

Lakeville Residence

**Lakeville Residence, Taman Wahyu**

Located strategically along Greater KL's River of Life, Lakeville Residence, offers lakeside living where every home is a 'Semi D unit' designed for space and exclusivity. The final tower, Tower C is scheduled for launch by late 1H2016. Construction for Tower A and Tower B had commenced in 2014. Works for Tower C, D, E and F had also commenced in Q4 2015. Close to 90% from the five blocks launched had been taken-up.

The Group is also pleased to inform that the link road from Lakeville Residence to Jalan Kepong Lama is already 70% completed. The recently approved MRT Line 2 alignment located in close proximity to Lakeville Residence is also an added-value to the future residents at Lakeville Residence. There is also a proposed shuttle bus service from Lakeville Residence to the MRT station for the residents' convenience.

**M Residence 1 & 2, Rawang**

M Residence 1 & 2 are exclusive low-density gated and guarded townships.

Earlier phases of M Residence were successfully handed over, while Phase 6b featuring Canal Link homes' physical work progress is at 30% completion.

The first two phases of M Residence 2 comprising 2 storey link homes (Alpine & Birch) are targeted for VP in 2H2016. The 2 storey semi-D link homes, Caspia is also heading for VP in 2H2016.

In the year under review, the Group held a groundbreaking ceremony for its Rumah Selangorku project at M Residence 2@ Rawang. Rumah Selangorku consists of two blocks, featuring 488 units with a 850 built-up of sq ft priced at RM170,000 that comes with 3 bedrooms with 2 parking bays. The ceremony was graced by Y.A.B Tuan Mohamed Azmin Bin Ali, Dato' Menteri Besar Selangor.

Mah Sing also looks forward to launch the Group's third township in Rawang, Laman Ayu in late 2016.



Caspia@M Residence 2



### **Southville City@KL South, Bangi**

Southville City is a 428-acre freehold sustainable mixed-use township development that aspires to create a conducive and safe environment, for multi-generation living and the working community. With the direct interchange, Southville City is a mere 19km drive away from Kuala Lumpur.

Phase 1 comprising Savanna Executive Suites, Lifestyle Shops and Boulevard Shops is targeting for VP in 2018; while Phase 2 Avens Residence which comprise of 2½ storey and 3 storey link homes is targeting for VP in 2017.

The construction of the Southville City Direct Interchange (ground breaking officiated by the Minister of Works on 12 November 2014) is also under rapid construction progress. The Direct Interchange is scheduled for early completion by end of 2017.

In addition, the 10 acres Summit Park (within the 30 acres of Southville Urban Park) will also be completed and ready to facilitate the community moving into Southville City by 2017.

Cerrado Residential Suites will comprise of 2 phases with 1,616 units offering two types of layouts namely 2 and 3 bedrooms with built-ups from 656 sq ft – 825 sq ft. Cerrado is scheduled to be launched in 1H2016.

Southville City was recognised by Malaysia Landscape Architecture Awards 2014 in the Landscape Design category for its landscaping initiative at the project's Show Village and Sales Gallery.

*Club House, Kinrara Residence*

**Kinrara Residence, Puchong**

Kinrara Residence is located in the mature township of Puchong, adjacent to the 3,000-acre Ayer Hitam Forest Reserve, a popular spot for jungle walks and exercises. Preceding phases of the 126 acres township was completed and handed over progressively since 2013.

The final phase, Ambrosia comprises 145 units of three-storey executive bungalows and superior semi-detached homes was fully completed and handed over with selected bungalow units remaining.

Kinrara Residence was also recognised as the Most Harmonious Community Living Concept development by the Malaysia Property Press Awards 2015.



**Icon City, Petaling Jaya**

Strategically located right at the intersection of Klang Valley's two busiest highways – LDP and Federal highway, Icon City offers exceptional accessibility and visibility for both homes and businesses.

Mah Sing look forward to delivering completion of Icon City's residential towers, SoVo, Gourmet Street, 30 Jewels and MSC Tower in 2016. Further to this, the first vehicular ramp of Icon City's comprehensive traffic dispersal system is already completed in early 2016. Upon the completion of the overall traffic dispersal system with multiple interchanges, we are anticipated to benefit approximately 700,000\* population catchment within Petaling Jaya.

*\*Population Distribution by Local Authority Areas and Mukims, 2000*



*Icon City, Petaling Jaya*

### Garden Residence, Cyberjaya

Garden Residence is strategically located between KL City Centre and KLIA and within the Multimedia Super Corridor in Cyberjaya. Homes at Garden Residence were conceptualised as a self-sustaining residential development within a resort lifestyle environment.

The Group is pleased to inform that The Promenade – a lakefront facility at Garden Residence designed for shopping, dining and entertainment is ready for leasing.

Aspen@Garden Residence is the fourth precinct of Garden Residence. The 69 limited edition 3½ -storey bungalows come with 9+1 bedrooms, 9 baths and a generous built-up of 7,796 sq ft, built on a plinth area of 60' x 90'. Aspen@Garden Residence was named the Most Iconic Cyberjaya Development 2013 at The Malaysian Reserve Property Press Awards.

The final precinct, Clover, offers 231 units of 2 and 3-storey Semi-D homes with spacious floorplan starting from 3,213 sq ft on a land size of 40' x 80'.

Both Aspen and Clover have been completed and handed over to the respective buyers.

A topping up ceremony symbolising the completion of Garden Plaza's structure was held in early 2015. Garden Plaza is an integrated development featuring both residential and commercial products within the Garden Residence township itself is 100% sold. Mah Sing started delivering completion of the development in late 2015.



Clover@Garden Residence

### **D'Sara Sentral, Sungai Buloh**

D'Sara Sentral is the first integrated development in Sungai Buloh with easy access to MRT line 1 and proposed line 2. The development also boasts an impressive podium deck of 52 facilities including a 50m infinity lap pool, aqua gym and spa bed. Signature Residences, the first premium tower to offer units dual key concept was launched in Q4 2015, with the remaining tower heading for launch in 2016.

Substructure works for D'Sara Sentral was completed with the superstructures well underway. The retail shops at D'Sara Sentral is targeted to be Certificate of Completion and Compliance (CCC) in 2017, in tandem with the completion of Kampung Selamat MRT station, the second station on the Sungai Buloh-Kajang MRT line which is located diagonally across the development. Mah Sing will also build a covered direct link bridge from D'Sara Sentral to the MRT station.

