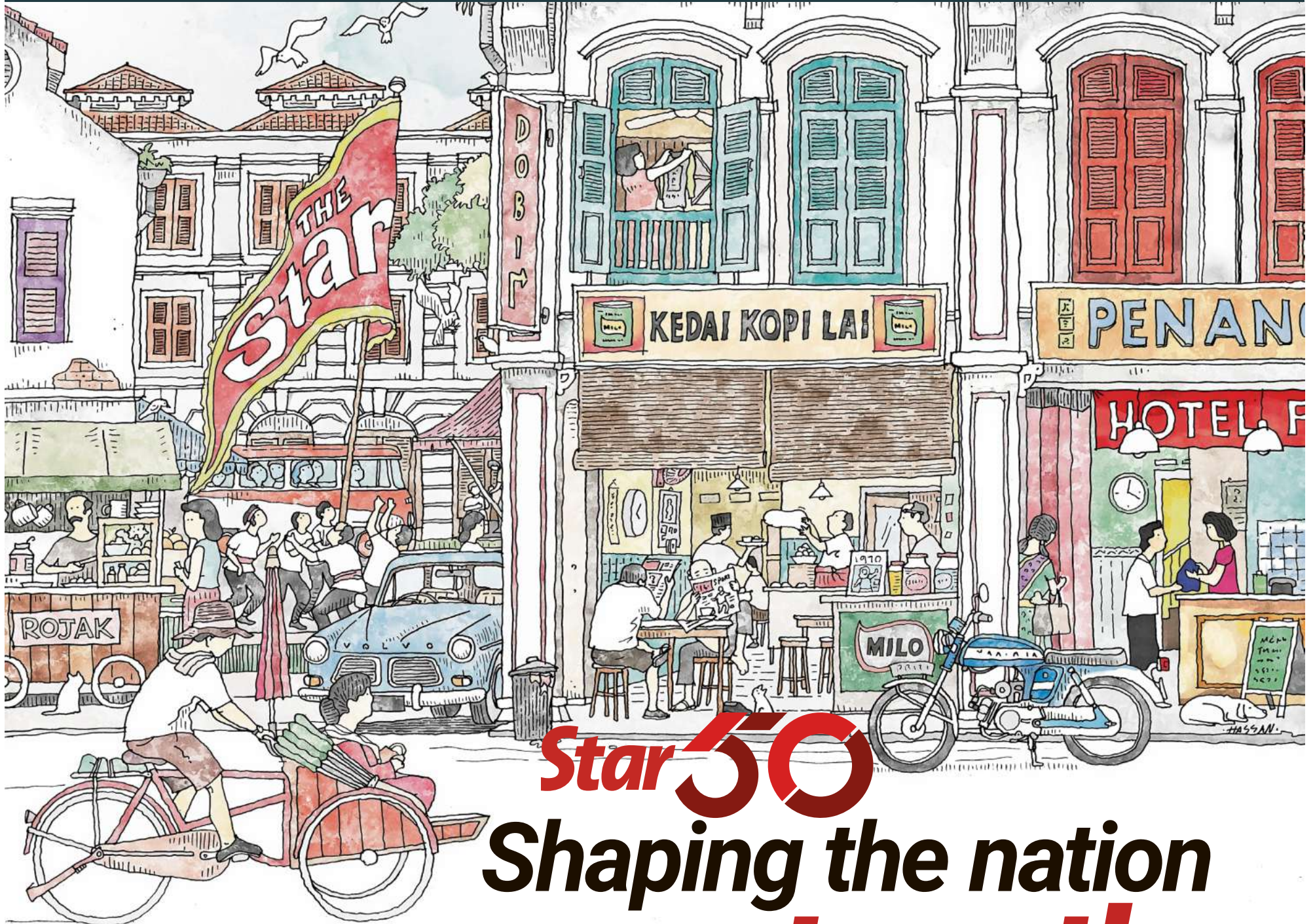


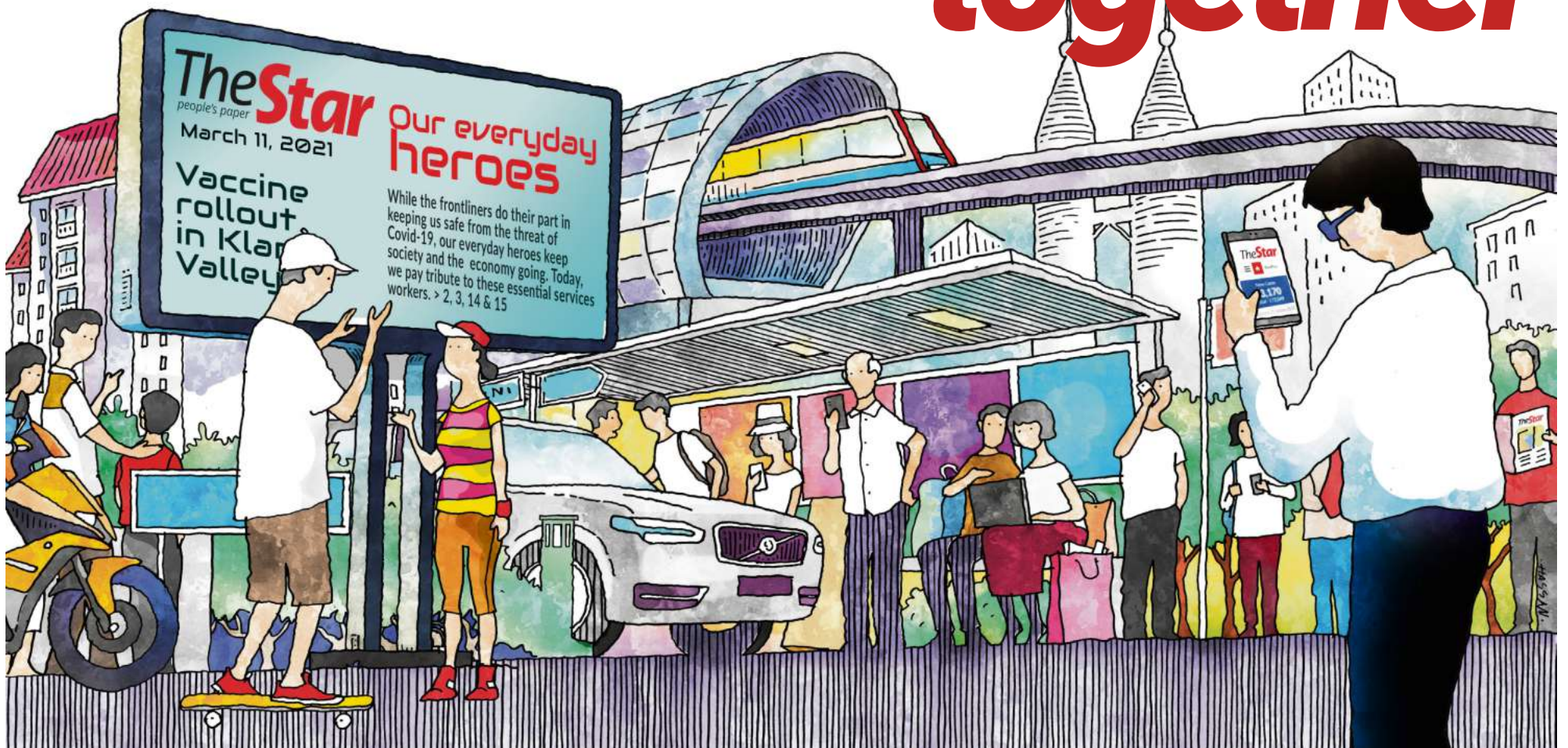
StarSpecial

THE STAR, THURSDAY 11 MARCH 2021

Star Media Group 50th Anniversary



Star 50 Shaping the nation together



A future enriched by the past

After enriching and enlightening Malaysians throughout the years, what's next for *The Star*?

FOR over 50 years, *The Star* has not only served game-changing stories and hard-hitting news to its readers, it has also brought insightful and pivotal events and initiatives that enrich and enlighten Malaysians.

During that time, we grew and progressed with the country. In doing so, we strove to offer only the best to all.

