantial growth through riding the wave of economic globalisation driven by former Prime Minister Tun Dr Mahathir Mohamad. In the past 10 years we have expanded our capacity and capability to become a fully integrated design & build contractor. Today, we continue to support the government's vision to transform the nation by contributing to large-scale infrastructure and building projects.

Having a clear and focused business direction is the other factor that has contributed to our growth. The merger has paved the way for greater synergy and cost savings, and we look forward in making a sustainable difference through the larger merged entity.

Lastly, we are able to continue growing from strength to strength and take on game-changing projects like Malaysia's first elevated Bus Rapid Transit (BRT), LRT and MRT projects, because of the capability and strong teamwork demonstrated by our committed and passionate employees.

BERITA SUNWAY: What is your vision for Sunway Construction?

We aspire to be the contractor of choice, especially when it relates to challenging nation-building projects. On that note, we plan to further solidify our working relationship with major GLCs like Khazanah, Petronas Group, Prasarana, etc and support their mission to promote economic growth via strategic investments. We will also continue to invest in technology, innovation and human capital to deliver sustainable, high-quality projects for our customers.

PAVING THE WAY TO GREEN INNOVATIONS

ONE OF ITS GREATEST GROUND-BREAKING INNOVATIONS IS NEUPAVE, A PAVING SOLUTION THAT ALLOWS WATER TO PERMEATE THROUGH THE SURFACE TO UNDERLYING SOIL, THUS REDUCING THE CHANCE OF FLOODING AND WATER PONDING.

It is estimated that by 2050, 70% of the world's population will live in cities. Ensuring the urban environment is designed and operated in the most effective and sustainable fashion is crucial to resource optimisation and economic. Sustainable building materials technologies can greatly curtail economic and resource inputs, improve labour productivity of building inhabitants, and reduce environmental impacts. The Building Materials Division, consisting of Sunway Paving Solutions and Sunway VCP, is moving to develop green innovations which will benefit Malaysia's construction industry immensely.

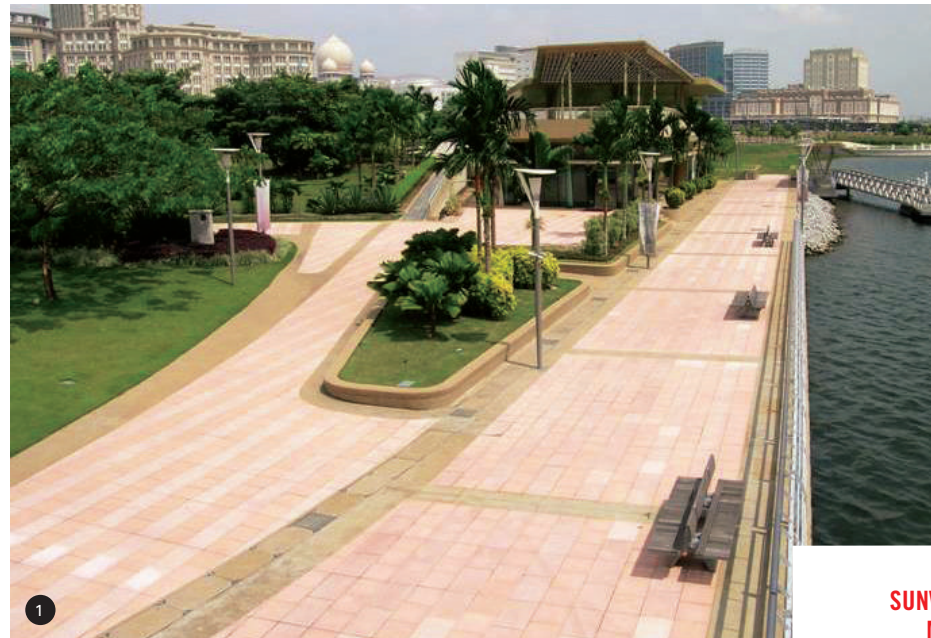
Established in 1981, Sunway Paving Solutions manufactures and supplies Interlocking Concrete Pavers (ICP), Compressed Concrete Paving Slabs (Eurotiles) and Decorative Concrete Mansory Units such as Split Face Bricks, Hollow Blocks and Lockstones. An MS ISO 9001:2008 Quality Management Systems certified and ISO14001:2004 Environmental Management System certified company, Sunway Paving Solutions owns three operating plants located strategically in the Northern, Central and Southern regions of Peninsular Malaysia. The fourth plant is under construction in the East Coast region and is expected to begin operations by end 2014.

Leading the way in green innovations, Sunway Paving Solutions products have achieved Green Buildings Index certification in Malaysia and Green Label in Singapore. Its line of products are in compliance with MS1380:1995 specification for precast concrete paving blocks or BS6717:1993 specification for precast concrete paving blocks, and its Eurotiles are in compliance with MS738:1981 specifications for compressed concrete slabs or equivalent.

One of its greatest ground-breaking innovations is NeuPave, a paving solution that allows water to permeate through the surface to underlying soil, thus reducing the chance of flooding and water ponding. Introduced in 2012, the MS1380:1995 complied NeuPave also promotes groundwater recharge, reinforces and stabilises soil and improves water quality by trapping and treating pollutants.

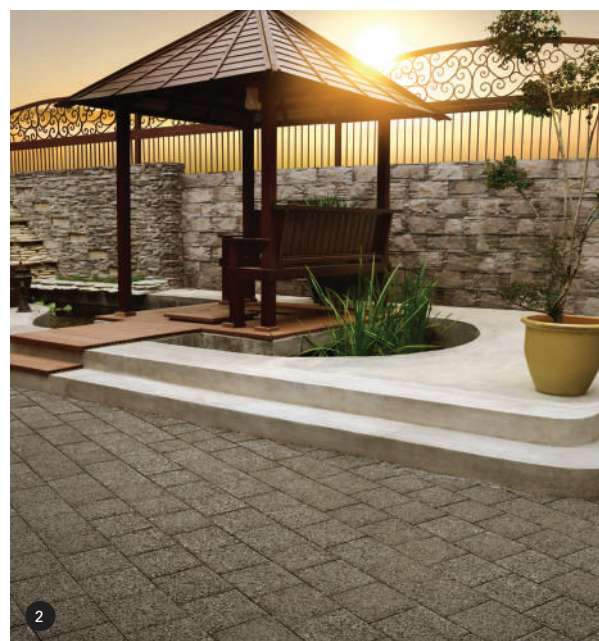
Another innovative product by Sunway Paving Solutions is the 60mm ICP with 45 MPa compressive strength. In compliance with MS1380:1995, the 60mm ICP is unlike any other hardscape pavement; besides functioning as a heavy duty pavement for heavy vehicular traffic, ICP is also recyclable, requires minimal maintenance and comes in a range of colours for aesthetic flexibility.

For Sunway VCP, its offering of technical and economical solutions for sewerage works are equally environmentally friendly, as they apply non-combustible fully glazed vitrified clay pipes instead of High Density Polyethylene Resins (HDPE) or reinforced concrete pipes, both of the latter being heavily susceptible to corrosion. The pipes are glazed internally and externally to ensure they are heat and chemical resistant, while advance European technologies have enabled the pipes to be of high load bearing strengths. For end-users, they can enjoy peace of mind as Sunway VCP's vitrified clay pipes are specially designed with L-Jointing System for effective installation and is available in diameters ranging from 150mm to 600mm. ■



SUNWAY BUILDING MATERIALS

DEVELOPS GREEN INNOVATIONS WHICH WILL BENEFIT MALAYSIA'S CONSTRUCTION INDUSTRY IMMENSELY



- 1 Eurotiles lining Putrajaya's Observation Tower.
- 2 ICP Trafika used along Dataran Glomac.
- 3 NeuPave, an innovative paving alternative, can be found at various SS19 bungalows.



Find out more at:
www.sunwaypals.com.my



DANNY NG
CHIEF EXECUTIVE OFFICER
SUNWAY BUILDING MATERIALS

BERITA SUNWAY: What is the secret behind Sunway Building Materials' success?

We believe strongly in executing Research & Development and investing in technology. The team is required to propose new innovations every two years; doing so ensures we stay ahead of our competitors.

For 2014, Sunway Paving Solutions will be making a breakthrough with the launch of Grade 45 permeable concrete pavers, a first in Malaysia. Thanks to new technology, by Q3 2014, our pavers and Eurotiles will be re-launched as "fungal-free". As for Sunway VCP, we successfully overtook the market leader in 2013 by 1% and we have every plan to continue moving forward to retain our edge. I believe we can achieve this as VCP stands out for its quality, strength and reliability.

By offering the right products, being in the right market and having the right people on the team, I am confident we can continue to achieve greater success and climb newer heights.

BERITA SUNWAY: What is your vision for Building Materials?

Our aim is to stay relevant with new innovations, and to always stay at least two steps ahead of the rest. Sunway Paving Solutions has already achieved the ISO 14000 – Environmental, Health and Safety accreditation and we are looking to achieve ISO 18000 in the coming months. As for Sunway VCP, we are targeting to achieve ISO 14000 by October 2014, which will make us the first and only VCP company in Malaysia to achieve that accreditation level.

"Creating Perfections through Innovations"

PROPELLING THE SUNWAY BRAND ACROSS 45 LOCATIONS

SUNWAY TRADING & MANUFACTURING (T&M) HAS CONTRIBUTED EMPLOYMENT, REVENUE AND TAXATION IN 45 LOCATIONS SPREAD ACROSS SEVEN COUNTRIES IN ASIA PACIFIC, INCLUDING MALAYSIA, SINGAPORE, INDONESIA, THAILAND, CHINA, AUSTRALIA AND INDIA.

Trading and Manufacturing, a wealth-producer sector in the country, has a large influence in the nation's economic growth. For more than 30 years, Sunway Trading & Manufacturing (T&M) has contributed employment, revenue and taxation in 45 locations spread across seven countries in Asia Pacific, including Malaysia, Singapore, Indonesia, Thailand, China, Australia and India. Its annual revenue now reaches RM800 million with staff strength of more than 800. This global network built by a solid foundation serves a diverse range of industries - construction, marine, oil & gas, mining, agriculture, manufacturing, logging and quarry. Its operation overseas contributes to some 60% of T&M's profit.

The success of Sunway T&M is largely attributed to the trusted reputation for excellence of many of its in-house brands, including Sunflex and Total Rubber hoses and fittings, Suntrak undercarriage parts and Sunguard oil filters. The brand names are renowned globally for their quality and value and is complemented by the division's 116 agency lines, including a wide range of well-established brands like SANY for heavy equipment; FP Diesel for heavy equipment parts; and Copperstate for hoses and fittings. In the oil & gas sector, Sunway T&M's effective hose solution remains top of mind for international customers like Rowan, Maersk Drilling, and many others.

Our van sales (as hose doctor) provided by Sunway T&M's dedicated van team has allowed both MRT and LRT contractors in Malaysia and Singapore to reduce the machineries' downtime and improve productivity. More recently, Sunway T&M delivered the largest truck-mounted concrete pump with the longest placing boom measuring at 48 metres;

a new Malaysian record! The machine was deployed at the MMC Gamuda Klang Valley MRT underground work site in Jalan Tun Razak.

Despite its extensive geographical footprint, the successful integration of sophisticated Information and Communication Technology (ICT) tools has enabled Sunway T&M to effectively serve a customer base of close to 7,000. ICT has also allowed Sunway T&M to manage its disperse organisation and its many product lines and customers.

In 2013, Sunway T&M set up a new branch in Songkhla, Thailand to supply hoses and fittings to penetrate the oil & gas industry in the region. With this expansion, the division now has a total of five branches in Thailand. Expansion works were also completed at the Saraburi branch to add value to the mining and quarry industries, while planning are in the works to enlarge the Rayong and Chonburi branches to tackle the limitations in manpower, warehouse storage space and inventory management.

In Singapore, Sunway T&M's Senoko warehouse was expanded to enable all its big bore hoses to be stored indoors allowing space for further expansion. As for its China operations, the division has since relocated to a bigger warehouse in Shanghai to accommodate more stock and machinery for hose assembly and testing.

In Indonesia, PT Sunway Pacific Flow, a new specialty hose manufacturing company, started its manufacturing operations to tap into the country's vast resources and establish a stronger foothold in the country's mineral mining activities. The operations will have synergies with the division's existing warehouse in Batam as they are able to share the same premise.



- 1-2 Sunway's own brand Sunflex includes a variety of hydraulic hoses and industrial hoses.
- 3 Sunway Trading & Manufacturing is the sole distributor of Furukawa Rock Drills, and the famous Airman Air Compressors (photo) and Generator Sets from Japan.
- 4 In 2006, Sunway Trading & Manufacturing was appointed as the exclusive distributor of Sany Concrete Pumping Equipment and distributor for Sany Rotary Drilling Rigs (picture), Hydraulic Crawler Cranes and Truck Cranes.

With an established regional presence boasting excellent warehousing facilities and wide product range, the division will continue to identify global sources to further introduce new products into the region. Sunway T&M is committed to maintaining its existing agencies and expanding market share of its agencies through new product development, towards becoming the region's leading trading and manufacturing house delivering world-class products and services. ■

WONG FOOK CHAI
CHIEF EXECUTIVE OFFICER
SUNWAY MARKETING



BERITA SUNWAY: Share with us the secret behind Sunway Trading & Manufacturing's success.

We started with Sungei Way Equipment Sdn Bhd in 1980 offering products under our own brand, Sunflex. This decision is fundamental to our success story as we were not susceptible to territorial restrictions, and thus able to effectively expand into Thailand, Indonesia, Singapore, China and Australia. By integrating a complete product range under one brand, we were also better equipped to do global sourcing, and overcome competition and any economic volatility.

Success is also found from the long-lasting relationships we have built with our principles; Furukawa for example, has been with Sunway since the 1980s. Besides providing direct sales to big-end users like mining and construction, we also take care to bring product and services direct to our contractors.

Sunway Trading & Manufacturing is home to many good and dedicated people who work well together. As a result, we are able to continuously grow the company and our customer base.

BERITA SUNWAY: Moving forward, what goals would you like to achieve for Trading and Manufacturing?

Besides expanding our global presence, we also hope to further grow in higher value-added businesses like the oil & gas industry. We are also exploring potential mergers, acquisition and joint ventures to ensure a growing portfolio. Lastly, we hope to kick off the franchise of our Sunflex Hose Doctor.

SUNWAY'S CORE BUSINESSES
SUNWAY PROPERTY

GROWING TOGETHER WITH OUR COMMUNITIES

SUNWAY PROPERTY BELIEVES THE SUCCESS OF AN INTEGRATED TOWNSHIP IS INTRICATELY TIED TO AN EVER-EVOLVING COMMUNITY. THROUGH OUR UNIQUE BUILD-OWN-MANAGE MODEL, WE HAVE SUCCEEDED IN BRINGING TO FRUITION THE INTEGRATED COMMUNITIES CONCEPT VIA THE AWARD-WINNING FLAGSHIP TOWNSHIP – SUNWAY RESORT CITY.

As Malaysia develops towards its ambition to be a high-income nation, cities are becoming increasingly crowded. In place of pocket developments, integrated townships are widely seen as the golden solution as they negate the need to travel distance to cities, while still offering a sustainable living ecosystem with residential and commercial spaces, supported by an infrastructure backbone of power, roads, water, drainage and sewage.