In the year under review, D'Sara Sentral was awarded Highly Commended by the Asia Pacific Property Awards (APPA) 2015 in the Commercial High-rise Architecture category.



*D'Sara Sentral*

*Kota Kinabalu Convention Centre*

### **Sutera Avenue, Kota Kinabalu**

Located at one of the most vibrant hotspots in Kota Kinabalu, this new lifestyle hub is a medley of residential and commercial elements that offers wonderful business opportunities, rewarding yields and potential capital appreciation. Sutera Avenue is the first-of-its-kind street retail in Kota Kinabalu with a diverse mix of exciting contemporary brands.

Sutera Avenue's service residence Tower 3 was launched in Q2 2015. During the year under review, the project's substructure was fully completed and the superstructure works for the Basement Car Park floor, Shop Offices tower block and Retail/Residences tower block have commenced. The Shop Office Tower Block is targeted for completion in 2016. A new overhead pedestrian link bridge connecting Sutera Avenue and Riverson is scheduled to begin works in 2H2016.

Currently The Residences and Retail shops completion is at 20% and 60% respectively and is expected to be completed in 2017.

### **Kota Kinabalu Convention Center, Kota Kinabalu**

Works for the first phase of the KKCC development and the preliminary test pile to the 5 star hotel and podium foundation commenced in 2H2015.

In the wake of the June 2015 earthquake in Kota Kinabalu, which recorded a seismic magnitude of 5.9 Richter, Dewan Bandaraya Kota Kinabalu (DBKK) implemented a compulsory guideline to incorporate seismic resistance to all new buildings to be built in Kota Kinabalu. Mah Sing will work together with DBKK to ensure that all compliance requirements are met.

The first VP for KKCC's 5-star hotel is slated for 2018, to complement the completion of Sabah International Convention Center located adjacent to the development.

# EAST MALAYSIA

**Ferringhi Residence, Batu Ferringhi**

Ferringhi Residence is situated within walking distance to Upland International School and the famous Batu Ferringhi beaches. The project was successfully completed with VP in the year under review.

Ferringhi Residence was recognised by South East Asia Property Awards Malaysia (SEAPA) in the Best Luxury Condo Development (North Malaysia) for two consecutive years.

Further to this, Ferringhi Residence 2 is offering 632 units with built-ups from 1,208 sq ft to 2,910 sq ft. Layout options include units with two bedrooms (1,208 sq ft), three bedrooms (1,455 sq ft to 1,493 sq ft) and 3+1 bedrooms (1,565 sq ft to 2,910 sq ft) are heading for preview in 2H2016.

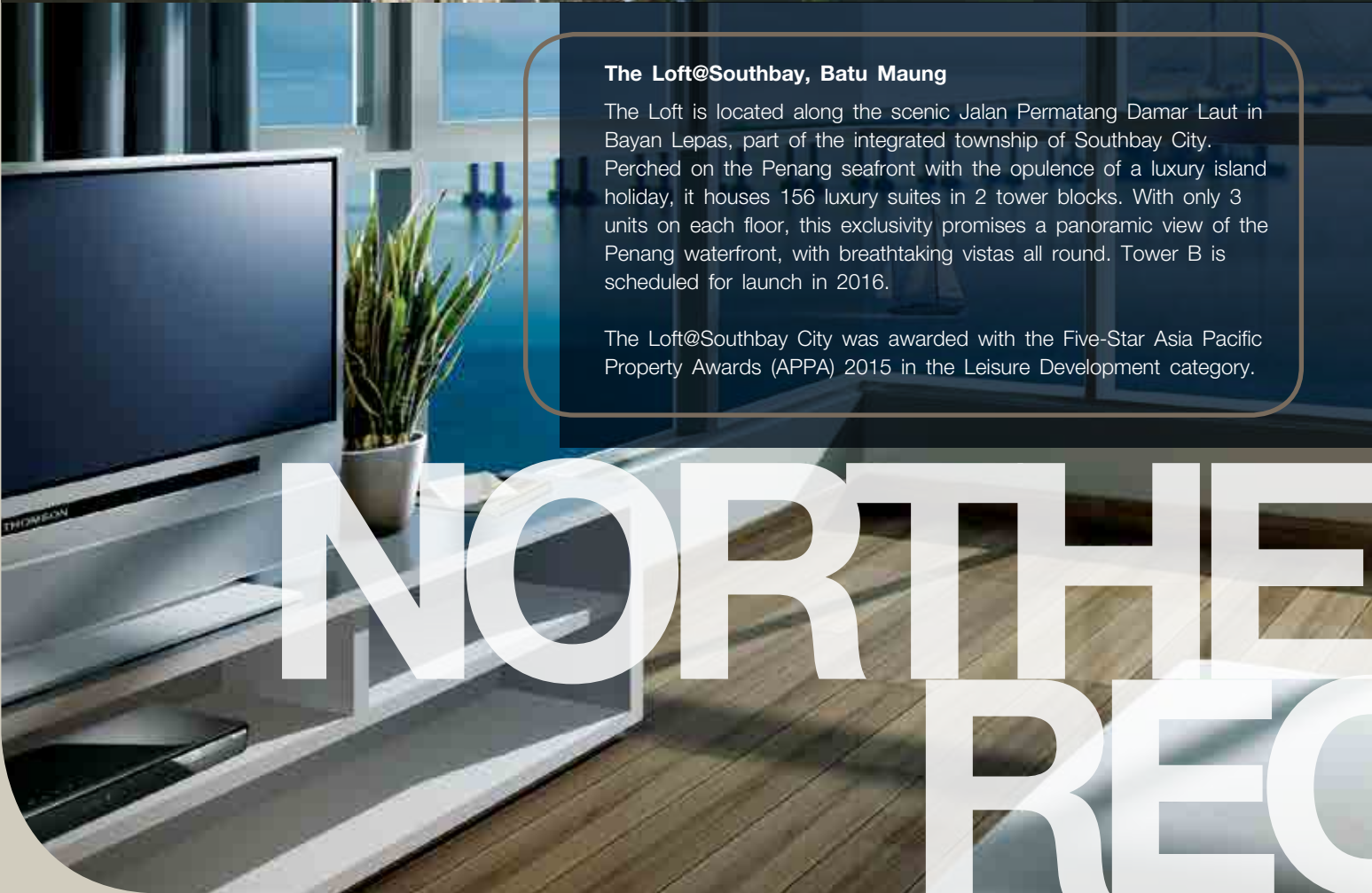


*Ferringhi Residence 2*

**The Loft@Southbay, Batu Maung**

The Loft is located along the scenic Jalan Permatang Damar Laut in Bayan Lepas, part of the integrated township of Southbay City. Perched on the Penang seafont with the opulence of a luxury island holiday, it houses 156 luxury suites in 2 tower blocks. With only 3 units on each floor, this exclusivity promises a panoramic view of the Penang waterfront, with breathtaking vistas all round. Tower B is scheduled for launch in 2016.