After all these years, here's a quick look at how far we have come since the early days.

The brand

Since its inception, *The Star* as a brand has expanded its reach, with print serving as a powerful medium that was accessible to all levels of society - from chief executive officers of large corporations running million-ringgit projects to retirees in coffee shops enjoying a simple cup of Kopi-C.

As the publication grew in time, it found other ways to reach out to Malaysians.

With diversification at hand, Star Publications embarked on more proactive engagements with one of these ways being to hold events that matter to people.

From the long-standing and ongoing Star Education Fair launched in 1989, *The Star* has since hosted cheerleading competitions, tech fairs, motor fairs, plays

and musicals as well as sporting events, serving up a plethora of enriching educational and cultural experiences to the public.

Today, while *The Star* and TheStar.com.my continue to stay on the pulse of the nation through trusted news and commentaries, the brand still carries on its tradition of hosting engaging events.

These include the various StarLive talks, sporting activities such as the #AnakAnakMalaysia Walk, award programmes such as the Star Outstanding Business Awards (SOBA), as well as exhibitions and workshops.

The brand has also diversified to reach younger media savvy audiences through various media platforms in different languages, including online portals, radio stations and a dedicated entertainment streaming platform.



Participants during the flag-off of the #AnakAnakMalaysia Walk at Bukit Bintang City Centre, Kuala Lumpur in 2016. — GLENN GUAN/*The Star*



The look

The Star evolved from a grass-roots newspaper into a multimedia household brand that people can access easily for reliable and credible news.

Similarly, the look and style of the paper have also been frequently updated to better reflect the changing times.

Over the years, *The Star* has been on the cutting edge of technology with its printing, producing more vivid colours on newsprint and using different methods to inform readers of something truly special within its pages, such as stickers, wrap-arounds and wood-free paper options.

Technological advancements

As it progresses through time, *The Star's* easy accessibility has enabled it to continue touching the lives of its audience.

As technology very quickly advanced to become more mobile with social media gaining more prominence, the technological shift to accommodate and avail those different platforms saw a flexible shift in *The Star*.

It transitioned to unveil Star Media Group (SMG), a multimedia powerhouse cutting across various touchpoints in print, digital, radio, as well as events and exhibitions.

As it explored new ways of meeting the needs of its audience, great

er emphasis was placed on integrating cutting-edge methods and technologies in the process of delivering content.

The brand also reaches out through various other media in different languages, with TheStar.com.my covering fascinating topics and breaking news online, mStar and Suria covering interesting facts and fancies in Bahasa Malaysia online and on the airwaves, as well as Chinese music and topics on 988.

Today, its dedicated entertainment streaming platform Dimsum Entertainment offers unlimited Asian dramas and shows for viewers who want a dose of entertainment.

On social networks, *The Star* has raked in thousands of followers through its Facebook, Twitter and Instagram accounts, following the latest news and happenings in Malaysia and abroad.

Accolades and awards

The Star's rise in the industry is exemplified by the accolades, awards and recognitions it has garnered through the years.

It continues to win numerous prestigious awards for its editorial content and photojournalism year after year.

From the Asian Media Awards and Society Of Publishers In Asia

(SOPA) Awards For Editorial Excellence to the Putra Brand Awards and Malaysian Press Institute (MPI) – Petronas Malaysian Journalism Awards, *The Star* remains committed to bringing its readers even more impactful stories, views and commentaries.

Among its most notable awards include winning the The World Association of Newspapers and News Publishers (WAN) Ifra's World Young Reader

News Publisher of the Year award by R.AGE – *The Star's* youth news and lifestyle platform – in 2016.

In recognition of its investigative documentaries, R.AGE also received two consecutive nominations for the Peabody Awards, one of the most illustrious awards in American media.

As for the radio platform, Suria's DJ Lin bagged the prestigious Most Popular Radio Presenter



The R.AGE team pose with their World Young Reader News Publisher of the Year award in front of the White House in 2016. The investigative documentary team also received two consecutive nominations for the Peabody Awards for their work.

Award at the Anugerah Bintang Popular Berita Harian three times since 2015, an acknowledgement of her talent and contribution to the industry.