Sunway Property believes the success of an integrated township is intricately tied to an ever-evolving community. Through its unique Build-Own-Manage model, Sunway has succeeded in bringing to fruition the integrated communities concept via its award-winning flagship township – Sunway Resort City. Resurrected from a derelict tin-mine devoid of population and vegetation, the 800-acre Sunway Resort City stands today as the only township in Malaysia with seven components, namely residential, education, commercial, leisure, hospitality, retail, and healthcare; a unique proposition for a community who treasures the convenience of living, learning, working, playing, staying, shopping, and pursuing health in the same place.

This powerful win-win effect of wholesome living that benefits both developer and the surrounding community has been successfully replicated in

Sunway's second integrated township, Sunway City Ipoh (SCI), which saw a sleepy hollow restored to its previous glory. As the largest integrated township in Perak, the development of SCI is today playing its part in drawing more people into the city.

Specifically, SCI attracts an average of 1.5 million visitors yearly, owing to many unique attractions including The Banjaran Hotsprings Retreat, winner of the International Hotel Awards Asia Pacific 2012-2013 for Best Sustainable Hotel; The Lost World of Tambun, which consist of a water theme park, hot spring pools, and a hotel; Sunway College Ipoh and a hypermarket. With 2000 more units of residential properties being planned, an outlet mall in the pipeline and an additional 30 acres to the 5-star eco-luxurious The Banjaran Hotsprings Retreat in the pipeline, Ipoh will undergo a complete revival once the city is completed.

While Sunway continues to build upon its existing townships, it is also starting to develop its largest township yet in the high-growth Iskandar Malaysia. The 1,800 acre, RM30 billion Sunway Iskandar is envisioned to be the quintessence of good living in the region. Dubbed Nature's Capital City, the development fronts the Straits of Johor, and is aversed by the 7km Pendas River, and surrounded by a riverine estate, unmatched in natural beauty.



SUNWAY INTEGRATED TOWNSHIPS

800-ACRE
SUNWAY RESORT CITY

SUNWAY CITY IPOH

1,800 ACRE
SUNWAY ISKANDAR



- 1 Sunway Resort City is Malaysia's first certified green township.
- 2 Sunway City Ipoh is Sunway's second integrated township, attracting an average of 1.5 million visitors yearly.
- 3 Destined to be Malaysia's foremost Nature's Capital City, the 1,800-acre Sunway Iskandar is poised to be Sunway Group's largest township yet for future communities.



Like us on Facebook at:
[facebook.com/sunwaypalsloyalty](https://www.facebook.com/sunwaypalsloyalty)

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 proven meld of seven synergistic key components all within one secure, convenient, master-planned development. Coupled with Sunway's Build-Own-Manage business model, and its partnership with Khazanah and Iskandar Investment Berhad, Sunway Iskandar is poised to be Sunway's crown accomplishment for its communities and the nation. ■

SARENA CHEAH
JOINT MANAGING DIRECTOR
SUNWAY PROPERTY

MANAGING DIRECTOR
GROUP STRATEGY & CORPORATE DEVELOPMENT



BERITA SUNWAY: Please share with us Sunway Property's USP.

We pride ourselves on being a community builder of integrated townships. Our relationship with the community is not one of "developer", but as "co-investor". Through our Build-Own-Manage model, we take care to create liveable townships where communities can connect and thrive in many different ways through our healthcare, retail, leisure, education and other components.

BERITA SUNWAY: What is your aspiration for Sunway Property?

We are very proud of our flagship township Sunway Resort City, and also, the success we have achieved in reviving Sunway City Ipoh, our second integrated township. We are looking forward to bringing wholesome living for all communities by replicating the integrated communities concept in our third integrated township, Sunway Iskandar.

ONG PANG YEN
JOINT MANAGING DIRECTOR
SUNWAY PROPERTY



BERITA SUNWAY: What is Sunway Property's formula for success?

For us to be recognised as a trusted community builder, we take a four-pronged approach to create a liveable community:

- Firstly, we ensure our business directions are in line with the vision of our Founder and Chairman;
- Secondly, we deliver what we have promised;
- Thirdly, we benchmark against the best to become and stay a leader in the industry; and
- Fourthly, we keep developing and improving on our customer centric and liveability concept, replicating the model to enable many more communities to experience wholesome living

BUILD-OWN-MANAGE IN CHINA

LIKE A HOST OF OTHER INTEGRATED DEVELOPMENTS AND TOWNSHIPS THAT SUNWAY IS RENOWNED FOR IN MALAYSIA, SUNWAY GARDENS IS COMMUNITY ORIENTED AND INTEGRATES ECO CONCEPTS THAT SUPPORT THE COMMUNITY'S LIFESTYLE NEEDS BY PROVIDING A RELAXING, ENERGY SAVING AND ECOLOGICAL ENVIRONMENT.

Tianjin, a mere 14 minutes away from Beijing via high speed train, is one of China's most vibrant cities. As the only port that serves China's busy capital, this has fuelled Tianjin's growth to become the city with the highest per-capita income in China.

Set within Tianjin is Tianjin Eco-city, a compact 30km² city widely lauded as a model for sustainable development. Sunway Gardens, Sunway Property's maiden product in China, is located within this fast growing Tianjin Binhai New Area, about 40km away from the Tianjin City Centre. Flanked by Central Avenue on the East, Ji Canal on the West, Yong Ding River on the South and Jin Han Expressway on the North, Tianjin Eco-city promotes an ecological and sustainable living environment and is planned for a population of some 350,000 local and international residents.

Like a host of other integrated developments and townships that Sunway is renowned for in Malaysia, Sunway Gardens is community oriented and integrates eco concepts that support the community's lifestyle needs by providing a relaxing, energy saving and ecological environment. Sunway Gardens has partnered Sino-Singapore Tianjin

Eco-City Investment and Development Co., Ltd. (SSTEC), the master developer for Tianjin Eco-City, to better incorporate LOHAS (Lifestyles of Health and Sustainability) philosophy into its 10 hectare development with more than 40% green area.

The development of Sunway Gardens will be carried out in three phases, the first phase being 642 units of high-rise apartments, the second phase being 596 units, and the third phase being 742 units. It is also strategically located within the proximity of Tianjin Eco-City's network of comprehensive community amenities and facilities, such as educational institutions like Tianjin Nankai High School, kindergartens, healthcare facilities, restaurants, commercial centres, libraries, community and sports halls and more.

In addition to its strategic location, green transport is another key feature of Sunway Gardens. Non-motorised and motorised networks are separated to ease the convenience and safety among road users, notably the pedestrians and non-motorised transport. In so doing, the landscape encourages healthy living through walking, cycling, among others. ■



EVAN CHEAH
CHIEF EXECUTIVE OFFICER
SUNWAY CHINA

BERITA SUNWAY: What can consumers look forward to with regards to Sunway China?

We have taken the Sunway Build-Own-Manage model and applied that in China. We will be launching Sunway Gardens by the second half of 2014. With the support of both the Tianjin and Singapore government, we are confident that our product will be well received. Moving forward, besides growing the good relationship we have already built with both China and Singapore via Sino-Singapore Tianjin Eco-City Investment and Development Co., Ltd., we will also continue to expand our presence in China by working closely with reputable partners to provide high-quality products for the community.



- 1 Sunway Gardens, jointly developed by Sino-Singapore Tianjin Eco-City Investment and Development Co. Ltd (SSTEC) and Malaysia's Sunway Group, is target for completion by second half of 2014.
- 2 Royal Square by Sunway Singapore is the latest mixed development at Novena MRT features retail shops, restaurants, medical suites and hotel rooms.



GROWING OVERSEAS OPPORTUNITIES

SINCE LAUNCHING ITS FIRST DEVELOPMENT IN SINGAPORE IN 2007, A TOTAL OF SEVEN RESIDENTIAL DEVELOPMENTS HAVE BEEN LAUNCHED AND FULLY SOLD WITH A COMBINED TOTAL GDV OF S\$3.2 BILLION TO DATE.

Sunway's developments in Singapore are mainly conducted through a joint venture with Hoi Hup Realty Pte Ltd with Sunway having a 30% effective interest in the projects. Since launching its first development in Singapore in 2007, a total of seven residential developments comprising 4,430 units have been launched and fully sold with a combined total GDV of S\$3.2 billion to date.

In 2013, Sunway brought its integrated development expertise to Singapore, with the launch of the Royal Square at Novena. The development comprises 171 units of medical suites including a day surgery centre and 51 retail units with a total GDV of SGD770 million. More than half of both the medical suites and retail units were sold after the launch. A hotel, the third component of the development, is currently on going and the hotel management services had been awarded to Courtyard by Marriott recently and will be sold en-bloc upon its completion.

The Novena area has been largely demarcated as the medical hub of Singapore due to the large number of well-established hospitals and medical centres nestled in the vicinity, which include the Tan Tock Seng Hospital, Mount Elizabeth Novena Hospital, Novena Medical Centre, National Skin Centre and National Neuroscience Institute.

Royal Square's medical suites are therefore set to benefit from this close proximity. The development also enjoys the benefit of being directly next to the Novena MRT station and is just a short distance away from Orchard Road.

In the near future, Sunway Property's Singapore arm will be launching two new developments. The first project, to be executed through the Sunway-Hoi Hup joint venture, will be a new development on the newly acquired Mount Sophia land located in Orchard area, targeted for the second half of 2014. The second project will see Sunway launching its first wholly-owned development in Singapore, Avant Parc at Sembawang, slated to be open for sale in the second half of 2014, and will feature 15 luxury landed homes. ■

REVOLUTIONISING WORKSPACES FOR MALAYSIANS

THE DIVERSIFIED PORTFOLIO OF PROPERTIES UNDER THIS DIVISION COMPRISES OFFICE TOWERS, UNIVERSITY CAMPUSES, STUDENT HOSTELS, MEDICAL CENTRES, SHOPPING MALLS, HOTELS, THEME PARKS AND OFFICES.

Sunway has revolutionised the way communities can realise growth from their properties by pioneering the Build-Own-Manage model in Malaysia. Towards this purpose, Sunway has a substantial Property Investment and Real Estate Investment Trust (REIT) division that holds a portfolio of established properties that supports the communities' lifestyle needs. The diversified portfolio of properties comprises office towers, university campuses, student hostels, medical centres, shopping malls, hotels, theme parks and offices.

Amongst the office buildings held by the division include Sunway Tower, Sunway Putra Tower in Kuala Lumpur, Menara Sunway, The Pinnacle, Sunway in Sunway Resort City and Wisma SunwayMas in Shah Alam. In total the division manages over 4.5 million square feet of net lettable area.

In 2014, The Pinnacle, Sunway was completed, setting a new landmark in the Bandar Sunway and Subang vicinity. The 27-storey office tower dominates the skyline with its gleaming glass façade and pyramid shaped rooftop. In total, the Grade A office tower offers net lettable space of 580,000 square feet.

Targeted at multinationals, large corporates and professional firms which value contemporary yet green offices, The Pinnacle has been accredited with the Green Building Index (GBI) and Singapore's Building and Construction Authority (BCA) Green Mark Gold certifications. Amongst the energy and water saving features are the use of high performance

glazing, efficient chiller plant system and LED lights throughout the building. In addition, the building has a rainwater harvesting system that supplies water for irrigation and sanitary purposes. All building materials were also sourced locally, reducing the carbon footprint during construction, and trees previously on the site were relocated to nearby developments.

Besides extensive environmentally friendly features befitting its Multimedia Super Corridor (MSC) status, the office tower is a smart building equipped with e-directory, automated temperature control, a computerised visitor management system and destination controlled high-speed lifts. All tenants will also have access to high-speed broadband connectivity through its fibre optic backbone.

Due to its comprehensive features and its strategic location within the integrated Sunway Resort City development, the division has secured a host of prominent multinational tenants including Ericsson, Pepsi-Cola, Huntsman, Ecolab and Hitachi Sunway.

Sunway's Asset Enhancement Initiative (AEI), initiated in 2011 ensures that its portfolio of properties continuously grow alongside its communities. An example of a recent AEI is the creation of new lettable space at Monash University Malaysia campus. Construction of two new academic blocks was completed at an estimated total cost of RM63.5 million creating an additional 230,000 square feet of additional net lettable area.



1 Menara Sunway
2 The Pinnacle, Sunway
3 Sunway Tower



OFFICE BUILDINGS BY
SUNWAY COMMERCIAL

SUNWAY TOWER

SUNWAY PUTRA TOWER

MENARA SUNWAY

THE PINNACLE, SUNWAY

WISMA SUNWAY MAS

At Sunway Putra Mall, the division is also implementing a massive AEI project at Sunway Putra with all three components, namely the mall, office and hotel, all undergoing major refurbishment. Besides architectural improvements, the refurbishment includes extensive replacement of mechanical and electrical services such as chillers, lifts, and building automation system. The refurbishment of the office tower will entail upgrading and modernisation of the lobby, lift lobbies and washrooms while the hotel will undergo total remodelling and upgrading of F&B facilities and the Grand Ballroom. ■

DATO' NGEOW VOON YEAN
MANAGING DIRECTOR
SUNWAY PROPERTY INVESTMENT

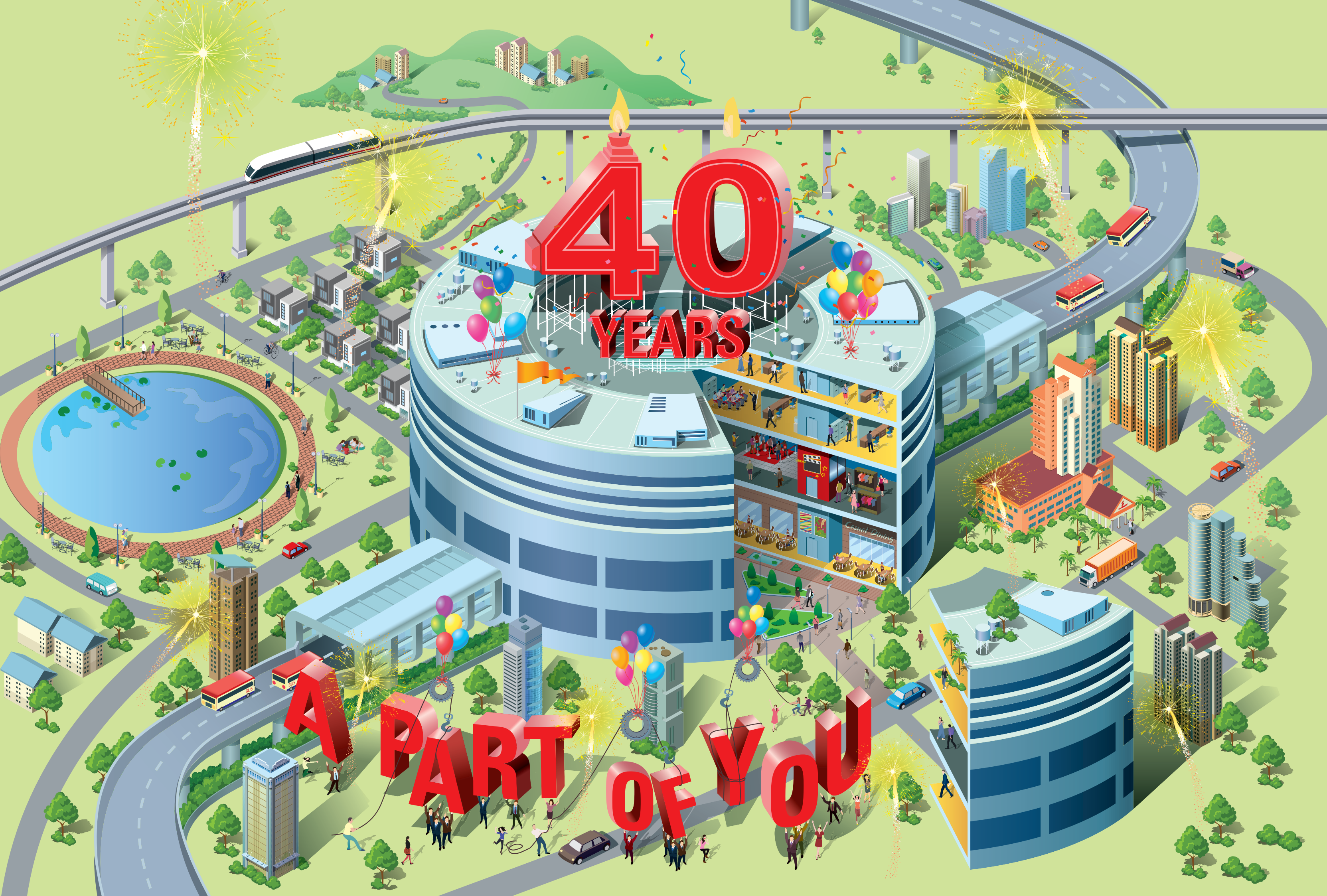


BERITA SUNWAY: What does Build-Own-Manage mean to you?