The Loft@Southbay City was awarded with the Five-Star Asia Pacific Property Awards (APPA) 2015 in the Leisure Development category.



**NORTHE  
REC**

*The Loft@Southbay*

### **Southbay Plaza, Batu Maung**

Strategically located in the most accessible location in Penang, Southbay Plaza is only 1km away from the Penang Second Link Bridge. Comprising of both retail shops and serviced residences, Southbay Plaza offers a balance between prime location, lifestyle amenities and luxurious living spaces. Mah Sing look forward to delivering completion of Southbay Plaza in 2016.

### **Icon Residence, Georgetown**

Icon Residence is located along Pykett Highway, off Jalan Burma in Georgetown, Penang. This freehold luxury condominium is set to raise the bar in architectural beauty and set a benchmark in all modern condominiums to come in Penang.

A continuation of the award-winning Icon Residence Mont Kiara, Mah Sing's Icon Residence series is inspired by the architecture of Santorini in the Mediterranean, where each condominium opens out to an overlapping view of gardens and streams, with the ocean's horizon as the backdrop that frames the masterpiece.

Icon Residence is scheduled for preview in 2016.

BRN  
GION

*The Loft@Southbay, Master Room View*

*Ramada Meridin and Ramada Encore Meridin*

**The Meridin@Medini, Iskandar Malaysia**

With state-of-the-art facilities, vibrant retail shops, deluxe hotel accommodations and exquisitely design residences, The Meridin@Medini is Mah Sing's first integrated commercial centre in the heart of Nusajaya. Located next to Legoland Malaysia and Medini Business, it embraces the world's largest hotel company – Wyndham Hotel Group – to brand its hotel service suites, Ramada Meridin and Ramada Encore Meridin. The residential towers and the hotel service-suites are both heading for completion in 2H2017, with the hotels scheduled to open in 2018.

**Meridin Bayvue@Sierra Perdana**

Centrally located in Sierra Perdana's commercial district fronting the Coastal Highway from Pasir Gudang to Johor Bahru city centre, Meridin Bayvue@Sierra Perdana Johor boasts excellent connectivity to various points within the city. Meridin Bayvue's serviced residences is just 10 minutes away from Immigration and Quarantine Complex (CIQ). Construction works has commenced for the first 2 blocks with targeted CCC in 2H2017.

SOUTHERN



### **i-Parc@Tanjung Pelepas, Iskandar Malaysia**

i-Parc is a 206 acre industrial development comprising 3-storey semidetached corporate factories. The project features an intelligent 4-in-1 centralised masterplan where factory, office, showroom and warehouse can all operate easily from one central location. i-Parc@Tanjung Pelepas is strategically located 1km away from the Port of Tanjung Pelepas (PTP). The project is also near Nusajaya's key amenities such as the upcoming hi-tech High-Speed Rail (HSR) that runs from Kuala Lumpur to Singapore. All units will be completed and handed over by mid-2016 and is expected to be operational by the end of 2016.

The Group has seen strong interest from both international and local ports, logistics and secondary component operators as well as manufacturers in i-Parc@Tanjung Pelepas. Taking it one step further, selected units are also open for leasing opportunities.

*i-Parc@Tanjung Pelepas*



### **Meridin East, Johor Bahru**

Meridin East is an integrated freehold township of approximately 1,400 acre in Eastern Iskandar Malaysia, conceptualised with the serenity of lakeside living. The township has direct access or links to major highways like Pasir Gudang Highway, Senai-Desaru Highway and JB East Coast Highway. Meridin East will progressively evolve as the township grows into an integrated community, as a desirable address and investment for the future.

In the year under review, Mah Sing opened its new Meridin East City Sales Gallery at Taman Sierra Perdana, Johor Bahru, where the Group showcased The Willows. The Willows comprises double-storey link homes measuring 18' x 65' sq ft. It will be the first component to be previewed in the first precinct fondly named CasaEden in Meridin East located in the eastern growth corridor of Iskandar. Meridin East is Mah Sing's fifth township in Johor and its largest township to-date.



**穩把舵兼揮風雲  
梁海金  
為馬星領航**

馬星集團主席兼行政總裁梁海金，在馬星集團成立二十週年紀念酒會上，獲頒「傑出成就獎」。



**Developer to launch new tower**

馬星集團宣佈，將於今年第四季推出一座全新塔式住宅單位，位於檳城峇都峇株。



**善舉義舉 1380人參與  
馬星基金會籌款128萬**

馬星基金會日前在檳城舉行籌款晚宴，共有1380人參與，共籌得善款128萬。



**馬星集團二獲榮膺  
年度最佳發展商**

馬星集團在「2015年房地產發展商大獎」中，再次獲頒「年度最佳發展商」。



**Mah Sing bangunkan projek GLV RMM1 bilik**

馬星集團宣佈，將於今年第四季推出一項綜合發展計劃，包括住宅、商業及工業單位。



**馬星集團亮麗推出  
三項綜合發展計劃**

馬星集團宣佈，將於今年第四季推出一項綜合發展計劃，包括住宅、商業及工業單位。



**馬星董事會**

馬星集團董事會成員合影。



**Mah Sing a top pick for ability to lure first-time buyers**

馬星集團獲選為「最能吸引首次置業人士」的房地產發展商。



**Fun run to shed light on autism**

馬星基金會日前在檳城舉行「 autism 慈善跑」，為 autism 患者籌款。



**Mah Sing Foundation sponsors  
Step Up pullout for fourth time**

馬星基金會日前在檳城舉行「Step Up」慈善籌款活動，為 autism 患者籌款。



**M Residence 21**

馬星集團宣佈，將於今年第四季推出一項綜合發展計劃，包括住宅、商業及工業單位。



**Mah Sing upbeat on residential projects**

馬星集團主席梁海金表示，對房地產市場前景持樂觀態度。



**Mah Sing Group launches final phase of Lakeville Residence**

馬星集團宣佈，將於今年第四季推出一項綜合發展計劃，包括住宅、商業及工業單位。

media

Highlights

AC'