In February 2018, 988 became



DJ Lin with the prestigious Most Popular Radio Presenter Award

the only Malaysian production to win at the Maple Leaf Awards under the Sixth Vancouver Chinese Film Festival in Canada for its first ever full-length festive flick, *A House Of Happiness*, clinching the Best Cantonese Film accolade.

A celebration in togetherness

As a national daily that began as "The People's Paper", *The Star* has not only showcased but is also deeply entrenched in celebrating the Malaysian spirit during festive seasons and in times of hardship.

Through various unity and nation-building campaigns and events, *The Star* has been rallying the nation to solidify the love for our *tanahair* and our fellow countrymen.

This serves as a reminder that whatever successes and challenges the future has in



From afar, a drone camera captures the amazing sea of participants at the start of Penang Starwalk 2016 at Penang Times Square. CHAN BOON KAI/*The Star*

store, it will be faced together as a nation.

Some flagship programmes under *The Star's* banner that aim to bring society together include the long-standing StarWalk Penang, which debuted back in 1978 and the PJ Half Marathon.

More recently, the popular #AnakAnakMalaysia Walk attract-

ed Malaysians from all walks of life, converging in a walk that promotes unity and understanding among Malaysians.

Making a positive difference

As a citizen watchdog, *The Star* is very much aware and



Over the years, *The Star* has held many popular events, including (clockwise from top left) Mamma Mia! The Smash Hit Musical, cheerleading competition CHEER and musical extravaganza Mystical Steppes: Along the Silk Road.



attuned to the challenges faced by vulnerable and marginalised communities.

It recognised that it was in a position where it is able to extend assistance that may contribute to the improvement in quality of life for many Malaysians.

Through Star Foundation, its charitable arm, it raises, receives and administers funds for various social causes.

Its other social initiatives include the Medical Fund

Programme that funds life-changing surgeries for needy children and the Star Golden Hearts Award that recognises the local unsung heroes who have made Malaysia a better place.

During the pandemic in 2020, *The Star* ran the Star Frontliners Initiative, rallying the nation to support frontliners by raising and contributing funds to provide much-needed medical supplies to medical facilities nationwide.

Education has been a mainstay

on *The Star's* agenda and it has been an advocate for literacy among Malaysians.

Using its unique position, *The Star* has been able to offer access to quality education through different programmes and initiatives.

Through the Star Education Fund, *The Star* has helped many deserving students from across Malaysia go through tertiary education and open their pathways for a bright future.



Winners of the 2015 Star Golden Hearts Awards celebrate their win, holding up their awards and certificates. — AZHAR MAHFOF/*The Star*

Setting sights on a brighter future

SMG still has much to offer Malaysians – not just in print, but also in its extensive offerings in new media.

With the coming of the Industrial Revolution 4.0, SMG looks forward to integrating the right technological tools that will help propel it forward in its quest to provide audiences a wider choice for information, inspiration and innovation.

Growing together

with the nation

Shaping the growth of a leading Malaysian news giant.

SINCE 1971, *The Star* has brought Malaysia and its citizens a wealth of immersive stories and impactful events.

For our anniversary, we look back on the milestones that have helped shape a small provincial newspaper into one of Malaysia's leading English news sources today.

We will also take a retrospective look at where we were then and where we are now.

The past 50 years have been amazing, but the best is yet to come.

The tumultuous 1970s

The decade was riddled with political instability and economic strife: the Middle East oil crisis and ongoing wars that raged on in parts of the world provided rich content as Malaysia began to find its footing on the global stage.

The Star debuted as a regional, "made-in-Penang" daily, perfect for inspiring future generations.

It was the brainchild of KS Choong, who became the paper's first managing director and editor-in-chief of "North Malaysia's Bright New Daily".

The first issue hit newsstands on Sept 9, 1971 and three years later, in January 1974, the paper called No. 15, Pitt Street (now known as Jalan Masjid Kapitan Keling) home. By May, it published its first coloured front page.

Later, *The Star* published its first national edition on Jan 3, 1976 and marked the occasion by relocating its headquarters to a rented unit in Brickfields, Kuala Lumpur.