As a master developer, we not only build and own properties; we also manage the assets as an integrated development. We are the asset manager for shopping malls, theme parks, hotels, offices, medical centre and university campuses. We play a key role in providing strategic input to the consultants from master planning to detailed feasibility studies.

BERITA SUNWAY: What are the future plans for Sunway Commercial moving forward?

I believe sustainability is key for being a responsible master developer. As Sunway grows and develops more townships nationwide, we take extra care to ensure sustainability is part and parcel of the many assets we manage, to create a positive, livable environment for the communities we build.



40 YEARS

A PART OF YOU

Thanks Sunway for making SMC just like my extended family member!

First baby born at Sunway Medical Centre, Ahmad Sharifi Sharidan

Happy 40th Anniversary. May Your Success Last a Lifetime!!

First batch of students in Sunway College, Adrian Ooi and Adelaide Teoh

Congratulations Sunway! Your remarkable achievements and noble deeds are unsurpassed!

Y.Bhg Tan Sri Dato' Seri Dr Haji Mohd Ismail Merican, President, Malaysian Liver Foundation

On behalf of Giordano (M) Sdn Bhd, we extend our sincere congratulations to Sunway Group for celebrating its 40th anniversary. You can be very proud of the growth you have achieved in these 4 decades. You have built your company through hard work and service and have filled a critical need in supplying so many industries that have benefited the people. It has been a pleasure to be associated with you since Sunway Pyramid opened its door in 1997. Best wishes in the coming years.

See Mei Ling, General Manager, One of the first tenants of Sunway Pyramid — Giordano

ONE PHRASE THAT SUMMARISES SMC: 'PEACE OF MIND'. MANY THANKS SUNWAY

Shahidan (Father of Sharifi)

Happy birthday Sunway, we're proud to be your partner!

Mark Disney, President, The Oxford & Cambridge Society of Malaysia

Congratulations Sunway on nurturing the seeds of the future!

Dzameer Uzulkilli, Co-Founder & Managing Director, Teach For Malaysia

Selamat Menyambut Ulang Tahun yang Ke-40 dan semoga terus berjaya!

First Sunway Lagoon Fun Card member, Mohd Yazair Barazi

Happy 40th Anniversary to Sunway Group. Thank you for helping NGOs like UKF as well as serving and engaging with the community at large.

Y.Bhg Dato' Dr. Zaki Morad, Chairman, National Kidney Foundation of Malaysia

Thank you Sunway for 40 years of unceasing effort to make Malaysia a knowledge society and a more liveable and sustainable habitat.

Professor Dato Dr Woo Wing Thy, President, Jeffrey Cheah Institute of Southeast Asia Studies

Thank you for the opportunity to wish you more success and to celebrate your achievements on your 40th Anniversary.

Dr Hartini Zainudin, Founder of Yayasan Chow Kit

Congratulations! I wish Sunway continuous success in years to come.

Chan Hen Huan, Principal of SMAJK (C) Yuk Chey

Stride For Excellence, Sunway... Happy 40th Anniversary

Hapsah Binti Sofian, Principal of SMAK Bandar Sunway

Congratulations on Sunway's 40th anniversary! DSK Bandar Sunway was one of those fortunate schools to benefit from Sunway's generous contributions.

Esa Adam, Mantan YDP PIBG SK Bandar Sunway



Congratulations on your 40 years of service in quality education.

Madam Goni Swee Gaik, Principal, Sekolah Menengah Kuen Cheng

Congratulations on your 40 years of outstanding achievements.

Madam Yeoh Mee Ee, Principal and staffs of Sekolah Kebangsaan Convent (1) Klang

Congratulations to the Sunway Group on your 40th anniversary and best wishes for many more years of success to come.

Putri Yasmin Megat Zaharuddin, Vice President of the GenNext Business, Astro

Sunway truly deserves the success, keep up the good work!"

First employee of Sunway Resort Hotel & Spa, Zamri Bin Idris

Congratulations, I am proud to be part of Sunway's 40 years of great achievement and success.

Lulu Loh Lai Kuan, Group Procurement, 37-year service staff

Congratulations Sunway! I am grateful for the excellent customer service and the exceptional value of my investments with Sunway.

Sunway Property's platinum status purchaser, Mary Lee

Congratulations to Sunway for its immense contribution towards a knowledge-based economy.

Tan Sri Lee Lam Thy, Vice Chairman, Malaysia Crime Prevention Foundation

Warmest congratulations and sincere best wishes on Sunway Group's Ruby Anniversary!

Cheah Kok Hoong, Group CEO / Director of Hitachi Sunway Information Systems

邁向卓越,再創高峰!

(May Sunway move towards the pursuit of excellence and achieve greater heights)

Lai Hen Dee, Principal of SJK (C) Gunung Hijau, Pusing

After 15 years... the smiling faces of SMC remains. Thanks for the memories!

Moor Hayati (Mother of Sharifi)

Congratulations Sunway! I hope to continue to be a part of this huge success.

Ng Boh Meng, Sunway Geotechnics (M) Sdn Bhd, 30-year service staff

Congratulations and Best Wishes on your 40th Anniversary

Wong Kee Chiew, Headmaster of SJK (C) Chee Wen

Congratulations on your amazing journey over the last 40 years of success! We look forward to reaching new heights with you as we continue our multi-year collaboration!

From all of us at Viacom International Media Networks Asia

We congratulate you on this auspicious 40th Anniversary of Sunway's beginning. With you, we thank God for the many years of success and Sunway's contribution to society.

Sister Celina Wong, T.S.S. Provincial, Sisters of the Infant Jesus

May Sunway provide another 40 years of immense, diverse contributions!

Happy 40th Sunway! All the best in decades to come.

Hashim Abu Bakar, Sunway Education Group, 30-year service staff

A triumphant milestone! Happy 40th Anniversary Sunway Group!

Datuk Syed Mohamed Syed Ibrahim, President and CEO of Iskandar Investment Berhad

Congratulations and may Sunway Group build on its successes and social initiatives!

Puan Juairiah, Founder, Golden Opportunities for Learning Disabled (GOLD)

DRIVING VALUES THROUGH SUSTAINABLE GROWTH

WITH THE STRONG AND VISIBLE PIPELINE (WORTH MORE THAN RM2 BILLION) FROM SUNWAY BERHAD, SUNREIT IS ON TRACK TO ACHIEVE ITS TARGET ASSET SIZE OF ABOVE RM7 BILLION BY 2017.

Real Estate Investment Trusts (REITs) are important to the Malaysian economy as it enables developers to unlock the value of investment assets and recycle the capital into higher return projects to keep the real estate sector buoyant. Also, it is an "alternative investment" for smaller investors to invest and participate in the growth of local property industry.

Sunway REIT (SUNREIT) is one of the leading REITs in Malaysia with an asset size of RM5.18 billion and a market capitalisation of RM3.98 billion as at 31 March 2014. The assets include Sunway Pyramid, Sunway Resort Hotel & Spa, Pyramid Tower Hotel, Menara Sunway and Sunway Medical Centre in Sunway Resort City (SRC), Sunway Carnival Shopping Mall and Sunway Hotel Seberang Jaya in Penang, Sunway City Ipoh Hypermarket, Sunway Tower and Sunway Putra Place (SPP comprises mall, hotel and office) in Kuala Lumpur.

Sunway Berhad is a substantial unitholder of SUNREIT - which is managed by Sunway REIT Management Sdn Bhd - a subsidiary of Sunway Berhad. This structure enables SUNREIT to acquire good quality assets from Sunway Berhad to achieve acquisition growth strategy and ensure sustainable DPU growth as well as capital appreciation which will benefit unitholders. On the other hand, Sunway Berhad will be able to unlock the value of investment assets by disposing it into SUNREIT to strengthen

its balance sheet and reinvest the capital into higher yield projects while enjoying stable income through dividends and REIT management fee.

Since its initial public offering in July 2010, SUNREIT has continued to set the benchmark for good corporate governance and best practices in the REIT industry. To date, SUNREIT has won 13 awards and recognitions, including APREA Best Practices Awards (2011 & 2012: Emerging Markets Category; 2013: Chairman's Recognition Award) and NACRA Industry Excellence Award 2012 & 2013, amongst others. SUNREIT was nominated for Best Company, Best CEO and Best IR by MIRA in 2013 for its proactive investor relations activities.

With the strong and visible pipeline (worth more than RM2 billion) from Sunway Berhad, SUNREIT is on track to achieve its target asset size of above RM7 billion by 2017. Apart from asset acquisitions, SUNREIT will continuously seek asset enhancement initiatives opportunities for existing assets in order to deliver sustainable growth, i.e. the RM460 million transformation of SPP is expected to deliver quantum leap in earnings from FY2016 onwards.

Moving forward, SUNREIT will continue to adopt a complementary strategy by balancing pipeline assets with third party assets and build its position as one of the largest retail-focused REIT in Malaysia. ■



- 1 Sunway Putra Place
- 2 Sunway Resort Hotel & Spa
- 3 Sunway Medical Centre
- 4 Sunway Pyramid



SUNREIT HAS WON 13 AWARDS AND RECOGNITIONS, INCLUDING

APREA BEST PRACTICES AWARDS

2011 & 2012:

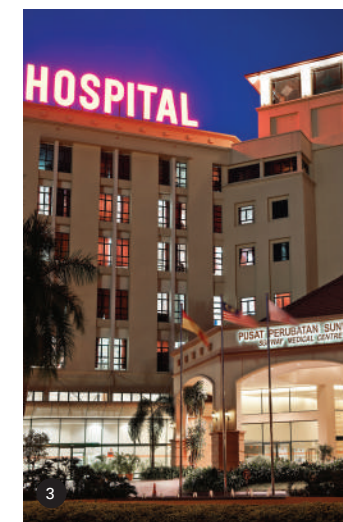
EMERGING MARKETS CATEGORY

2013:

CHAIRMAN'S RECOGNITION AWARD

NACRA INDUSTRY EXCELLENCE AWARD

2012 & 2013 AMONGST OTHERS



DATO' JEFFREY NG TIONG LIP
CHIEF EXECUTIVE OFFICER
SUNWAY REIT

BERITA SUNWAY: What is the secret behind SUNREIT's success?

SUNREIT has a clear strategy in executing our mission and vision. To ensure a smooth execution, we have a strong and experienced REIT management and asset management teams who work and interact well with all parties concerned.

Our quality assets also play an important role in supporting SUNREIT's growth. 77% of our assets are in vibrant townships which are master planned and developed by Sunway Berhad; this means our assets enjoy cross-synergistic benefits.

In addition, we are robust in investor relations activities through active engagement with local and international investment community, as well as media, to ensure SUNREIT remains on their radar screen.

BERITA SUNWAY: What is your aspiration for SUNREIT?

My goal is for SUNREIT to own leading assets in all major cities across Malaysia, thereby being a proxy to the national real estate play. We also hope to gain recognition as the only township REIT in Malaysia and in the Asia-Pacific region.

In line with SRC to become a smoke-free township by 2018, we will introduce new and sustainable policies and measures at both asset and REIT level to support and embrace holistic changes in business sustainability.

We aim to be proactive in championing new ideas and issues to improve the growth of the M-REITs industry. It is important that regulations and tax benefits remain relevant and competitive to attract more investors. For example, we have proposed to waive the 10% withholding tax for individual investors to be in line with Singapore.

Barring any unforeseen circumstances, it is my dream to see SUNREIT's asset size and market capitalisation double to RM10 billion and RM8 billion respectively by 2020.

SUNWAY'S CORE BUSINESSES
SUNWAY EDUCATION

SEEDING TALENTS FOR THE FUTURE

"IF ALL OF US DO OUR PART TO EDUCATE OUR NEXT GENERATION, WE CAN MAKE THE WORLD A MUCH BETTER PLACE."
THIS IS THE PHILOSOPHY OF TAN SRI DR JEFFREY CHEAH, AO, FOUNDER AND CHAIRMAN OF SUNWAY GROUP AND FOUNDING TRUSTEE OF JEFFREY CHEAH FOUNDATION (JCF).

With this belief and the understanding that education is vital to the progress of the nation, Tan Sri Dr Jeffrey Cheah went on to establish Sunway University (originally Sunway College) in 1987. In March 2010, Sunway University, alongside 11 other Sunway educational institutions, were placed under the Jeffrey Cheah Foundation, one of the region's largest social enterprises set up for education, and Malaysia's first, in terms of value of institutions endowed into it. In so doing, Tan Sri Dr Jeffrey Cheah ensures the education assets, valued at RM720 million, would be held in perpetuity.

The Foundation is governed by a distinguished Board of Trustees, with H.R.H. The Sultan of Selangor, Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj at the helm as Royal Patron. Together, they safeguard JCF's unique structure; ensuring the institutions' operating surpluses are ploughed back into Sunway Ed through scholarships, improvement of academic facilities or research grants.

To date, JCF has awarded scholarships totalling more than RM132 million to over 16,000 deserving students. Come September 2014, Tan Sri Muhyiddin bin Yassin, Malaysia's Deputy Prime Minister and the Minister of Education, will present scholarship awards close to RM33.5 million to 3,500 recipients. This will make the total scholarships awarded by the Foundation to be in excess of RM165 million benefitting a total of 19,500 deserving students. Over 50,000 students have since graduated from Sunway Ed. The current student population sits at 20,000, including 30% international students from over 90 countries.

In August 2013, the Foundation endorsed USD6.2 million (RM20.51 million) to Harvard University, manifesting Tan Sri Dr Jeffrey Cheah's vision to establish the "Harvard of the East" and bring the world's brightest minds to educate the youths of Malaysia and to progress Southeast Asia. The Jeffrey Cheah Institution of Southeast Asia (JCI), stewarded by Professor Datuk Dr Woo Wing Thye, a noted economist, was also set up in the process to perform the role of a public policy think tank for Southeast Asia.