**Mali Sing pratonton Menara SBI 32 tingkat**

Mali Sing pratonton Menara SBI 32 tingkat

**The Edip-Mah Sing Millionaire Contest winter picks Icon Residence Mont Kiara**

The Edip-Mah Sing Millionaire Contest winter picks Icon Residence Mont Kiara

**EDGZ Property Excellence Award**

EDGZ Property Excellence Award

**Investment can be a burden**

Investment can be a burden

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# ACTIVITIES

Icon Residence, Mont Kiara

# DEVELOP OUTSTANDING TALENT

We have a large pool of talent with fundamental skills, knowledge and expertise across the property chain. The Group prioritises employees' learning and development opportunities. Various trainings are held to provide a platform for employees to discover and realise their full potential and strength. In 2015, our employees had more than 27,000 training hours, a significant increase from 12,000 hours in 2014. This is our testament that the Group is committed to employees' growth.

# DEVELOPING Talent



# *Sustainability report*



A man with a receding hairline, wearing a white long-sleeved shirt and a dark vest, is riding a bicycle. He is smiling slightly and looking towards the camera. The background is a lush green park with palm trees and other vegetation. The scene is brightly lit, suggesting a sunny day.

# lity

We are guided by our Mission Statement to deliver sustainable growth in our business, and creating value for our stakeholders. This is a continuous effort via the execution of our project developments, township planning and operation management, in line with social, economic and environmental sustainability. We focus to maintain high standards in our core business practices, and relationships with stakeholders.

*Scene from The Kids From The Big Apple movie,  
filmed on site at Southville City@KL South*

Sustainability Report

We are committed to product quality, customer satisfaction, positive work culture and well-being of employees, community development as well as best corporate governance practices. We identified significant key issues to our business as stated below:

# ISSUES CO



### Community

- Education
- Financial Assistance
- Medical Support
- Social and Sports
- Affordable Housing

### Workplace

- Employee Communication
- Learning & Development
- Succession Planning
- Work-Life Balance
- Workplace Diversity
- Health & Safety at Workplace

### Environment

- Sustainable Buildings
- Green Townships
- Reduce, Reuse, Recycle (3R's)



# CONSIDERED



## Customers

- Customer Care & Post Delivery Service
- Security of Development Projects
- Product Quality

## Business Partners

- Selection of Suppliers and Contractors
- Sourcing of Materials

## Shareholders

- Sustainable Financial Returns
- Investor Engagement



**>RM9** million contributions

To date, the Group contributed over RM9million to the social and economic development of the community, both locally and abroad.



**>200** contributions were for medical, educational and societal needs for the poor and underprivileged.

# Community

**TO PLAY AN ACTIVE ROLE IN COMMUNITY DEVELOPMENT, PROVIDING SUPPORT TO THOSE UNDERPRIVILEGED IN NEED OF MEDICAL, EDUCATIONAL AND LIVING ASSISTANCE.**

Further to providing quality products and building sustainable townships, we believe in reaching out and giving back to the community, especially the underprivileged group. We have been contributing to the community via Corporate Social Responsibility (CSR) programmes and other initiatives:

### CSR VIA MAH SING FOUNDATION

Established in 2005, Mah Sing Foundation (MSF) is Mah Sing's CSR platform. The Foundation celebrates the achievement of Mah Sing's long-term and continuous commitment to being a responsible and active participant in building community partnerships, both locally and abroad.

Mah Sing Foundation does this through a four-pronged approach:



The Foundation upholds Mah Sing's long term and continuous commitment towards CSR which is embedded in our corporate philosophy.

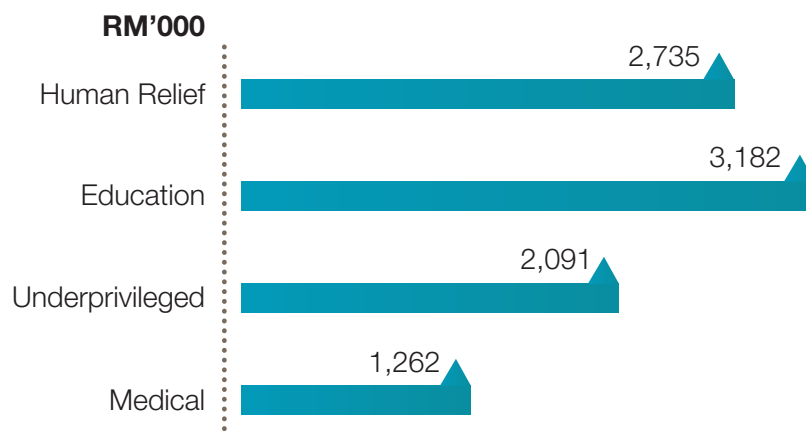


Figure 1: A total of RM9.27 mil contribution in various forms of assistance.

Sustainability Report

Mah Sing's wholly-owned subsidiary, Mont Meridian Development Sdn Bhd, entered a conditional agreement to acquire 100% of VIP Sanctuary Sdn Bhd (VIP) in an innovative bid to raise funds for MSF. VIP has beneficial interest in the award winning film - "The Kid From The Big Apple" - where profits will be donated to MSF. Premiered on 3 March 2016, and publicly released on 10 March 2016, the movie received overwhelming support from Malaysians from all walks of life and was reported to be well-received in the box office.



"The Kid From The Big Apple" casts' giant wife with Mah Sing's customers at the exclusive screening. (First row) Jason Tan; (second row from left) Jess Teong; Sarah Tan; Di-Lung and Jessica Hester Hsuan



Mah Sing supports the Award-winning film – The Kid From The Big Apple

SUPPORTING EDUCATION

**WE ACTIVELY ADVOCATE THE IMPORTANCE OF EDUCATION AND STRIVE TO CREATE THE BEST OPPORTUNITIES FOR UNDERPRIVILEGED STUDENTS. WE AIM TO CONTINUOUSLY SUPPORT INITIATIVES SUCH AS THE TEACH FOR MALAYSIA FELLOWSHIP PROGRAMME, SCHOLASHIP PROGRAMMES, AS WELL AS OFFERING SUBSIDIES TO NEEDY STUDENTS, PROVIDING SCHOOL BUILDING FUNDS AND ENHANCING SCHOOL FACILITIES.**



Contribution to Teach for Malaysia's Fellowship programme.

