



Faber Group Berhad
(COMPANY NO. 5067-M)

annual report
2001

RATIONALE

This year's Annual Report takes a very human approach in depicting, via three separate sectional themes, how Faber Group Berhad's ("Faber") three core businesses – Properties, Hotels and Healthcare – intimately affect the everyday lives of people.

The first theme is about the need to dream, to continually strive for greater insight, growth and renewal that will enable the Group's Property Division to deal with the new realities faced by the industry today. The second focuses on the need to better understand the consumer's desires for the highest quality services if we want to inspire their loyalty to Faber's Hotel products. The third theme stresses the importance of maintaining the highest standards in Healthcare so as to address the critical needs of the patients.

Ultimately, in order for Faber to change successfully, it is imperative for the Group to re-look at the way it does business – to willingly embrace different perspectives, to innovate, and to respond more speedily than ever before.