The iconic 1980s

In an era that saw the rise of consumerism and globalisation, the Cold War headed towards its final stage with rising tension.

Locally, the Malaysian economy began catching up with the rest of the world, with the birth of the Internet sparking a technological revolution within the country.

By this time, *Kuntum* went into publication, aimed at educating and entertaining Malaysian children – the only children's education magazine to be endorsed by the Ministry of Education to this day.

It moved to its own premises at Section 13, Petaling Jaya and marked the occasion with higher printing capacity, computerising editorial, as well as advertising and accounting operations.

However, by late 1987, political tensions prompted the Malaysian Government to launch Ops Lalang, which had *The Star*'s licence revoked and publication suspended for six months.

When this ban was lifted on Mar 26, 1988 and printing resumed, "The People's Paper" introduced new sections to engage readers.

By February the following year, it launched the first Star Education Fair at the Dewan Tunku Canselor, Universiti Malaya with more than 30 local and international educational institutions.

Held over three days, it was the largest education fair in the country and remains so today, offering students study options that are both broad and specialised.



SMG chief content officer Esther Ng was the first Malaysian woman to join the World Editors Forum advisory board.

The prosperous 1990s

The overall relatively peaceful and prosperous decade was marked by the Berlin Wall collapse and dissolution of the Cold War, technological advances and further globalisation.

By June 1995, *The Star* officially placed itself on the Internet as Malaysia's first news website, TheStar.com.my, giving readers a new avenue to access news.

Three months later, the publication listed on the KL Stock Exchange (now Bursa Malaysia) with a public issue of over 27,000mil shares valued at RM3.10 per share.

Great strides were made as *The Star*'s very own Datuk Ng Poh Tip became the first woman to become group chief editor in Malaysia – an achievement maintained today with Esther Ng helming the editorial team.

As the decade closed, *The Star* joined the ranks of prestigious Asian media icons and global platforms as an Asia News Network member.

The advancing 2000s

Throughout the 2000s, technology progressed with new ways of communicating using mobile phones and laptops becoming more accessible to the public.

This opened up exciting prospects that helped form the Star Mobile News Services and mobile portal, even a portal for the young and hip called The Daily Chill.

A day after its 2001 anniversary, the company shifted permanently to Menara Star in Section 16, Petaling Jaya and printing operations began anew on Jan 16, 2002 at the state-of-the-art The Star Media Hub in Bukit Jelutong, Shah Alam.

It assumed a multilingual and multi-plat-



In January 1974, *The Star* called No. 15, Pitt Street (now Jalan Masjid Kapitan Keling) home, before going national and moving to the Klang Valley two years later.

The Star's creator, KS Choong, was the paper's first managing director and editor-in-chief.

The first issue of *The Star* appeared on Sept 9, 1971. An estimated 15,000 copies were sold that day at 15 sen each.

form role by launching *mStar* and acquiring *Suria*, along with *988*, reaching out to a more diversified audience.

On Jan 4, 2009, *The Star* offered more ways to interact with audiences through *The Star* ePaper, SMS News Alerts and a podcasting service for mobile users.

The disruptive 2010s

The Internet's ubiquity ensured that nearly everyone is connected through the proliferation of smartphones, trending a shift in how we communicate.

Doing business became more challenging and to recognise achievers, the decade started with the launch of The Star Outstanding Business Awards (SOBA).

Meanwhile the publication coalesced as Star Media Group (SMG) and reached out to the community at the grassroots, through social initiatives such as Star Foundation and the Star Golden Hearts Award.

As a multimedia powerhouse, the group now cuts across various touchpoints in print, digital, radio and events and exhibitions.

It soon introduced dedicated entertainment streaming platform, Dimsum Entertainment.

Throughout this period, the ascent of women in leadership roles in media continued as SMG chief content officer Esther Ng became the first Malaysian woman to join the World Editors Forum advisory board.

2020s... an era in the making

When faced with the era that marked the Covid-19 pandemic, SMG and Star Foundation launched the Star Frontliners Initiative to support the nation's healthcare professionals by purchasing medical supplies for hospitals and medical staff.