**Contribution to Teach for Malaysia**

MSF contributed RM120,000 to Teach for Malaysia (TFM) to support the not-for-profit TFM Fellowship Programme, which sends individuals to high-need schools across Malaysia for two years to assist in improving the quality of education, especially in rural areas. Their key goals are to increase students' achievements in high-need schools, end education inequity and invest in high calibre individuals to become young leaders.

The donation supported TFM in achieving some of key accomplishments in 2015.

- TFM's student engagement scores for 2015 were 62% which increased from 55% last year. This is measured through the 'Tripod Survey' which was designed by Dr. Ronald F. Ferguson of Harvard University that is used across the Teach For All network and validated by Bill and Melinda Gates Foundation as the best indicator of learning outcomes. This is used to coach TFM Fellows in the absence of standardised student data. TFM is on par with network partners who score 65%.
- 87% of Principals responded that TFM Fellows are adding value to the school. This is measured through TFM's annual 'Principal Satisfaction' survey.

Source: Teach For Malaysia

### TARC Scholarship Programme

The Tunku Abdul Rahman University College (TAR UC) Scholarship Programme aims to assist outstanding students with financial difficulties to fulfil their education dream. Recipients were selected based on their outstanding academic results and active involvement in extracurricular activities. The programme is in line with MSF's goal to provide educational assistance to the needy and deserving students. From 2014 to 2015, MSF granted scholarships to seven students from TAR UC totalling over RM240,000 for tuition fees and living allowance.

These students will be given an opportunity to intern with Mah Sing Group, and to be part of the Group upon the completion of their studies. This is an opportunity to gain actual industrial experience before they graduate, building their critical thinking and leadership skills. Early 2016, four students were working in Mah Sing Group Berhad as interns in various departments such as Contracts and Finance Department, while three others were pursuing their degrees.

*Dato' Syed Norulzaman B. Syed Kamarulzaman, Chairman for Mah Sing Foundation*



### Donation to Sau Seng Lum to build Sau Seng Lum Special Needs School

MSF donated RM50,000 to Sau Seng Lum (SSL) for SSL Special Needs School building fund. The main objective is to provide support to students with learning disabilities, and instill confidence in them to integrate into the society by providing technical and vocational training.

Other donations to support education include:

- Study grants in Johore Bahru Foon Yew Associated Chinese Schools for poor and needy students.
- Kolej Universiti Selatan's construction of new campus building.
- The Star Step Up 2015 Programme for Schools.



*Groundbreaking ceremony of SSL Special Needs School, which Mah Sing Foundation has donated RM50,000 to support the building funds of the school*

Sustainability Report

PROVIDING FINANCIAL ASSISTANCE AND RELIEF

**WE AIM TO RAISE THE STANDARDS OF LIVING FOR BOTH THE POOR AND THE DISABLED. WE ACTIVELY PROVIDE FINANCIAL ASSISTANCE AND CONTRIBUTE TOWARDS RELIEF SCHEMES FOR THE POOR AND DISTRESS SUCH AS MERCY MALAYSIA AND MORE.**



**Donation for Nepal’s earthquake relief via Mercy Malaysia**

MSF donated RM100,000 to a Nepal earthquake relief fund driven by MERCY Malaysia. The donations are used to provide medical support, including setting up a field hospital. The 7.8 magnitude earthquake struck Nepal near the city of Kathmandu on 25 April. More than 9,000 people were killed and 23,000 injured.

**Contribution to Malaysia Blood Donors Society (Sedarah Malaysia)**

In conjunction with World Blood Donor Day, Malaysia Blood Donors Society (Sedarah Malaysia) organised a blood donation campaign, "Thank You For Saving My Life". Various blood donation activities have been set up at several locations such as Giant, Puchong Kinrara and Endah Parade from January to June 2015.



Donation to aid Nepal’s earthquake via MERCY Malaysia



MSF contributed 800 goodies bags to Malaysia Blood Donors Society to support the cause, and as a token of appreciation to the kind donors

Other financial assistance and relief fund MSF contributed include:

- Tabung Dana Kecemasan for the immediate relief and rehabilitation of the communities affected by the flood in East Coast Malaysia
- MERCY Malaysia in aid of the Bangladeshis & Rohingya refugees

## PROVIDING MEDICAL ASSISTANCE

**WE AIM TO PROVIDE FINANCIAL SUPPORT TO THOSE SUFFERING FROM ILLNESS AND DISABILITIES. WE ALSO ASSIST PUBLIC WELFARE INITIATIVES SUCH AS BLOOD DONATION CAMPAIGNS.**

### Providing Medical Assistance via Yayasan Nanyang Press

MSF donated RM50,000 to two patients with critical illness respectively via Yayasan Nanyang Press. One of the recipient, Ms Phang is a thalassemia patient seeking RM50,000 donation of RM500,000 for an operation in Taiwan. The other recipient is a baby boy named Lee Jin Yi, who is suffering from Type II Left Fibular Hemimelia with Polydactyly.



MSF Contribution to Yayasan Nanyang Press

## CASE STUDY

### Medical assistance: Giving hope for a child to rise and walk

Lee Jin Yi was born with bilateral Tibial Hemimelia. He has complete tibia hemimelia on the left with total absence of the tibia and partial hemimelia on the right. Both of his feet were deformed. The doctors in Malaysia were not able to reconstruct his left lower limb due to the severe condition. Hence, his parents decided to have the surgery at Paley Institute at St. Mary's Medical Centre, United States.

According to the doctor, Lee Jin Yi will need 3 surgeries and 30 weeks of physical therapy to complete the treatment.

Yayasan Nanyang Press started fundraising for Lee Jin Yi in September 2015. As of 6 January, a total of RM925,674.33, including the donation of RM50,000.00 from MSF were collected. To date, RM42,677.20 has been transferred to St. Mary's Medical Centre as deposit for the surgery.

Lee Jin Yi and his parents have received their USA visas and the first surgery was scheduled in April 2016.