LEADING QUALITY EDUCATION IN MALAYSIA

1986 SUNWAY COLLEGE

Located in the integrated township of Sunway Resort City, offering internationally recognised pre-university, professional accounting and Australian degree programmes

1994 SUNWAY TES CENTRE FOR ACCOUNTANCY EXCELLENCE

Selected by the Ministry of Education via Pemandu as the Centre for Accountancy Excellence

1998 MONASH UNIVERSITY MALAYSIA

Malaysia's first foreign branch university

2002 SUNWAY INTERNATIONAL BUSINESS & MANAGEMENT (SIBM)

Offers a broad range of academic, vocational and customised professional courses catering to local and international needs



- 1 Tan Sri Dr Jeffrey Cheah presents a token of appreciation to guest of honour, YAB Tan Sri Muhyiddin bin Yassin, Deputy Prime Minister and the Minister of Education, at the launch of the Jeffrey Cheah Institute of Southeast Asia (JCI). Looking on are three renowned professors from Harvard University.
- 2 The new Sunway university building, which will be completed by December 2014, is a 12-storey tower block providing 880,000 sq ft that can accommodate 9,000 undergraduate and graduate students.



- 3 Monash University Malaysia is a full-fledged campus with seven schools offering a comprehensive range of courses from bachelor to doctoral level.



Sign up now at:
www.sunwaypals.com.my

2003 SUNWAY COLLEGE IPOH

Located in the integrated township of Sunway City Ipoh

2004 SUNWAY COLLEGE JOHOR BAHRU

Located in Mount Austin

2005 JEFFREY CHEAH SCHOOL OF MEDICINE AND HEALTH SCIENCES

Offers the same MBBS programme as the one conducted in Australia; the programme is accredited by the Australian Medical Council (AMC).

2007 SUNWAY COLLEGE KUCHING

The first and only institution of higher learning in East Malaysia to be awarded the Approved Learning Partner-Student Tuition, the PLATINUM status, by ACCA

2007 SUNWAY INTERNATIONAL SCHOOL (SIS)

Offers the renowned Ontario School curriculum; the Ontario Secondary School Diploma (OSSD) is well recognised for admission into university and professional studies

2007 SHANGHAI SUNWAY FINANCIAL TRAINING

First institution abroad by Sunway TES providing world-class tuition to aspiring accountants, and business and financial leaders

2010 SUNWAY LE CORDON BLEU INSTITUTE OF CULINARY ARTS

Combines innovation and creativity with tradition to deliver the highest level of culinary education

2011 SUNWAY UNIVERSITY

Signed a Memorandum of Agreement (MoA) in 2006 with Lancaster University, UK, to collaborate in areas of Business, Psychology, Computer Technology and Communication



LEE WENG KENG
CHIEF EXECUTIVE OFFICER
EDUCATION AND HEALTHCARE

BERITA SUNWAY: What are the founding principles that guide Sunway Education Group?

The architecture of Sunway Education Group is laid out in the principles of the Jeffrey Cheah Foundation, which owns and governs Sunway Ed. Providing Quality Education keeps us in the right path as we put our full commitment towards education without compromising on quality. Built on the JCF belief of Giving to Society, we are motivated to contribute positively to the well-being of society through our CSR efforts. A Vision in Perpetuity reaffirms that our commitment to quality education is for the long term. Executing these principles are people who are very passionate and devoted to quality education, and they are inspired to nurture the future generation.

BERITA SUNWAY: What are some of the most significant milestones achieved by Sunway Education Group to date?

We were the pioneers to offer twinning and credit transfer programmes in partnerships with world-class universities from the United Kingdom, Australia and the United States.

The setting up of the Sunway Education Trust Fund in 1997, and its subsequent transformation into JCF in 2010, is another breakthrough which we are very proud of. Having just passed our 25th year milestone, we aspire to continue to deliver sustainable, quality education to all.

SUSTAINABILITY IN TOURISM

SUNWAY'S SUSTAINABLE USE OF NATURAL RESOURCES TRANSLATES INTO AN ASSURANCE OF ENVIRONMENTAL PROTECTION, CONSERVATION AND RESTORATION OF BIOLOGICAL DIVERSITY FOR FUTURE GENERATIONS TO COME.

Tourism has the potential to work wonders in increasing public appreciation of the environment through bringing people into closer contact with nature and its surroundings. Integrating nature and environmental awareness into tourist destinations can heighten the value of nature, as it catalyses the growth of environmentally conscious behaviour and activities to preserve the environment.

Collectively, Sunway's leisure components, Sunway Lagoon and Sunway Lost World of Tambun, attract 1.2 million visitors a year. Sound environmental management of facilities is prioritised at both theme parks to heighten the appreciation of the surrounding flora and fauna and showcase the beauty of biodiversity.

An example of this effort in Sunway Lagoon is its eight acre Wildlife Park which is set amidst lush greenery and is sectioned into nine educational precincts, namely the Village, Rimba, Jungle Trail, Aviary, Nature's Window, Tiger Land, Pet Village, Bird Savannah and Tree Top Terrace. The Wildlife Park is currently home to more than 150 species of mammals, reptiles, birds and fishes. In addition to conserving the primary flora within the area, Sunway Lagoon has also increased the Park's diversity to include more trees, shrubs, flowers, creepers and ferns to educate the public on biodiversity.

Sunway Lost World of Tambun by contrast, is a spectacular showcase of how tourist facilities can work hand in hand with the environment. The park is

planned and engineered to integrate its surroundings, resulting in the superb preservation of the natural setting, including natural formations such as the 260-million-year-old virgin limestone hills, and also, spectacular rock formations like the 231 feet rock outcrop known as "The Needle of Tambun".

In addition to building attractions around nature, both leisure components also take care of its water resources to decrease the impact of tourism on the environment.

For example, at Sunway Lagoon, water from its 6 acre lake is used for watering the entire landscaped area in the 800-acre Bandar Sunway. Similarly, at Sunway Lost World of Tambun, the water for its rides comes from harvesting excess water originating from the nearby hot springs. The hot springs water is siphoned to tanks, allowing it to cool before being fed to the wet rides and the park's lazy river. By drawing water from its own lakes to support its facilities, Sunway Lagoon and Sunway Lost World of Tambun are able to lift the burden on public supply.

As these components grow, simultaneously, they will also drive tourism activities to Malaysia. While this contributes economically to the nation, more importantly, Sunway's sustainable use of natural resources translates to an assurance of environmental protection, conservation and restoration of biological diversity for future generations to come. ■



SUSTAINABLE WATER USAGE

AT SUNWAY LAGOON, WATER FROM ITS 6 ACRE LAKE IS USED FOR WATERING THE ENTIRE LANDSCAPED AREA IN THE 800-ACRE BANDAR SUNWAY

AT SUNWAY LOST WORLD OF TAMBUN, THE WATER FOR ITS RIDES COMES FROM HARVESTING EXCESS WATER ORIGINATING FROM THE NEARBY HOT SPRINGS.



1-2 Sunway Lagoon is home to Vuvuzela, the world's largest water ride, and the world's first.

3-4 At Lost World of Tambun, visitors can experience local delicacies at 'Ipoh Street' against the backdrop of 260-million limestone hills.



Find out more at:
www.sunwaypals.com.my



BILL HOLMAN
CONSULTANT DIRECTOR
SUNWAY LAGOON

BERITA SUNWAY: Sunway Lagoon has been voted "Asia's Best Attraction" by the International Association of Amusement Parks and Attractions (IAAPA) for four consecutive years from 2007 to 2010. What do you believe attracts visitors to Sunway Lagoon, and what are the future plans to boost the theme park's popularity?

Since the beginning, we have always been receptive to the needs of our customers. Because the weather in Malaysia is hot and humid, we decided to build the nation's first water theme park, and this earned us the moniker as the "coolest place in town". Although there is more competition today compared to when we first started out more than 20 years ago, we still stay true to our commitment to provide customers with a fun experience. To this end, we are constantly innovating and introducing new forms of entertainment for visitors. Earlier this year, we introduced Cleopatra - Myths. Mystery. Mummies, our first edutainment attraction. For the later half of the year, fans can look forward to Dragon Boats on the Lake and LumiAir, a cirque extraordinaire, among others.



CALVIN HO CH'AN HIN
GENERAL MANAGER
LOST WORLD OF TAMBUN

BERITA SUNWAY: What is the motivating factor behind Sunway Lost World of Tambun's success?

We are constantly and consistently awed by the vision of our Chairman Tan Sri Dr Jeffrey Cheah. His vision to develop Sunway City Ipoh by building a theme park, hotel and luxury spa, while preserving the natural flora and fauna, motivates and inspires us to give our best.

Since we opened in 11 November 2004, Sunway Lost World of Tambun has continued to offer visitors many memorable experiences - from the unique hot springs & spa, and beautiful limestone formations, to exciting amusement rides and adventurous team-building activities. The latest attraction being the Ipoh heritage Lost World "Ipoh Street". We are still on the journey to continuously improve ourselves to one day become one of the leading world-class theme parks in Malaysia.

HARNESSING THE POWER OF DIGITAL INNOVATIONS FOR SERVICE IMPROVEMENT

EVERY BUSINESS IS NOW A DIGITAL BUSINESS, AND ONE OF THE FIRST INDUSTRIES TO SEE A MONUMENTAL SHIFT WAS THE TRAVEL AND HOTEL INDUSTRY.

The digital revolution has not only changed the way businesses and consumers interact with each other, but it has also transformed the way many industries do business. Every business is now a digital business, and one of the first industries to see a monumental shift was the travel and hotel industry. Where once travellers browsed brochures and booked trips through travel agents, they now turn to websites like Trip Advisor, Agoda and Booking.com, to fulfill many of their pre-trip travel needs.

By harnessing the power of digital innovations, Sunway's digital thrust results in a win-win for guests and Sunway's hoteliers. Guests gain from effective interactions and highly personalized experiences – being able to control their experience at all the stages of their visit – from planning, to checking in, to checking out. Hoteliers, on the other hand, are able to manage operations more effectively, enhance sales and marketing approaches, and increase efficiency and reduce costs.

Pre-trip, guests are able to check out each hotel's offerings at its comprehensive websites, and book their preferred accommodation with the simple, secure booking system in place. Each of the

12 hotels and resorts, across Malaysia, Cambodia and Vietnam has its own customised websites to ensure easy access for travellers for its portfolio of almost 3,000 guestrooms, suites, luxury villas and serviced residences, ballrooms and two convention centres.

During the trip, guests are able to check the Hotels' respective digital communities, which are used as both a community update and listening platform for guest feedback. Guests who check into the respective Facebook pages are able to interact with the hotel and receive the latest news, promotions events within the hotel at their fingertips.

Post-trip, guests can post their reviews on the Hotel's digital communities or TripAdvisor. The feedback is then captured for continuous improvements initiatives at the respective hotels, ensuring a memorable experience for returning and new guests.

In addition to affirming Sunway hotels' high level of service, as many of these awards stem from public vote, they stand testament to the positive relationship Sunway hotels have succeeded in building with the travel community. ■



1 The Banjaran Hot Springs Retreat is Malaysia's first luxury natural hot springs wellness retreat.

2 The award-winning Sunway Resort Hotel & Spa is part of a multiple hotel development located within the integrated Sunway Resort City.

3 Sunway Hotel Hanoi is nestled on the fringe of Hanoi's famous historic district of Pham Dinh Street, and walking distance from various historical landmarks such as the Literature Temple, Army Museum, Old Quarter, and so on.



Download our mobile app Sunway Pals from Apple Store or the Google Store

SUNWAY RESORT HOTEL & SPA ★★★★★
441 Rooms & Suites

PYRAMID TOWER HOTEL ★★★★★ 534 Rooms

PYRAMID SUITES & STUDIOS ★★★★★ 230 Suites & Studios

THE VILLAS ★★★★★ 17 Villas

THE DUPLEX ★★★★★ 12 Double-Storey Resort Townhouses

SUNWAY PUTRA HOTEL, KL ★★★★★ 620 Rooms & Apartments

SUNWAY HOTEL SEBERANG JAYA, PENANG ★★★★★
202 Rooms & Suites

SUNWAY HOTEL GEORGETOWN, PENANG ★★★★★
240 Rooms & Suites

THE BANJARAN HOTSPRINGS RETREAT ★★★★★
25 Garden and Water Villa Rooms

SUNWAY LOST WORLD HOTEL ★★★★★ 174 Rooms

SUNWAY HOTEL HANOI ★★★★★ 145 Rooms & Suites

SUNWAY HOTEL PHNOM PENH ★★★★★ 138 Rooms & Suites

ALBERT CHEONG
GROUP GENERAL MANAGER
SUNWAY RESORT HOTEL & SPA



BERITA SUNWAY: How has the trend of online travel reviews impacted or changed the lifestyle of customers?

We have always been attuned to customer needs; with the digital revolution, we have faster and more immediate access to assure guests of a top quality experience that cuts both online and offline. For example, we recently restructured our front office, and enhanced our trainings to ensure all our staff engage with customers with a warm welcome right until the final farewell. After all, positive reviews can have direct impact on how well the hotel does in tangible terms.

BERITA SUNWAY: What is your vision for Sunway Resort Hotel & Spa?

Sustainable growth is key to remain a relevant player in the hospitality industry. We have set in motion a 10-year plan which we hope, will help us stay top of mind with visitors and achieve profitable returns. For example, the opening of SP3 Hotel by 2015 will see the number of Sunway Resort City rooms grow from 1,234 to 1,634. There are also plans to refurbish the 4-star Pyramid Tower Hotel.

ENERGISING THE RETAIL INDUSTRY FOR TOURISM

SUNWAY GROUP IS SET TO BECOME THE LARGEST SHOPPING MALL OPERATOR IN THE COUNTRY IN THE NEXT FEW YEARS WITH OVER 5 MILLION SQ. FT OF NET LETTABLE AREA, A GREAT BOOST TO MALAYSIA'S TOURISM INDUSTRY.

Malaysia is one of the world's top travel destinations, and was recently voted by CNN Travel as the fourth best shopping city in the world. In 2012, Malaysia's tourism industry became the second largest foreign exchange earner after manufactured goods and the seventh largest contributor to the Malaysian economy, raking in a Gross National Income of RM47.2 billion.

With three shopping malls already under its wing – Sunway Pyramid in Sunway Resort City, the nation's first themed shopping mall opened in 1997; Sunway Giza in Kota Damansara was completed in 2009; and Sunway Carnival in Seberang Prai was established in 2007 – and four new malls in the pipeline, Sunway Group is set to become the largest shopping mall operator in the country in the next few years with over 10 million sq ft of net lettable area, a great boost to Malaysia's tourism industry.

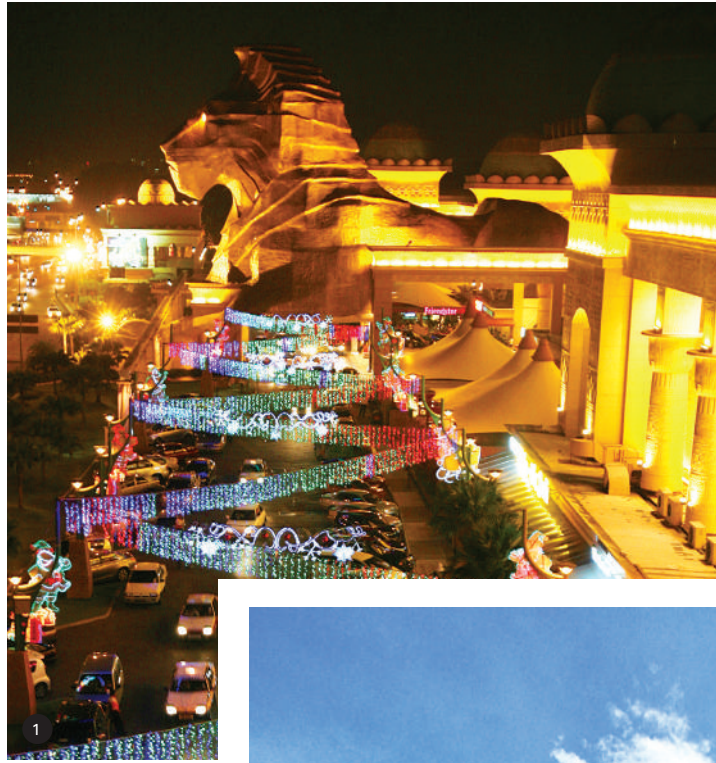
One of the new malls planned will be a premium outlet mall in Ipoh to complement Sunway's existing tourism attractions including The Banjaran Hot Springs Retreat, and Sunway Lost World of Tambun. The outlet mall will capitalise on the estimated one million motorists which traverse the North South Highway, and is expected to add to the economic transformation of the 1,350 acre Sunway City Ipoh.

In Klang Valley, Sunway is building a mall in the 23 acre integrated Sunway Velocity development. Dubbed the City of Endless Possibilities, Sunway Velocity is a self-sustained integrated mixed

development located in KL comprising residential, commercial, office, healthcare and retail components with sprawling public spaces. The RM3.6 billion development is located only 3.8 km from the KL City centre and is flanked by Jalan Cheras, Jalan Shelly and Jalan Peel.

Right in the heart of Kuala Lumpur, Sunway Putra Mall, within Sunway Putra Place, is undergoing a transformative Asset Enhancement Initiative (AEI) programme with the goal of being restored to its previous glory. Upon its completion at the end of 2014, Sunway Putra Place will emerge as an iconic development and will contribute positively towards increasing economic viability within the RM2.2 billion River of Life project, an Entry Point Project (EPP) by the Government.

Ensuring that all shopping malls under the Sunway banner are of the highest standards is the Sunway Mall Management team, a group of industry veterans and professionals who continue to shape and redefine the industry standards. The team's proven expertise and consistent performance delivery track records have been acknowledged on the global as well as on the national front. To date, Sunway Shopping Malls have amassed an impressive 38, and counting, international and national awards. As the team continues to build on its success of best practices and deploys key successful drivers in a multi-mall operation, an exciting future awaits Malaysia's retail industry. ■



SUNWAY SHOPPING MALLS
HAVE AMASSED

38 INTERNATIONAL AND
NATIONAL AWARDS.

CHAN HOI CHOY
CHIEF EXECUTIVE OFFICER
SUNWAY SHOPPING MALLS AND THEME PARK



BERITA SUNWAY: What is the secret behind the success of Sunway Retail?

The key success of Sunway Retail is in its ability to see beyond and build for the future, and in having the know-how to thoroughly harness the hardware and software elements to create synergy and relevance to shoppers. The other significant success factor comes from leveraging and cross marketing with other Sunway components, allowing Sunway Retail to deliver a bigger potential. From strategic collaborations to connectivity, it all adds up in making the mall more than just a mall.

As Malaysia's economy progresses, Malaysia's malls will continue to chart a positive growth. With growing affluence, broader international exposure and an insatiable appetite for international brands, it will provide the impetus for the industry's growth. As one of the key players, Sunway Retail is poised to capitalise on the growth, supported by the expertise gained from years in managing malls.

BERITA SUNWAY: What is your vision for Sunway Retail?

By 2020, we envision to have 10 malls nationwide under Sunway Retail delivering the Sunway brand mall experience to various catchments and markets. Of course there will be certain localisation based on each operating environment but the overriding experience on services, offerings and delivery will be unmistakably Sunway. The name Sunway itself will be instantly recognisable. We are on track to be the largest mall owner and operator as we move from a single mall operator to multiple malls operator.

- 1 Sunway Pyramid is the nation's first themed mall and boasts over 800 local, regional and international retailers.
- 2 Sunway Carnival Mall opened in June 2007 and includes more than 180 speciality outlets.
- 3 Sunway Pyramid Ice is one of Malaysia's most popular and unique attractions.
- 4 Shoppers are spoilt for choice when shopping at any one of Sunway's shopping malls.



Find out more at: Sunway Pals Membership Counter, Sunway Pyramid

LEADERSHIP IN PROGRESSING HEALTHCARE

IN 2014, SUNWAY MEDICAL CENTRE BECAME THE FIRST HOSPITAL IN SOUTHEAST ASIA TO RECEIVE FULL ACCREDITATION FROM THE AUSTRALIAN COUNCIL ON HEALTHCARE STANDARDS, UNDERSCORING SUNWAY'S COMMITMENT TOWARDS CONTINUOUS IMPROVEMENT IN THE DELIVERY OF HEALTHCARE.

From a single building to five, Sunway Medical Centre (SunMed) has grown exponentially since its inception in 1999. Following the hospital's first expansion in 2006, from its previous 22,219sq.m to spanning 60,803sq.m, SunMed is poised to set a new standard of service for its growing clientele, making it one of the foremost private medical care centres in the nation with a total of 358 beds, 119 consultation suites, 12 operating theatres and a multi-storey car park with 700 parking bays.

In recognition of the increasingly sophisticated needs of the nation, SunMed has developed niche areas of medical service, beginning with the field of neurosciences. It is the first hospital in Malaysia to perform the Deep Brain Stimulation for the management of Parkinson's disease. The Cochlear Implant Programme, for the treatment of profound hearing loss, is another milestone in Sunway Medical Centre's quest to provide integrated, multi-disciplinary care for our patients. In all, SunMed now comprises 16 Centres of Excellence, and three more Centres in the pipeline, each a leader in their own right within their specialisations.

In 2014, Sunway Medical Centre became the first hospital in Southeast Asia to receive full accreditation from the Australian Council on Healthcare Standards (ACHS), underscoring Sunway's commitment towards continuous improvement in the delivery of healthcare. The accreditation also underlines SunMed's efforts to further advance patient-centric approach of its medical professionals and staff, and in its policies, processes and systems.

This international recognition gives SunMed an edge in pursuing partnerships with healthcare providers across the region, particularly within the fast growing network of ACHS accredited medical institutions. In addition to the opportunity to tap into and leverage the resources and tools provided within ACHS's Evaluation and Quality Improvement Program (EQulP), the accreditation will also help Sunway Medical Centre attract top class medical professionals and people, further propelling them towards achieving higher standards of excellence in healthcare in the nation.

By taking a 360 degree approach to progressing healthcare standards, Sunway Medical Centre is poised to become one of ASEAN's premier medical institutions. Its contributions to progressing healthcare are exemplified in its constant initiatives to promote and advance medical education, notably through a close partnership with the Jeffrey Cheah School of Medicine and Health Sciences at Monash University Malaysia. With the international accreditation now in the bag, Sunway Medical Centre is moving forward with greater confidence towards realising the dream of Sunway Group Founder and Chairman, Tan Sri Dr Jeffrey Cheah's dream of establishing SunMed as a teaching hospital, just like the Mayo clinic, one of the most established in the world. ■



SUNMED IS ONE OF
THE FOREMOST PRIVATE
MEDICAL CARE CENTRES
IN THE NATION WITH
A TOTAL OF

358 BEDS

119 CONSULTATION SUITES

12 OPERATING THEATRES

700 PARKING BAYS

- 1 Sunway Medical Centre turns 15 in 2014, and promises to continue delivering healthcare excellence via dedicated people and professionals, warm hospitality with a caring touch, and modern facilities with advance technology, to the communities it serves.
- 2 The first hospital in Malaysia to install Siemens Somatom Flash Speed Dual Source CT Scanner with Stellar Detector.
- 3 The Wellness Centre is one of the 19 Centres of Excellences at Sunway Medical Centre.
- 4 International Patient Centre that provides Indonesian & Japanese interpreters.

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OF YOUR
PALS
HERE

Find out more at:
www.sunwaypals.com.my



LAU BENG LONG
MANAGING DIRECTOR
SUNWAY GROUP HEALTHCARE SERVICES

BERITA SUNWAY: What is the secret behind Sunway Medical Centre's success?

Since Sunway Medical Centre started in 1999, we have grown from strength to strength because of our reputation in providing excellent medical and nursing care. SunMed is also well known for keeping abreast with the latest healthcare trend; over the years we have consistently introduce the latest medical diagnostic technology and treatment techniques to ensure patients obtain the highest standard of care.

BERITA SUNWAY: Why is the Australian Council on Healthcare Standards' (ACHS) international accreditation important for SunMed?

Australia is a developed country with established clinical systems, policies and standards. Through the successful certification by the external healthcare accreditation council, our patients can be assured that our services are aligned with international practices and standards.

BERITA SUNWAY: What is your vision for Sunway Medical Centre?

In response to the increasing demand for our services, we are building a new 10-storey Centre for Advanced Medicine to complement the existing medical centre. The extension, target for completion by 2016, will offer additional wards, clinics and new clinical services like cancer radiation therapy and nuclear medicine treatment. The Centre will also increase our current capacity of 358 beds to 600 beds, making SunMed one of the largest private tertiary care hospitals in South East Asia.

In line with our vision to provide Malaysians with affordable high-quality care, we are currently in the midst of setting up a network of medical facilities throughout the country. Besides establishing hospitals in Sunway Velocity, Cheras and Seberang Jaya, Penang, we are also planning to build neighbourhood specialty clinics, to enable us to bring our healthcare services closer to the community.

GROUP CORPORATE CENTRES

GEARED FOR GROWTH, DRIVING INNOVATION

Corporate centres are configured to act responsively and drive centre-unit collaboration for value creation. At Sunway, its 16 corporate centres deliver value in three ways – resources, synergy and learning – to ensure control and standardisation over critical functions such as finance, HR and security, regardless of geographies and operations. They also play the role of supporting Sunway's 12 core businesses by designing and disseminating best practices, as well as via the provision of vital strategic resources and knowledge. As agents of learning and knowledge management, these corporate centres play important roles in fostering innovative cultures, which can translate into sustainable and long-term value for organisations, and Sunway's stakeholder universe.

As Sunway expands its footprint across Asia, the 17 corporate centres act to deliver valuable synergies that contribute to bottom lines, by combining, replicating and reconfiguring processes holistically.

GROUP CORPORATE CENTRE	CORE FUNCTION(S)
GROUP BRAND MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Brand custodian Streamline direction on branding and communications Establish and maintain close rapport with all Government and its related agencies, NGO's, media and other stakeholders Establish, create and moderate the brand's digital presence on social media and online platforms Managing reputation and image to elevate the business and brand Review and lead crisis management across the group Conceptualise, develop, plan, organise and implement key CSR programs
GROUP CORPORATE FINANCE	<ul style="list-style-type: none"> Formulate, advise and execute corporate exercises involving securities issues Formulate, advise and execute mergers, acquisitions and divestments Communicate and engage the investing community on the Group's performance, strategies and prospects
GROUP FINANCE	<ul style="list-style-type: none"> Ensure compliance of Group's corporate governance in respect of financial reporting as per approved Malaysian Financial Reporting Standard (MFRS) Coordinate and collaborate with BU Finance, FSSC and external auditors for the Group's quarterly results announcement to Bursa and annual statutory audit Assist GHR on the evaluation of financial performance KPI for staff bonus purpose Increase BU finance and FSSC's awareness on latest MFRS
FINANCE SHARED SERVICES CENTRE	<ul style="list-style-type: none"> Provider of financial accounting services to Sunway business units, including: <ul style="list-style-type: none"> General ledger books closing and tax provisioning Payment and non-trade receivable transactional processing Bank, intercompany and vendor reconciliation reporting
GROUP HUMAN RESOURCES	<ul style="list-style-type: none"> Craft strategic policies to ensure consistent and equitable HR approaches across the Group Design competitive compensation and benefits Design and implement practical organisational development interventions Optimise operational processes to deliver efficient HR services

HUMAN RESOURCES SHARED SERVICES CENTRE	<ul style="list-style-type: none"> Perform activities that support/facilitate service delivery for either transactional or data processing services Support group wide processes and activities
GROUP INTERNAL AUDIT	<ul style="list-style-type: none"> An independent assurance function to evaluate and improve effectiveness of risk management, control and governance processes of business operations
GROUP IT	<ul style="list-style-type: none"> Develop and champion the long-term direction of ICT Master Plan and steer all ICT units towards it Strengthen Group-wide ICT Framework, Policies and Guidelines and ensure ICT Standardisation & Governance Ensure efficient and cost effective operations of all ICT units As Member of ExCo Special Committee – IT Review and approve major ICT projects and initiatives so to align ICT investment portfolio with Sunway business strategies
IT SHARED SERVICES CENTRE	<ul style="list-style-type: none"> Partner with Business Units to deliver strategic competitive advantage to the business Deliver cost effective and efficient group wide Information, Communication & Technology (ICT) services Drive standardisation of software and business processes via group wide ICT services Manage deployment of common ICT projects & services Provide world class support services through value added and cost competitive quality services
GROUP LEGAL	<ul style="list-style-type: none"> Provide legal assistance and advice Review of documents and agreements Assist with the execution of corporate exercises
GROUP PROCUREMENT	<ul style="list-style-type: none"> Improve efficiency on Supply Chain Management. Perform strategic sourcing through consolidation to improve quality and cost. Drive procurement leadership towards standardisation, harmonisation and compliance.
GROUP RISK MANAGEMENT	<ul style="list-style-type: none"> Ensure systematic application of risk management process across the Group to identify, assess, treat and manage risks that threaten resources or the achievement of objectives
GROUP SECRETARIAL	<ul style="list-style-type: none"> Perform statutory duties and provide advice in strict compliance with the provisions of the Companies Act, 1965, Securities Commission Guidelines, Bursa Listing rules & regulations and other relevant authorities Act as liaison between the Board of Directors and management Depository for all statutory records and original agreements, documents and common seals of the Group Provide share registration services and management of ESOS schemes including attending to enquiries and correspond with shareholders and employees (in relation to the ESOS scheme) Assist in trade mark applications and instituting legal action to protect the Group from trademark violation
GROUP SECURITY	<ul style="list-style-type: none"> Address risk factors associated to crime Supports and leads crime prevention initiatives
GROUP STRATEGY AND CORPORATE DEVELOPMENT	<ul style="list-style-type: none"> Serve as company think tank to develop, facilitate and implement corporate strategies
GROUP TAX	<ul style="list-style-type: none"> Ensure full compliance of annual tax submission Identify opportunities for tax planning within the Group to bring down effective tax rate Coordinate and collaborate with BU Finance, tax consultants and tax lawyer on tax efficient structures for operational developments Increase BU finance and FSSC awareness on latest tax rules and guidelines
GROUP TREASURY	<ul style="list-style-type: none"> An in-house banker to Sunway Group of companies and to provide one stop centre to BU finance on treasury services including forex Coordinate effectively with financial institutions for their close support and to secure lowest total cost of funding Identify opportunities to maximise interest income for the Sunway Group of companies

PUTTING EMPLOYEES FIRST

WITH A STAFF FORCE OF MORE THAN 13,000 SPREAD ACROSS SEVEN DIFFERENT COUNTRIES, SUNWAY PLACES HIGH VALUE ON EMPLOYEE SATISFACTION AND ENGAGEMENT.