### Thank You Note from Lee Jin Yi's parent:

"On behalf of my son, Lee Jin Yi, I would like to express my sincere gratitude to Mah Sing's management for your kind and generous donation. My family and I really appreciate the care and help given to us.

Your kind donation has made my son's treatment in USA possible and most importantly, it will help my son stand and walk on his own feet. Your generosity have inspired and encouraged our family to help others and give back to the community".



Sustainability Report

ENCOURAGEMENT OF SOCIAL AND SPORTING ACTIVITIES

**WE BELIEVE IN HOSTING SOCIAL AND SPORTING ACTIVITIES WHICH WILL ENRICH THE COMMUNITY AND PROMOTE NATIONAL UNITY. THE KEY ANNUAL INITIATIVES IN 2015 WERE THE MAH SING FOUNDATION CHARITY RUN, ORPHANAGE VISIT AND A CHRISTMAS PARTY WITH THE ORPHANAGE AND REFUGEE CHILDREN.**



Group warm up exercise before the Run.

**Mah Sing Foundation Charity Run**

The inaugural Mah Sing Foundation Charity Fun Run 2015 was a 4.7km fun run held at Lake Gardens (Perdana Botanical Gardens) to raise awareness for autistic children and children in need. In line with the theme, the Charity Fun Run was designed to encompass various activities throughout the route to educate participants on techniques to support autistic children. The run attracted 1,380 runners and the Foundation managed to raise RM1.28million. As part of the initiative, contributions were made to non-profit organisations, including Inisiatif Sokongan Autisme Nouri; CADS Enhancement Centre; Little Yellow Flower Education Foundation; Berkat Children's Home, Johor; Montfort Youth Training Centre, Sabah; and Handicapped Children's Centre, Penang.

**Weekend Visit to Orphanage**

MSF together with Mah Sing Sports Club, organised a weekend visit to Utama Caring Home. Volunteers painted the orphanage and contributed groceries to the home.



MSF's visit to Klang Utama Caring Home

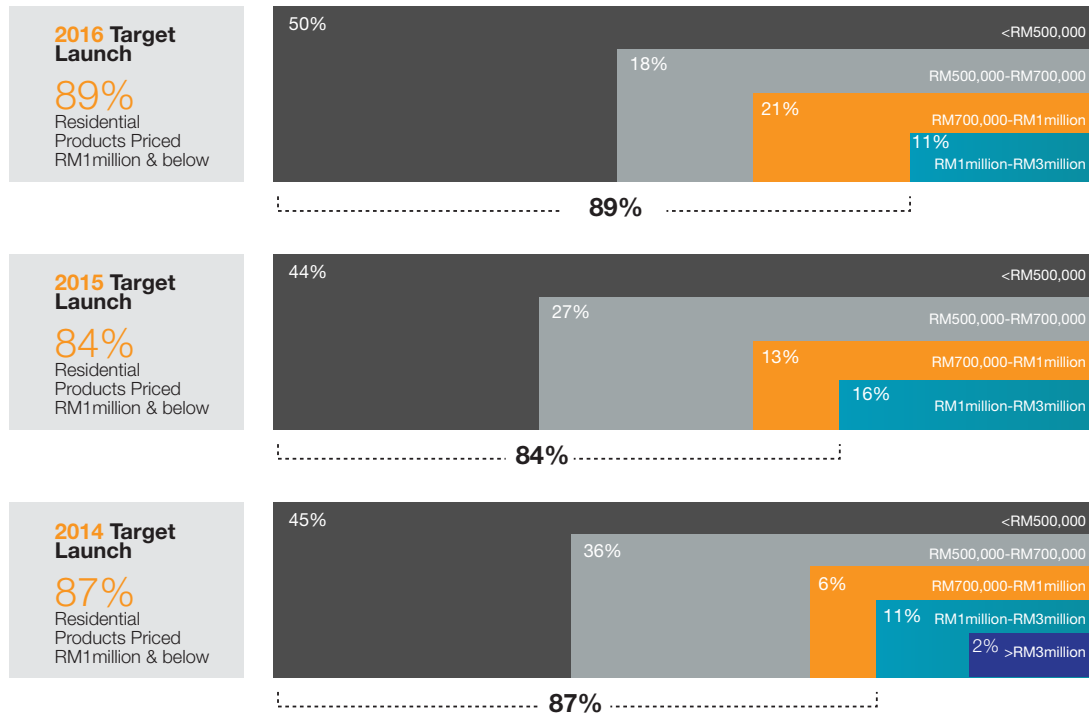


Christmas Party with the orphans and refugee kids

**Christmas Party at Jungle Gym**

MSF organised a Christmas party for 20 orphans and 40 refugee kids. It was a fun-filled day with games and activities and a Santa Claus appearance. Taking it one step further, Mah Sing's staff granted the children's dreams with gifts from their wish list.

# AFFORDABLE HOUSING



Mah Sing remains committed to improve home ownership among young Malaysians by offering products in line with market demand, namely beginner homes for the mass market and upgrader homes in selected locations. Since 2014, the Group started shifting focus to the affordable market segment and received very encouraging responses. Hence 2015, the Group continued to price 84% of its new residential launches below RM1million.

Last year, the Group continued to see strong take-up rates for the subsequent releases of new towers in Savanna Executive Suites in Southville City, Lakeville Residence in Taman Wahyu and D'sara Sentral in Sungai Buloh. Products offered in these developments were priced well below RM1million and strategically located in various Klang Valley hotspots.

For year 2016, Mah Sing's strategy is to focus on accessible, mass market housing in line with market demand. With a focus on high growth corridors within Greater Kuala Lumpur, and 89% of new residential launches priced below RM1million, the Group is well-positioned with ready products to capture upturn in demands.

Continued infrastructure investments namely mega public transportation projects like MRTs, LRT, BRT and the HSR will have multiplier effect on the economy and improve access to developments, thereby creating new demand.

Future sales in the pipeline include Cerrado serviced apartments in Southville City@KL South, which are affordable luxury homes indicatively priced from RM388,000; the new township of Laman Ayu township in Rawang, new blocks in D'sara Sentral and Lakeville Residence in the Central region, Ferringhi Residence 2 in Penang island and Meridin East township in Pasir Gudang with affordable landed homes, indicatively priced from RM350,000.