In a competitive market set against a raging talent war, employee engagement is important to ensure business success and keep the best people motivated at all times. With a staff force of more than 13,000 spread across seven different countries, Sunway places high value on employee satisfaction and engagement. Group Human Resources (GHR), with support from subsidiaries HR and its shared service arm HR SSC, have in various efforts ensured employees are zealous, committed and motivated to ensure put their best foot forward.

Continuous learning and being challenged are ways employees can achieve greater success at work and personal fulfilment. Recognising that employees have different development needs, GHR has built its Learning Framework which consists of a few learning approaches. The first, learning from education includes a variety of international leadership and personal development programmes, among them 7 Habits of Highly Effective People, Situational Leadership, Harvard management program, and so on. The second, learning from others includes coaching and mentoring. Last but not the least, GHR also provides a platform to enhance learning on the job via cross-functional exposure and special projects.

Employees who desire to further their studies may take advantage of the education assistance and/or tuition refunds at any one of the 12 Sunway Education Group institutions, including Sunway University and Monash University Malaysia. For example, employees have the option to undertake a Masters at Sunway's partnered universities like Victoria University and Lancaster University, or pursue a professional qualification in accountancy at Sunway TES.

At Sunway, we strongly believe our people are our strength. As such, we take career growth to heart. In the effort to help employee and managers understand their career aspirations and how they can grow with the company, GHR will soon be rolling out the Career Conversation Guide. It is also an effective retention tool for the management, and crucial for succession planning. On the same note, Sunway encourages career mobility as part of employee development. Its Employee Transfer Policy, recently enhanced, fully supports the transfer of employees across Sunway's diverse industries, equipping employees with the flexibility to fully develop their career path of choice.

Women, who form almost half the workforce at Sunway, are not left out. In support of the government's efforts to increase women's labour participation to 55% by the year 2015, Sunway has been actively pursuing initiatives to support women at the workplace. Examples include setting up a dedicated mother's room, allocating designated car parking bay for pregnant employee, improving HR policies to include flexible working arrangements, extending maternity leave, and also, establishing a kindergarten and child-care centre via a partnership with R.E.A.L Kids. In the coming months, GHR will be introducing the Women's Breakfast Series, whereby accomplished women will be invited to share their own success stories with Sunway employees.

With the company's diverse portfolio encompassing 12 industries, Sunway is proud to offer a one-of-its-kind compensation and benefit programme. Besides competitive remuneration packages, employees may enjoy high-quality healthcare benefits at Sunway Medical

Centre, staff discounts for property purchases, food & beverages outlets at both Sunway hotels and Sunway shopping malls, as well as a fun-filled family time at Sunway theme parks.

A great culture forms a great working environment. GHR takes care to inculcate the company's Core Values – **Integrity, Humility and Excellence** – into its day-to-day communications and employee engagement activities. In embracing and living out the core values, we as a group aims to foster a strong and successful Sunway culture, ultimately strengthening our future growth. ■

- 1 Support for employee development at all levels is assured via a variety of international leadership and personal development programmes.
- 2 In collaboration with TalentCorp, GHR had organised its first Sunway Women Forum to further develop women for leadership roles.
- 3 Through its GHR Mother's Day Charity Sale, GHR helped raised RM8,000 for the children of the GOLD (Generating Opportunities for Learning Disabilities) Centre.



LARRY YAP
EXECUTIVE DIRECTOR
CORPORATE SERVICES



BERITA SUNWAY: Retaining top talent is no easy task. What are some of the steps taken by GHR to address this global issue?

At Sunway, we have put into place many initiatives to engage and help employees to achieve their career development goals. In addition to introducing a new HR web-based portal for knowledge sharing among employees, we also recently revamped our talent development programme to maximise staff potential. While we take care to remind line managers to be a supportive pillar for their subordinates' career path, at the same time, we encourage employees to take responsibility for their own careers.

BERITA SUNWAY: Since 2012, Sunway has been placed among the Top 20 Leading Graduate Employers by Malaysia's 100 Leading Graduate Employers (M100). What are GHR's plans to attract new talent and boost engagement among current employees?

I believe that there is always room for improvement, and encourage my team to keep an open mind and learn best practices from other companies, be it multinationals or government-linked conglomerates. Closer to home, we are moving towards being more responsive to the businesses in terms of talent requirement and acquisition, and also, with regards to strategic compensation management.

DRIVING ORGANISATIONAL EFFICIENCY WITH IT STRATEGY AND GOVERNANCE



Information Technology (IT) strategy and governance are crucial to business growth as they provide organisations with the structural framework to drive business initiatives forward in a sustainable manner. Sunway Group IT plays the important role of leading the evolution of IT to deliver strategic competitive advantage to the business by ensuring essential alignments between group-wide IT strategy and group-wide business strategy, enforcing group-wide IT policies and guidelines, IT standardisation and governance for business units, and also, advising on compliance and accountabilities for risk management and control over IT.

In 2013, Group IT, with the support from its shared services arm, IT SSC (IT Shared Services Centre), undertook three new initiatives to help improve Sunway's capabilities and drive business efficiency. These initiatives include implementing sourcing policies and carrying out sourcing exercises; establishing a one portal and document management system, and most recently in February 2013, signing a Memorandum of Understanding (MoU) with Sunway University, with the objective of elevating Sunway's businesses to new heights of competitive advantage. Specifically, by blending the best minds from both academic and industrial experts, they seek to accomplish a range of new collaborative initiatives that includes technological advancements, best practices, and improvements within the organisation.

Under the new sourcing policies, clear guidelines and best practices on sourcing IT products and services

were disseminated, ensuring competitiveness through economies of scale, constant evaluation of supplier performance and compliance with varying statutory requirements. Group IT, in collaboration with business units' IT Heads, Group HR and Group Procurement, also carried out several group-wide sourcing exercises in areas such as managed print services, telecommunication services, enterprise desktops & notebooks, among others. Through leveraging the experiences and expertise from different business units and functions, it is envisioned that the group-wide sourcing exercises will yield higher cost savings and introduce solutions that best fit Sunway's diverse range of industries.

The second initiative, One Portal, is a group-wide portal framework strategy that links every individual business units and corporate centres' portals for ease of information flow, dissemination and retrieval between employees, departments and business units. In June 2014, Sunway Group Human Resources Portal was among the first to debut with a clean, sleek and user-friendly layout, empowering GHR to educate and to engage employees on a more holistic level. Also part of the One Portal initiative is the implementation of eDMS (e Document Management System). As a subset of One Portal, the core functionality of the eDMS is to cater for document management, collaboration and information dissemination between diverse groups of users via a common platform.

While Group IT manages strategy and governance, IT SSC provides group-wide companies with value-added

IT support. In addition to delivering cost effective and efficient group wide applications, including Enterprise Resource Planning (ERP) systems, messaging and collaboration platforms, IT SSC also manages the deployment of common IT projects and services and partners with Business Unit IT to identify potential opportunities for business growth and improvements. Through standardising, consolidating and optimising group-wide IT resources, they seek to deliver strategic competitive advantage to the business. ■

- 1 To ensure all staff are kept abreast of the division's direction, quarterly townhall meetings led by Group IT General Manager Jonathan Lim are organised on a regular basis.
- 2 Professor Poh Chit Laa, Dean of the Faculty of Science and Technology, Sunway University exchanges the MOU with Cheah Kok Hoong, Director of Shared Services Centre while Professor Graeme Wilkinson, Sunway University Vice-Chancellor, Dato' Chew Chee Kin, Sunway Group President and Larry Yap, Executive Director of Shared Services Centre.
- 3 Team spirit is kept high with regular team-building exercises, both indoor and outdoor.



CHEAH KOK HOONG
CHIEF INFORMATION OFFICER
GROUP IT



BERITA SUNWAY: How do Group IT and IT SSC support Sunway's vision to be the leading regional property-construction group in Malaysia?

We always aim to deliver strategic competitive advantages to the business. The merger in 2011 had provided the catalyst for us to create greater group synergies; sharing valuable input and partnering the business towards realising Sunway's vision. As a result, we are witnessing improved efficiency and productivity, and also, a more streamlined governance and control structure.

BERITA SUNWAY: What is your vision for Group IT moving forward?

Technology changes rapidly. To add value in our engagement with the business, we will continue to perform R&D, market scanning and benchmark against the best in the industries, and assure our stakeholders an IT strategy that combines sound governance.

We will also continue to strengthen the group-wide 'one team attitude' approach and camaraderie, to create greater group synergies. On a personal front, I constantly encourage my team to engage and learn, not just from their peers, bosses and subordinates, but also from our vendors, customers and industry association, as I believe the input will help us drive more innovation in our business.

DRIVING FINANCIAL INNOVATION



1 In August 2011, Tan Sri Dr Jeffrey Cheah, 40 Founder and Chairman of Sunway Group, announced the merger between Sunway Holdings and Sunway City. The CFO's Office was thus charged with the responsibility to ensure greater cost competitiveness and operational efficiencies.

2-3 Although many come from different departments, the CFO's Office organises regular get-togethers and team building activities, allowing them to build strong bonds.

In August 2011, Sunway Holdings Berhad merged its assets and liabilities with Sunway City Berhad to form a new entity, Sunway Berhad. The RM4.5 billion merger exercise produced Malaysia's fourth largest property developer by market capitalisation, and one of the biggest property and construction entities in the Asia Pacific region.

The merger marks an important corporate milestone for both the company and its stakeholders. With Sunway Berhad now operating on a much bigger corporate platform, the CFO's Office, which comprises six departments namely Group Investor Relations; Group Risk Management – internal operations; Group Treasury; Group Tax; Group Finance; and Finance Shared Services Centre, is charged to ensure the larger Sunway entity achieves greater cost competitiveness and operational efficiency following the corporate merger.

Prior to the merger, most of the business units were inclined to operate independently, especially with regard to the management of their respective cashflow and capital resources. In the post-merger environment, the CFO's Office has radically changed the Group Treasury's role from a mere

supportive function into a 'partnership' with the business units. The change was effected via the creation of Sunway Treasury, which serves as an internal bank providing deposit and loan facilities to all the business units within the Group. As a result, the Group's financial resources and borrowing needs are consolidated and managed by Sunway Treasury, which can optimise the utilisation of the capital resources on a group basis, while driving down the overall borrowing costs by negotiating for lower interest rates due to our stronger bargaining position.

As at 31 December 2013, the shareholders' funds of the Group grew to RM5.3 billion, a substantial increase of 66% compared to RM3.2 billion as at end 2012. The increase was due to two main reasons, namely, from the completion of a rights issue in August 2013, which raised RM732.5 million from its shareholders, and higher profits recorded by the Group.

The stronger and improved shareholders' funds have enabled the Group to negotiate lower financing cost from various financial institutions. In addition, as part of the Group's total capital management strategy,

Sunway has also established a RM2.0 billion commercial paper and medium term note credit facilities programme to tap the lower funding cost provided by the domestic private debt securities market to complement the various sources of funding options for the Group.

While the CFO's Office has been successful in driving cost savings and strengthening the capital structure of the Group, it strongly believes that its effectiveness can be further optimised by working closely with all the group's business units. To improve further, the CFO's Office will continue to adopt an open and collaborative approach to introduce more innovative ideas to harness and unlock the group synergy. ■

CHONG CHANG CHOONG
CHIEF FINANCIAL OFFICER
SUNWAY BERHAD



BERITA SUNWAY: What is the key role played by the CFO's Office?

Besides carrying out the conventional functions, which typically involve financial reporting, treasury operations and tax planning, the CFO's Office is also responsible for investor relations, corporate finance and risk management. While all the functions are important, special attention is given to treasury operations and tax planning which require more pro-active strategic planning. Such an approach has served the Group well as it is now able to benefit from all the financial and tax incentives granted by the authorities.

The CFO's Office has also worked hard to improve our credit standing with all the local financial institutions. As a result, Sunway Group is able to enjoy a much lower cost of borrowing. The CFO's Office is proud to announce that it has managed to save the Group more than RM80 million in terms of lower interest costs and stamp duties and from various forms of financial and tax incentives. And for our success thus far, I thank all the members of the CFO's Office for their hard work, dedication, and team effort.

BERITA SUNWAY: What is your vision for the CFO's Office?

Sunway Berhad is one of largest property-construction conglomerates in Malaysia. Despite our size and the big workforce employed by the Group, I believe the contribution from each and every one of us is very important to the overall success of Sunway. Hence, my vision is to lead the CFO's Office to become the best in what we do, besides being a leading innovation driver within the Group.



1-2 Sunway Group has invested over RM2 million in software and hardware, including security personnel, to ensure the safety of the community

DRIVING STANDARDISATION AND BEST PRACTICES FOR BUSINESS PROCESS TRANSFORMATION

1-2 Sunway Group wins SIMM-ARIBA Procurement Excellence Awards – Procurement Excellence Award - Company of the Year 2011.

To consistently deliver high-value products and services to its customers, innovation in the workplace is necessary to ensure businesses are able to quickly respond to changes in market conditions and customer demands.

Group Procurement, one of the 16 group corporate centres in Sunway, exemplifies workplace innovation when it expanded its existing range of Ariba solutions to include Ariba Contract Management, Ariba Supplier Management and Ariba Procure-to-Order. They have also moved into Ariba Network, Ariba's industry-leading cloud-based application and one of the world's largest web-based trading communities, to better connect with trading partners globally, ensuring the process of buying, selling, and managing cash is more efficient and effective than ever before. The collaboration with a global network of partners also means Sunway is able to simplify inter-enterprise commerce and to enhance the results that it delivers.

Since putting the solutions in place, Sunway has conducted over 1,000 sourcing events that have generated savings of more than RM82 million. The company has also improved compliance and reduced its sourcing cycle times.

Sunway first began integrating Ariba in its business processes in 2000 when the company implemented Ariba's on-premise solution for managing purchase requests and purchase orders to standardise procurement on an enterprise-wide basis.

In 2009, Sunway embarked on its cloud journey with Ariba Sourcing and Ariba Spend Analysis to increase its visibility and drive spend compliance across more than 100 business units.

With even more tools within reach from 2014 onwards, Sunway can further scale across the organisation to expand and consolidate, to improve transparency, and to create a metric-driven approach to sourcing that can deliver exponential savings and sustainable competitive advantage.

In the coming months, Ariba Consultants, IT SSC and Group Procurement will be working closely to design and implement the software, to better drive standardisation and greater efficiencies across Sunway Group. ■

A COMMITMENT TO SAFETY FOR THE COMMUNITY



National surveys have shown crime to be the second largest concern for the people after the economy. As part of its commitment to build a safe and secure community, in 2001, Sunway became the first Malaysian property developer to launch the Safe City Initiative, a holistic action plan to address risk factors associated with crime and provide residents and visitors with the assurance of a conducive environment for their day-to-day activities.

As the crime prevention activities are rolled out in partnership with the Malaysian Royal Police Force (PDRM), the Malaysian Crime Prevention Foundation (MCPF) Selangor Chapter, the Selangor State Government, Subang Jaya Municipal Council, as well as local residents, among others, the Safe City Initiative also represents the start of a new framework for policing and community building in Malaysia.

The Safe City Initiative is personally led by Founder and Chairman of Sunway Group, Tan Sri Dr Jeffrey Cheah, and put into action by Sunway Group Security, a division of 800 men and women, inclusive of 350 auxiliary police; the latter being the largest contingents of private security personnel and auxiliary police in the country.

Sunway Group Security looks at safety as an integrated part of Sunway's community development plans and is empowered with the latest software and hardware, valued at over RM2 million, to better protect the community. Sunway Resort City, Sunway's flagship township and Malaysia's first green township as certified by the Green Building Index, is under the surveillance of more than 2,000 CCTV cameras attached to a centralised monitoring system. Sunway also contributes patrol cars, motorcycles and mobile police units, to aid PDRM in amplifying security efforts around the clock.

In 2008, Sunway helped build a police station in Bandar Sunway. The first Selangor Tourist Police Service Centre, located at Sunway Pyramid, was built the following year. Both the police station and the centre are equipped with the latest Police Reporting System (PRS) to enable swift response to reports of crime as well as providing assistance when required.

In addition to carrying out joint-patrols with PDRM to assure the safety and well-being of its residents and visitors, Sunway Group Security also takes the lead in raising public awareness on crime prevention in

both rural and urban areas. The 'Balik Kampung' Campaign for example, was initiated in partnership with PDRM with the aim of encouraging the public to notify the police and security personnel to reduce opportunistic crime during festive seasons. Regular workshops are also organised on a regular basis at secondary schools and universities to educate, engage and empower young children and youth on crime prevention. On the latter, Tan Sri Dr Jeffrey personally champions the Campus Policing initiative at Sunway University, and also, initiated the setting up of Crime Prevention Clubs in both Sunway University and Monash University Malaysia.

While some property developers are apt at leaving crime prevention and community safety in the hands of the police, Tan Sri Dr Jeffrey believes addressing crime as fundamental to building communities. Without first addressing crime, it would be difficult to envision a positive future for a community, or even attract businesses, homeowners and investors to come together to grow in a healthy community. ■

40 AMAZING FACTS ABOUT SUNWAY



THE 800-ACRE SUNWAY RESORT CITY IS AS BIG AS 605 AMERICAN FOOTBALL FIELDS

Source: 1,322 acres per field (according to National Football League Standard) <http://www.wolframalpha.com/input/?i=american+football+field+size+in+acres> <http://www.sportsknowhow.com/football/field-dimensions/nfl-football-field-dimensions.html>



THE 28.9 METRE LION HEAD AT THE MAIN ENTRANCE OF SUNWAY PYRAMID IS 8.7 METRES TALLER THAN THE GREAT SPHINX OF GIZA

Source: <http://oddstuffmagazine.com/top-12-highest-statues-around-the-world.html>



SUNWAY RESORT CITY'S STUDENT POPULATION OF 20,000 IS ALMOST EQUAL TO THE POPULATION OF PALAU, AN ISLAND COUNTRY IN THE WESTERN PACIFIC OCEAN

Source: <http://www.pacificrisa.org/places/republic-of-palau/>



THE 22 METRE FUNNEL OF VUVUZELA AT SUNWAY LAGOON IS JUST ONE METRE SMALLER THAN THE WORLD'S SMALLEST INACTIVE VOLCANO CUEXCOMATE IN PUEBLA, MEXICO

Source: <http://geo-mexico.com/?p=883>



THE PRESERVED LIMESTONE HILLS IN SUNWAY CITY IPOH ARE 260 MILLION YEARS OF AGE, AS OLD AS THE COCONINO SANDSTONE LAYER FROM UNITED STATES' GRAND CANYON ROCK

Source: http://www.bobspixels.com/kaibab.org/geology/gc_layer.htm#f



THE FREE-FALLING 22-METRE BUNGEE JUMP IN SUNWAY LAGOON IS AS HIGH AS THE ROCK-CUT RAMSES REDISCOVERED IN THE GREAT TEMPLE OF RAMSES IN ABU SIMBEL, EGYPT IN 1813

Source: <http://www.art-and-archaeology.com/egypt/egy28-5.html> / <https://www.bluffton.edu/~sullivanm/egypt/abusimbel/ramses/ramses.html>



FRESH ORANGE JUICE IS THE MOST POPULAR DRINK AT SUNWAY RESORT HOTEL & SPA. EACH YEAR, MORE THAN 40,000 ORANGES ARE SQUEEZED, EQUIVALENT TO 2.48 MILLION CALORIES CONSUMED

Source: <http://www.fatsecret.com/calories-nutrition/usda/oranges?portionid=33208>



EACH YEAR OVER 1 MILLION BOTTLES OF WATER ARE CONSUMED BY SUNWAY RESORT HOTEL & SPA GUESTS, ENOUGH TO FILL 20% OF AN OLYMPIC-SIZE SWIMMING POOL

Source: <http://hypertextbook.com/facts/2005/JeffreyGilbert.shtml>



SUNWAY PYRAMID ICE IS ONE OF MALAYSIA'S LARGEST ICE SKATING RINKS. MORE THAN 15,000 SKATERS VISIT SPI EACH MONTH, EQUIVALENT TO THE NUMBER OF SKATERS WHO PARTICIPATE IN THE NETHERLANDS' ELEVEN CITIES TOUR, THE BIGGEST ICE-SKATING TOUR IN THE WORLD

Source: <http://www.holland.com/us/tourism/article/eleven-cities-tour.htm>



THE 145-METRE THE PINNACLE, SUNWAY IN SUNWAY RESORT CITY IS 49 METRES TALLER THAN LONDON'S BIG BEN

Source: <http://edition.cnn.com/2013/10/15/world/europe/big-ben-fast-facts/> <http://www.safestay.co.uk/en/blog/the-history-of-london-big-ben/>



THE 22-ACRE *BANDAR SUNWAY EDUCATION CAMPUS IS 4 ACRES BIGGER THAN THE WHITE HOUSE IN WASHINGTON D.C.

Source: <http://www.ibtimes.com/how-many-rooms-are-white-house-plus-14-other-fun-facts-369006>

* includes Sunway University, Sunway College and Sunway International School



THERE ARE 33 STONE CARVED ANIMAL SCULPTURES AT SUNWAY RESORT HOTEL & SPA HOTEL LOBBY



THE 800-ACRE SUNWAY RESORT CITY IS AS BIG AS 605 AMERICAN FOOTBALL FIELDS

Source: 1,322 acres per field (according to National Football League Standard) <http://www.wolframalpha.com/input/?i=american+football+field+size+in+acres> <http://www.sportsknowhow.com/football/field-dimensions/nfl-football-field-dimensions.html>



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SUNWAY RESORT CITY'S STUDENT POPULATION OF 20,000 IS ALMOST EQUAL TO THE POPULATION OF PALAU, AN ISLAND COUNTRY IN THE WESTERN PACIFIC OCEAN

Source: <http://www.pacificrisa.org/places/republic-of-palau/>



SUNWAY RESORT HOTEL & SPA RECEIVES AN AVERAGE OF 31,250 MIDDLE EASTERN TOURISTS EVERY YEAR. THIS REPRESENTS ALMOST 15% OF THE TOTAL MIDDLE EASTERN TOURISTS WHO VISIT MALAYSIA ANNUALLY

Source: Malaysia Tourist Arrivals by Country of Nationality – September 2013



A BRISK WALK ALONG THE 1.1 KM CANOPY WALK FROM MONASH UNIVERSITY MALAYSIA TO SUNWAY PYRAMID WILL REQUIRE 1,000 STEPS, AND BURNS APPROXIMATELY 100 CALORIES

Source: <http://www.nhs.uk/Livewell/loseweight/Pages/10000stepschallenge.aspx> <http://www.heartfoundation.org.au/SiteCollectionDocuments/HFW-Make-Every-Step-Count.pdf>



TAN SRI DR JEFFREY CHEAH HAS BEEN SUNWAY GROUP'S FOUNDER AND CHAIRMAN FOR 40 YEARS, ALMOST AS LONG AS ONE OF THE LONGEST SERVING CEO IN THE WORLD, J. W. "BILL" MARRIOTT, JR. WHO HAS LED MARRIOTT INTERNATIONAL FOR 42 YEARS

Source: <http://www.businessinsider.com/longest-serving-ceos-2011-5?IR=T-bill-marriott-16>

16



THE 1,350 ACRES OF PRESERVED AND UNTOUCHED LIMESTONE HILLS AT SUNWAY CITY IPOH CAN PRODUCE OXYGEN FOR ALMOST 24,840 PEOPLE PER YEAR (AS OF MARCH 2014)

Source: <http://chemistry.about.com/od/environmentalchemistry/f/oxygen-produced-by-trees.htm>

17



8-FEET HIGH WAVES

SUNWAY LAGOON THEME PARK'S MAN-MADE SURF BEACH, THE LARGEST IN THE WORLD, USES RAINWATER COLLECTED NATURALLY TO GENERATE WAVES OF UP TO 8-FEET HIGH. THAT IS AS TALL AS AN INDIAN ELEPHANT

Source: <http://www.fi.edu/school/math3/elephants.html>
<http://animals.pawnation.com/size-indian-african-asian-elephants-1775.html>

18

450 TONS CO² YEARLY

25,000 TREES AROUND SUNWAY RESORT CITY WERE TRANSPLANTED AND CAN ABSORB MORE THAN 450 TONS OF CO² YEARLY

Source: <http://geo-mexico.com/?p=883>

19



SUNWAY LAGOON'S 428-METRE SUSPENSION BRIDGE IS 184 METRES LONGER THAN LONDON'S TOWER BRIDGE

Source: http://www.travellerspoint.com/guide/Famous_Bridges/
<http://www.robinsonlibrary.com/technology/bridge/bridges/tower.htm>

20



IF A PERSON SPENDS AN AVERAGE OF 60 MINUTES A DAY IN A RETAIL OUTLET, IT WOULD TAKE THEM AT LEAST 37 DAYS TO COVER ALL 890 OUTLETS IN SUNWAY PYRAMID SHOPPING MALL

Source: <http://www.jcdecauxna.com/sites/default/files/assets/mall/documents/studies/MallPhenomenon.pdf>

21



5 YEARS EARLIER

AT THE AGE OF 29, TAN SRI DR. JEFFREY CHEAH ESTABLISHED SUNWAY GROUP, 5 YEARS EARLIER THAN MOGUL DONALD TRUMP OF THE TRUMP ORGANISATION. BOTH PERSONALITIES ARE AROUND THE SAME AGE

Source: http://www.alternet.org/story/156234/exposing_how_donald_trump_really_made_his_fortune%3A_inheritance_from_dad_and_the_government_s_protection_mostly_did_the_trick

22

340 SQ M BIGGER



THE 178-ACRE SUNWAY SOUTH QUAY IS 340 SQUARE METRES BIGGER THAN THE LARGEST CHINESE IMPERIAL PALACE IN FORBIDDEN CITY, BEIJING

Source: <http://www.china.org.cn/english/kuaixun/74855.htm>

23

25,000 BABIES HAVE BEEN BORN



SINCE 2014, OVER 25,000 BABIES HAVE BEEN BORN AT SUNWAY MEDICAL CENTRE, WHICH IS MORE THAN THE ENTIRE POPULATION OF THE VATICAN CITY

Source: <http://www.populationfun.com/vatican-city-population/>
<http://www.romanlife-romeitaly.com/vatican-city-facts.html>

24



SUNWAY SOUTH QUAY'S LAKE HAS AN AVERAGE DEPTH OF 113 FEET, WHICH IS 87 FEET DEEPER THAN THE WORLD'S DEEPEST INDOOR SWIMMING POOL IN BRUSSELS, NEMO 33

Source: <http://www.thisismarvelous.com/9/Nemo-33-The-Worlds-Deepest-Swimming-Pool>

25



3.7X BIGGER THAN MONACO

THE 1,800-ACRE SUNWAY ISKANDAR IS 3.7 TIMES BIGGER THAN MONACO, THE SECOND SMALLEST COUNTRY ON EARTH

Source: <http://www.bbc.com/news/world-europe-17616156>

26

18,000 FUN CARD MEMBER



SUNWAY LAGOON HAS MORE THAN 18,000 FUN CARD MEMBERS, WHICH IS THE FULL CAPACITY OF STADIUM MERDEKA IN KUALA LUMPUR

Source: <http://www.tbsbts.com.my/travellers/stadium-merdeka>

27

441 ROOMS = 1 DECK OF STAR CRUISE SHIP



SUNWAY RESORT HOTEL & SPA HAS 441 ROOMS WHICH IS EQUIVALENT TO ONE DECK OF A STAR CRUISE SHIP

Source: <http://www.starcruiases.com/en/home/ships/superstar-virgo/introduction.aspx>

28



THE NET LETTABLE AREA OF SUNWAY'S EXISTING OPERATING SHOPPING MALLS IS APPROXIMATELY 2.4 MILLION, WHICH IS BIGGER THAN THE METROCENTRE, GATESHEAD, THE LARGEST SHOPPING MALL IN UK

Source: <http://blightytraveller.com/the-5-largest-indoor-shopping-centres-in-the-uk/>

29



370 MORE OUTLET

SUNWAY PYRAMID SHOPPING MALL HAS 890 OUTLETS, 370 MORE THAN THE MALL OF AMERICA, WHICH TOUTS ITSELF AS ONE OF THE LARGEST SHOPPING MALLS IN THE USA

Source: <http://www.travelchannel.com/interests/shopping/articles/top-10-us-shopping-malls>

30



SUNWAY'S FIRST ELEVATED BUS RAPID TRANSIT (BRT) IS 6 KM IN LENGTH, ALMOST HALF THE LENGTH OF THE FIRST PENANG BRIDGE

Source: <http://www.awesomepenang.com/home/penang-bridge-facts/>

31



THE 1.1KM CANOPY WALK HAS MORE CCTV'S THAN THE NUMBER OF CAMERAS USED FOR FILMING A PREMIER LEAGUE GAME

Source: <http://www.kgbanswers.co.uk/how-many-cameras-are-used-in-filming-a-premier-league-game/23178273>

32



THE 660-METRE ASIA'S LONGEST RIVER RIDE IN LOST WORLD OF TAMBUN IS AS LONG AS THE NAMHAE BRIDGE THAT CONNECTS THE MAINLAND OF SOUTH KOREA AND NAMHAE ISLAND

Source: <http://en.wikivoyage.org/wiki/Namhae>

33



BUILT > 20,000 HOMES

SUNWAY HAS BUILT MORE THAN 20,000 HOMES, ENOUGH TO ACCOMMODATE THE NEEDS OF 50% OF THE MONKS AND BUDDHIST STUDENTS CURRENTLY RESIDING AT THE SERTHAR BUDDHIST INSTITUTE — ONE OF THE WORLD'S LARGEST BUDDHIST INSTITUTE AT THE LARUNG GAR VALLEY, TIBET

Source: <http://www.dailymail.co.uk/news/article-2348761/Little-boxes-hillside-home-40-000-Buddhist-monks-The-stunning-makeshift-town-sprung-Tibetan-monastery.html>

34



SUNWAY LOST WORLD OF TAMBUN'S SIX-MILE RIVER CAVE TUNNEL IS AS LONG AS THE SMART TUNNEL, WHICH IS THE LONGEST STORMWATER TUNNEL IN SOUTHEAST ASIA AND SECOND LONGEST IN ASIA

Source: <http://www.amusingplanet.com/2013/05/smart-tunnel-in-kuala-lumpur-storm.html>

35



3.3 MIL LITRES 70°C HOT SPRING WATER

SUNWAY LOST WORLD HOT SPRINGS & SPA GENERATES 3.3 MILLION LITRES OF NATURAL GEOTHERMAL HOT SPRING WATER A DAY AT 70°C, HOT ENOUGH TO BOIL A PERFECTLY-COOKED HALF BOILED EGG

Source: <http://morecipes.com/recipe/perfect-boiled-eggs/>

36



> 140 SPECIES FLORA FAUNA

SUNWAY RESORT CITY WAS ONCE A TIN MINING LAND WITH NO LIFE IN ITS SOIL, NOT EVEN AN EARTHWORM. NOW IT IS HOME TO MORE THAN 140 SPECIES OF FLORA AND FAUNA!