With proven strategy and execution capability, a well-established brand name and right portfolio of products at different stages of project life cycles, the Group has the flexibility and is well-positioned to sustain its growth.

>27,000

training hours for employees during the year 2015.



**Received Malaysia's Best Employer Brand Award**

Mah Sing received Malaysia's Best Employer Brand Awards by Employee Branding Institute for its relentless effort in advocating best HR practices and developing talent.

# Workplace

**FULLY COMMITTED TO DEVELOPING OUR PEOPLE THROUGH EFFECTIVE HUMAN RESOURCE STRATEGIES, OPEN COMMUNICATION & TRANSPARENCY. WE PROMOTE HARMONY AMONGST ALL EMPLOYEES AND RESPECT FOR INDIVIDUALS.**

Mah Sing understands the significance of human capital to the Group. Hence, we are committed to nurture a diverse, versatile and dedicated talent pool for the growth and development of the Group.

The Group prioritises learning and development of our employees to instill a culture of continuous improvement. Various trainings are held to provide a platform for employees to discover and realise their full potential and strength. In 2015, our employees had more than 27,000 training hours, a significant increase from 12,000 hours in 2014. This is testament that the Group is committed to our employees' growth.

The Group also emphasises on the well-being, health and safety of employees in and outside workplace, with Mah Sing Sports Club taking the lead to encourage work-life balance.

## EMPLOYEE COMMUNICATION

To improve employees' engagement, a series of Town Hall meetings were for open direct communication with staffs regarding latest news, updates and development. The meetings are aimed to provide employees with a better understanding on group-wide matters, and address employees' concerns. The town hall meetings enable messages to be conveyed across all levels of workforce, while providing a platform for staffs to share their opinions and feedbacks to the senior management.



*Tan Sri Leong speaking at one of the Town Hall meetings*

## FEEDBACK PAGE ON INTRANET

In conjunction with the Group-Wide Performance Initiative, a feedback survey page was included in "M Connect", the Company's intranet portal that serves as a platform for staff to share their work challenges, suggest ideas to improve our current processes or provide general feedbacks. These constructive feedbacks are then shared with respective departments to consider for process improvement.



*Feedback survey page on the intranet*

## Sustainability Report

## LEARNING &amp; DEVELOPMENT

The Learning & Development department has introduced many new trainings and learning initiatives for the development and growth of the staffs. In 2015, a customised, tailor-made approach on learning and development was engaged to target different groups of employees with different needs and goals to achieve.

Management Development Skills training programmes which focused on enhancing leader's managerial and people skills, such as Coaching for Results, Conflict Resolution, and Situational Leadership, whereas Executive Development Skills training programmes were catered to improve employee's technical skills and work performance, such as Sales Induction Training, Time Management, communication and presentation skills. All these trainings instill a culture of continuous self-improvement, and to equip employees with both technical and functional skills. Whilst trainings on functional skills are conducted internally, trainings related to technical skills are conducted by external specialists.

## TALENT DEVELOPMENT PROGRAMME FOR SUCCESSION PLANNING

A talent development programme, the L.E.A.D. Project ("Leadership Excellence, Advancement and Development"), was introduced by Learning & Development Department to develop high potential individuals and build talent pipeline to groom high potential staffs into successors for key roles in the group. It consists of personal and leadership developments with all-rounded intensive course, including classroom trainings, workshops, fitness assessments and teambuilding sessions. As a result, a number of graduates from the programme have been promoted to further support the company's growth. This is in line with Mah Sing's talent development goal to recruit, train and retain the best graduates who have the right personalities, competencies and share Mah Sing's vision to be a premier lifestyle developer.



Senior Management with the L.E.A.D. 2 project participants



### L.E.A.D. Project: Developing Future Leaders

With the new L.E.A.D. Project in place, the Group saw a cultural shift from the participants and the people they work with. The programme provides opportunity for a fast-tracked career and wide exposure in different areas.

We received some positive feedbacks from our graduates of L.E.A.D. Project in 2015. This exemplifies the Group's effort to groom our talent pool and plant the seeds for future success.

## CASE STUDY

### "I've been changed by L.E.A.D. Project"

*From a person who was once lost, had fears and uncertainties in almost everything, L.E.A.D. Project has inspired me in both career and life because I have become a more determined person who has vision and goals. I have changed for the better. I know that to achieve something great, one must take action, and nothing would happen without me taking an action.*

*Among the techniques being taught throughout the L.E.A.D. Project, I personally found Neuro Linguistic Programme and One Minute Manager to be the most impactful. These techniques helped me overcome the fears and uncertainties with myself, and most importantly, boosts my self-confidence.*

*During the L.E.A.D. Project, I discovered my strengths and weaknesses, and what I am really looking for when it comes to my career. I looked deeply into things, and it dawned to me that I have strengths that can be applied in another role. With the support of my previous supervisor, I moved to my new role as an Executive for Mah Sing's Group Marketing department. It has been months since my transfer to Group Marketing, and I am amazed with the experience and knowledge I have acquired so far.*

*L.E.A.D. Project also contributed to my current social networks as it helped me improve my communication skills, allowing me to work well with my fellow colleagues as well as other important stakeholders.*

~ Jack Yee, Executive, Group Marketing & Innovation



*Training for customer care project*

To enhance our service level for continuous excellence, a company-wide Customer Care Project, named Building Relations was initiated. Trainings conducted include introducing 10 Service Values to improve quality of customer service. This project is not limited to customer-facing employees, but all employees. We believe in maintaining the quality of our service level.

Two Senior Management Workshops have been conducted in 2015 for the senior management team with the objective of aligning the Company's direction. Various brainstorming and teambuilding activities were held throughout the workshop.

## WORK-LIFE BALANCE

The Mah Sing Sports Club aims to create a platform to improve team spirit, and encourages group dynamics through work-life balance and healthier lifestyle. Weekly activities are conducted in the headquarters and branches all over Malaysia, including Yoga, Badminton, Football and Zumba Dance. The activities encourage work life balance amongst the staff.



*Mah Sing's football team*

Other activities conducted throughout the year in 2015 by MS Sports Club are namely Staffs' New Year Party, Skytrex Adventure, Go-Kart Team Challenge, Participation in Retro Run 2015 and Penang Staffs' Pulau Jerejak Team Building Day Trip.