37



28 ACRES BIGGER

THE 88-ACRE SUNWAY LAGOON IS 28 ACRES BIGGER THAN THE FAMOUS CHAMP DE MARS PARK, WHERE THE EIFFEL TOWER IN PARIS IS SITUATED

Source: <http://famouswonders.com/champ-de-mars/>

38



10 STOREY HIGHER

THE 18-STOREY HIGH MENARA SUNWAY IS 10 STOREYS HIGHER THAN ITALY'S LEANING TOWER OF PISA

Source: <http://www.towerofpisa.info/>

39



AS BIG AS

SUNWAY PYRAMID SHOPPING MALL WITH A NET LETTABLE AREA OF 41 ACRES IS ALMOST AS BIG AS THE ICONIC 49-ACRE TAJ MAHAL IN INDIA

Source: <https://sites.google.com/site/worldstopwonders/the-taj-mahal>

40



350 COMPLETED TRAINING

SUNWAY HAS ONE OF MALAYSIA'S LARGEST CONTINGENTS OF AUXILIARY POLICE WITH OVER 350 PERSONNEL WHO HAVE COMPLETED INTENSIVE TRAINING AT THE MALAYSIAN POLICE TRAINING CENTRE

NEWS BITES

SETTING INDUSTRY

BENCHMARKS



6,000 CONSUMERS
VOTE SUNWAY
AMONG
MALAYSIA'S BEST

Six thousand consumers from around Malaysia have named Sunway among the best property developers and entertainment providers in the country at the Putra Brand Awards 2014. The developers award is the fourth Putra Brand Award recognition received by the property-construction conglomerate.

Sunway Property bagged the Gold award in the Property Category. The developer has carved its reputation by building integrated townships and developments, including its flagship township, the award-winning Sunway Resort City, as well as pocket communities that advocate quality living.

Sunway Lagoon, the leisure arm of Sunway Group, took home the bronze award in the Entertainment Category. Sunway Lagoon has been consistently bringing in world class entertainment content to Malaysia, the latest being MTV Asia World Stage. The most recent development is the RM100 million Nickelodeon Explorers' Oasis, Asia's first Nickelodeon-themed attraction, which will be launched in March 2015.

The Putra Brand Award differs from others as it is based on consumer polls, conducted by an independent research agency, Pulse Group as opposed to selection by judges. The award is not by entry but completely dependent on consumer choice.



- 1 Sarena Cheah, Joint Managing Director for Property Development Division of Sunway Berhad for Malaysia and Singapore, receiving the award from YBhg Tan Sri Abdul Halim Ali, Chairman, MDeC accompanied by YBhg Datuk Mohd. Badlisham b. Ghazali, Chief Executive Officer, MDeC.
- 2 Sean Choo, General Manager of Sunway Lagoon and Dato Ngeow Voon Yean, Managing Director of Property Investment Division of Sunway Group, proudly show off the Putra Brand Awards received.
- 3 Ong Pang Yen receiving the award from Flavio Gonzaga Nunes, FIABCI World President 2013-2014, accompanied by Yeow Thit Sang, President of the FIABCI World Prix d'Excellence Awards Committee.



FROST &
SULLIVAN
NAMES SUNWAY
"MALAYSIA'S
BUILDER OF
THE YEAR"



Global consulting firm, Frost & Sullivan honoured Sunway Berhad as "Malaysia's Builder of the Year 2014" at its Best Practices Awards ceremony under the category of The Best of the Best. The Awards recognises companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance.

Sunway was acknowledged for transforming its flagship township Sunway Resort City (SRC) from an ex-mining land into a thriving community. The 800-acre Sunway Resort City, home to 50,000 people including 20,000 students, is the only township in Malaysia with seven key components, namely leisure, hospitality, residential, education, retail, commercial and healthcare, in one single destination. SRC is also the first township to be recognised as a sustainable township by the Green Building Index.



SUNWAY PALAZZIO
IS ONE OF
THE WORLD'S
BEST HIGH-RISE
DEVELOPMENTS

Sunway Palazzo has been lauded as one of the world's Best High Rise Developments, winning a Silver at the FIABCI Prix d'Excellence held in Rockhal, Luxembourg.

Deemed the "Oscars" for the global property industry, the FIABCI Prix d'Excellence recognises projects that best embody excellence in all the real estate disciplines involved in its creation. The coveted awards are selected by a panel comprising top real estate professionals and experts from around the world.

The RM422 million GDV Sunway Palazzo is an iconic landmark in Sri Hartamas. Nestled between the prestigious neighbourhoods of Sri Hartamas, Damansara Heights, and Mont Kiara, Sunway Palazzo captivated the attention of international investors and homeowners for its iconic architecture, green design and strategic location. This is the fifth esteemed acknowledgement it has received by industry experts.

Prior to garnering the FIABCI award, the development was the first high-rise residential development in Malaysia to be awarded the prestigious BCA Green Mark Gold Award. Sunway Palazzo is also Conquas certified, and has won the World Association of Chinese Architects (WACA) Award as well as clinched the Best High Rise Residential Development in Malaysia at the 2009 Asia Pacific Property Awards sponsored by CNBC. ■

NEW EXPANSIONS

FOR A BRIGHTER FUTURE

SUNMED PHARMACY NOW DISPENSING

In conjunction with the hospital's 15th Anniversary, Sunway Medical Centre (SunMed) has expanded its services through the addition of SunMed Pharmacy as part of its continuous endeavour to provide customer satisfaction.

SunMed Pharmacy is a one-stop solution for specialised patient care items and complements existing healthcare services. In addition to providing patients and customers with a convenient place to purchase everything from supplements and specialist skincare items to mobility aids, home medical devices and over the counter medication, customers will be able to enjoy personalised interactions with qualified pharmacists. Semi-private counselling areas are located at the back of the pharmacy to provide a dedicated space for patients and customers to obtain drug information and advice. The pharmacy is operated by pharmacists of the medical centre.

Taking a patient centric approach, SunMed Pharmacy will also be collaborating with other departments within the hospital to provide health promotion programmes to patients, customers and the community. For example, the retail pharmacy will play a very important role in SunMed's Smoking Cessation programme by providing not just products but also counselling and advice. This way, SunMed Pharmacy can continue to care for their patients even after treatment at the hospital.



- 1 Tan Sri Dr Jeffrey Cheah, Founder and Chairman of Sunway Group, launches the SunMed Pharmacy with Lau Beng Long, Managing Director of Sunway Group Healthcare Services.
- 2 Sunway Shopping Malls and Theme Parks CEO Chan Hai Choy, Founder and Chairman of Sunway Group, Tan Sri Dr Jeffrey Cheah, Viacom International Media Networks Asia executive VP and MD Indra Suharjono and Nickelodeon Recreation Business Development VP Gerald Raines, exchanges agreement, officiating the start of an expanded collaboration between Sunway and Viacom.



SUNWAY LAUNCHES FIRST NICKELODEON-THEMED ATTRACTION IN ASIA

Sunway Group has expanded its strategic collaboration with Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc., a leading provider of youth and general entertainment content, to develop *Nickelodeon Explorers' Oasis* at Sunway Lagoon. It will be the first Nickelodeon-themed attraction to be launched in Asia and is expected to open by March 2015.

Nickelodeon Explorers' Oasis will feature immersive attractions like an Oasis Lagoon Splash Pad and climbing structure, an interactive water play area using reactive technology, daily signature slime events, a variety of other water slide attractions, retail shops, games and food service establishments themed with Nickelodeon's hit properties, including *SpongeBob SquarePants*, *Dora the Explorer*, and *Teenage Mutant Ninja Turtles*.

With a total investment value exceeding RM100 million, *Nickelodeon Explorers' Oasis* will span approximately 3300 square metres within a new 7.5-acre park at Sunway Lagoon, and is suitable for families and visitors of all ages. ■

IT'S ALL ABOUT YOU

THE RELATIONSHIP BETWEEN EMPLOYEES AND THEIR DIRECT MANAGERS PLAYS A KEY ROLE IN DRIVING AND IMPROVING EMPLOYEE ENGAGEMENT. **AN INSPIRED LEADER WILL ALSO HELP MOTIVATE OTHERS TO GO THE EXTRA MILE.** WE SPEAK TO SIX LINE MANAGERS, FROM DIFFERENT INDUSTRIES, TO LEARN MORE ABOUT WHAT THEY DO TO KEEP THE TEAM MOTIVATED IN THE WORKPLACE.



EUNICE KOH
MANAGER
HUMAN RESOURCES
SUNWAY QUARRY

How do you motivate your colleagues to be passionate about what they do?

It is essential to be proactive. I constantly initiate conversations to better understand the department's needs from a HR perspective. I believe frequent engagement builds a responsive and supportive environment. When we are faced with a difficult challenge, or experience a problem we have never dealt with, sharing can help us find a solution.

Share with us what inspires you at work.

Prior to joining Sunway Quarry, my task was focused primarily on HR recruitment. Today, I help manage all aspects of HR for Sunway Quarry. Although the job can be more complicated in light of Sunway Quarry's operational nature, the team is friendly and supportive of my ideas and initiatives. They make things possible for me.

What are your dreams for your respective business for the coming future?

We want to be number one in the quarry industry. To achieve this, the team has put in substantial effort in business expansion and we continue to work towards this goal and become a leader in high growth areas.



BRANDON GAN
MANAGER
SALES AND MARKETING
SUNWAY PAVING SOLUTIONS

How do you motivate your colleagues to be passionate about what they do?

The key is to demonstrate high level of enthusiasm and energy within myself, and ensure that is seen and expressed through my words or actions. I also strongly encourage communication and participation, which makes for a positive workplace.

Share with us what inspires you at work.

The people, the company, and the challenges of the job. I see the potential in the people that I work with who put in their fullest commitment. Since I joined Sunway for the past 10 years, the company has grown tremendously. My challenge is to continue driving our sales and marketing team to achieve higher volumes and be the number one paving solutions provider for all developers and owners.

What are your dreams for your respective business for the coming future?

Sunway Paving Solutions continues to be innovative and creative, to be an essential element to promote greener landscape, and strive to be a RM100 million company in coming years.



KARENA HO
SENIOR EXECUTIVE
SUNWAY MARKETING
SINGAPORE

How do you motivate your colleagues to be passionate about what they do?

I seek out their opinions and ideas of their current job. It is vital to share with them on the company's progress and goals with clarity. Ensuring their voices are heard and that their opinions are valued is integral in shaping the success and future of Sunway.

Share with us what inspires you at work.

Being trusted and recognised by the management are values that inspire me. The management has created an environment where success is a journey not a destination. Even in the face of challenges, I am given the support to accept and learn from my mistakes.

What are your dreams for your respective business for the coming future?

A huge key to growing our business is having the right people in place to support that growth. My dream is to build a dream team who are innovative, creative and doing the right things for the good of all.



P. NAGASWARAN
EXECUTIVE ASSISTANT
MANAGER
SUNWAY HOTEL
GEORGETOWN PENANG

How do you motivate your colleagues to be passionate about what they do?

I walk the talk - I become part of my team members and NOT always the head. I believe that the ideas that we are promoting must be congruent with the BU's core beliefs and values, and the action will follow suit. The 3Cs principles: Communicate effectively, Clear objectives and have Conversation with my team members. As Mahatma Gandhi said "Become the change you wish to see in the world, and it will happen."

Share with us what inspires you at work.

The aspiration of Tan Sri Dr Jeffrey Cheah - the game changing catalyst who transformed a disused tin mine into a multi-billion diversified conglomerate has greatly inspired me.

Never stay in your comfort zone, take the risks and you will be able to challenge yourself and discover your true self.

What are your dreams for your respective business for the coming future?

To be the leading and the most preferred 4 star hotel in the Northern Region by providing the best possible hospitable service in order to maintain and sustain guests' loyalty.

To create multi-generational workplace for better productivity, retention of best talent, succession planning towards business development results in envisioning long term leadership.



PHANG SAU LIAN
GENERAL MANAGER
SUNWAY PUTRA MALL

How do you motivate your colleagues to be passionate about what they do?

Three attributes that I practise is staff engagement, staff recognition and career development. Staff engagement is the most important to encourage them and guide them to make good decisions. It is always good to recognise and appreciate staff for their hard work and good effort. Lastly, is to identify their strengths and weaknesses and further boost their potential and help build their career.

Share with us what inspires you at work.

The retail industry is what drives my passion – the variable changes in shopping trends, retail landscape and the dynamic growth excites me. Another key factor is the stability and growth of the company from a single mall to multiple malls has also created opportunities for career development.

What are your dreams for your respective business for the coming future?

My dream is to transform Sunway Putra Mall to become a vibrant and popular shopping destination and a successful lifestyle mall in the regions through Profit – achieving good financial growth, profit and sustainability; People – enriching lifestyles; and Planet – contributing positively through our green and wildlife conservation efforts.



MAGENDARAN MARIMUTHU
ASSISTANT
GENERAL MANAGER
SUNWAY LAGOON

How do you motivate your colleagues to be passionate about what they do?

By continuously driving my colleagues to be creative and deliver high quality work, it helps to maintain our edge with the best in the industry to meet our business and customer demands. For an entertainment theme park, I think humility is important to engage with tourists and visitors. More importantly, to treat every colleague with respect and allow them the freedom to express their thoughts.

Share with us what inspires you at work.

I'm inspired by our Chairman who not only is a visionary but also a great motivator. He allows us the absolute freedom to express our thoughts and ideas to drive our business to greater heights.

What are your dreams for your respective business for the coming future?

The future of the industry will be somewhat challenging, however the business decisions that we have made today gives us confidence for a great future ahead. I look forward to the opening of the Nickelodeon-themed attraction here at Sunway Lagoon by 2015. More importantly is the smiles of our visitors after a fun-filled day, will spread through word of mouth. ■

How do you like Berita Sunway's new look? What are some of your favorite stories? How can we improve? Send us your feedback to sunwaycc@sunway.com.my. We look forward to hearing from you!



LIVE



LEARN



WORK

IT TAKES A PURPOSE TO CREATE
A COMMUNITY AND A COMMUNITY
TO CREATE A FUTURE.



PLAY



HEALTH



SAFETY