*The winners of the Go-Kart Team Challenge*



*Participation in Retro Run 2015*

Mah Sing Sports Club also offers privileges to employees such as corporate promotion for concerts, discount vouchers and free tickets to sports event.

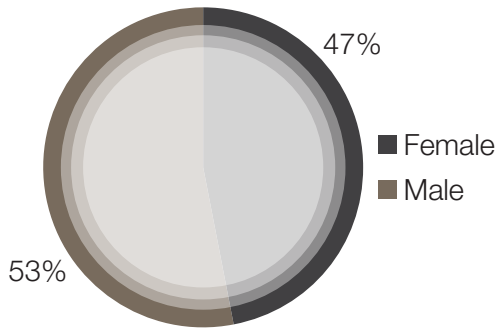
Sustainability Report

# WORKPLACE DIVERSITY

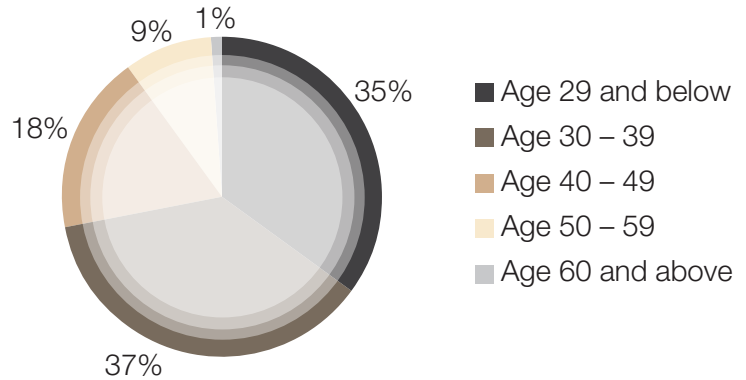
The Group supports a diverse and vibrant workforce, which comprises a mix of employees from different genders, age groups and ethnicity.

## Property & Investment Holding Division

**BY GENDER**

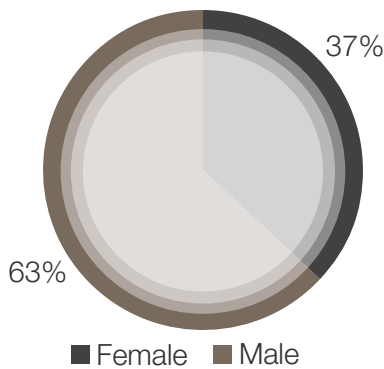


**BY AGE GROUP**

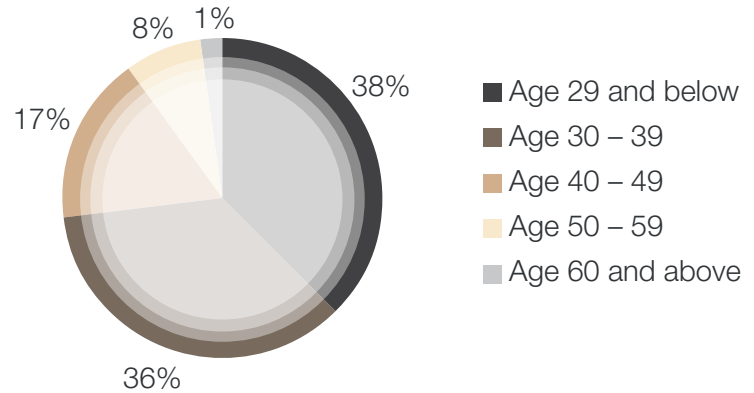


## Total Group including Plastics Division

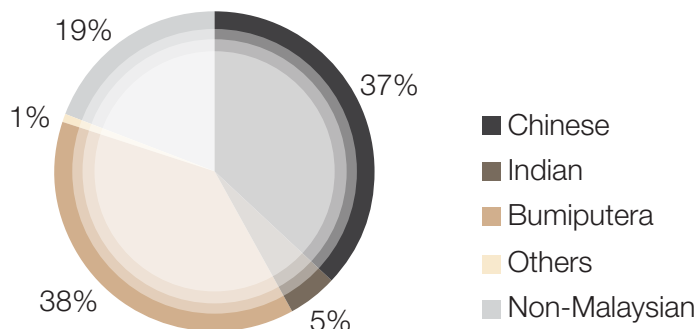
**BY GENDER**



**BY AGE GROUP**



**BY ETHNICITY**



## HEALTH & SAFETY AT WORKPLACE

The Group has a Safety, Health & Environment Policy in place, with high emphasis on health and safety at workplace for all employees, contractors and the public at large. The Group continues to inculcate a sense of awareness amongst employees to accept responsibilities in occupational safety, health and environmental matters and to maintain a clean, safe and orderly working environment. All management staffs, employees and contractors work together to ensure that all legislative requirements as stipulated under Malaysian Occupational Safety and Health Act 1994, Regulation, Orders and other Codes of Practices are met.

For property division, various standard procedures are carried out, and the project team will ensure all contractors adhere to local legislation and contractual requirements. Contractor must submit Safety, Health and Environmental & Sanitation Plan before starting work at site. Newly awarded contractors are briefed on

site safety based on General Site Safety, Health & Environmental Rules during kick-off meetings, and checklists will be signed off by contractor. Monthly site reports are reviewed and site safety inspections and audits are conducted for all sites. Furthermore, site safety awareness trainings are held for all site staffs and contractors.

For plastic division, various activities including fire hazard and extinguisher usage training, fire drill, first aid training, waste oil disposal training and emergency spillage action are conducted to equip the employees with essential skills to ensure health and safety at workplace.

Safety measures in place include 24-hour security guards stationed within office buildings, surveillance equipment at relevant work locations and proper lightings installed at areas such as car park and staircase. Car park security escort service is also available for female employees during late hours.



*Fire Drill at Mah Sing Plastics*

**IN 2015, MAH SING RECEIVED MALAYSIA'S BEST EMPLOYER BRAND AWARDS BY EMPLOYER BRANDING INSTITUTE, AND ASIA RESPONSIBLE ENTREPRENEURSHIP AWARD 2015 BY ENTERPRISE ASIA FOR INVESTMENT IN PEOPLE. THESE AWARDS RECOGNISE AND ACKNOWLEDGE MAH SING'S RELENTLESS EFFORTS IN DEVELOPING TALENT, ADVOCATING BEST HR PRACTICES AND SPEARHEADING NEW HR INITIATIVES.**