SMG has also been included as one of the six new additions to the constituents of the FTSE4Good Bursa Malaysia Index (F4GBM).

Network for greatness

Over the 50 years that have seen our growth from a small regional newspaper into a multimedia conglomerate, we have also built valuable partnerships with other industry players.

These leaders carry important brands that fuel the nation's economy, with our partnerships bringing positive impact to the community and the economy as a whole.

It is through these collaborative engagements that have forged a network that SMG can leverage to produce more engaging stories and relevant activities that will bring greater progress for the people and nation.

In the pages to come, SMG shares the stories of some of its partners - such as Amway Malaysia, Milo, Tropicana Corporation and Volvo - that have made their mark as they grew together with the nation.



A new frontier:

Senior management from *The Star*, including (from left) general manager Koh Beng Huat, information technology services senior manager Khoo Khay Heong, group chief editor Ng Poh Tip, managing director Steven Tan, regional director Datuk Kamal Hashim and In-tech editor Davin Arul view the electronic version *The Star* launched on the Internet.

Energising goodness through the ages

Milo has been a source of energy and nutrition for families through the generations.



THE first day of school has always been a key milestone for families. Parents take pictures of their kids on the first day for posterity's sake and enjoy looking back at what changes have taken place through the years.

Due to the movement control order last year, students in Malaysia only attended school in person for about five to six months in 2020. Thus, the beginning of the new school year in March this year must have been exciting for these children who have not been to physical school since November because of the spread of Covid-19.

Indeed, the new norms have changed our lifestyles in many ways.

But those who grew up in the 1970s and 80s would remember how they took packed lunches to school in little food containers or tiffins and had large tumblers full of their favourite drink – the staple for many would have been Milo. There's no denying that Milo has nourished generations of Malaysians, many from as early as their first day at school!

Fast forward to 2021 and kids still love their Milo, what more mums and dads who grew up on the malt-chocolatey goodness of the beverage, who now join them in enjoying the drink every day.

Ever since it was introduced in Malaysia in the 1950s, Milo has won the hearts of Malaysians across all generations. It is one of those well-loved household

brands and a quintessential part of the Malaysian breakfast table. Go through the pantry of any household and you're bound to find the famous green packet or tin in there somewhere!

Made from the goodness of malt barley, milk and cocoa with only about one teaspoon of added sugar (sucrose) - and packed with essential vitamins and minerals that help release energy from food - each cup of Milo pairs perfectly with a balanced breakfast to give you and your family the energy to kickstart your day.

So, it's no wonder that families continue to trust the brand.

"As far back as my memory can carry me, I remember my earliest breakfast experience being a mug of Milo," says 50-something musician Imee Ooi, who grew up in Taiping, Perak. Back in the 70s, during my primary school days, going back to school was as exciting as celebrating the Chinese New Year. My parents would prepare us with a new set of uniform, new

shoes, new school bag, new stationery and books with thick brown wrapping paper."

When she got a child of her own in the 1990s, Ooi continued many of the customs and traditions with which her parents had brought her up.

Ooi says that while there was a 30-year gap between her school days and her daughter's, there weren't many differences in terms of how much energy they needed as kids.

"We always tried to have balanced meals and stuck to routines. We were then a middle-income family, a single mother and daughter and we did not have the luxury of paying much attention to food nutrition! But Milo was our go-to nutritious beverage that provided energy, without us even knowing it!"

Both mum and daughter (who is now in her mid-20s) continue to be big Milo fans even today. Ooi says: "Milo is a 'must' in our kitchen, synonymous to rice or water! We drink Milo in the morning, of course and another cup later in the day, hot or iced."

Grandmother Annamma Thomas, 79, remembers Milo as not just a nutritious drink when her children were growing up in Bangsar, Kuala Lumpur, but also as a delicious one!

"All my children liked it. They would have at least two

The love for Milo cuts across all generations of Malaysians.



For most Malaysians, one of their fondest school memories would be lining up at Milo trucks to savour the malt-chocolatey goodness of the beverage.

cups a day, one in the morning and one during tea time," she recalls, adding that all she had to do was add hot milk to the Milo powder and it was ready for consumption.

Annamma's daughter Liz, who is in her late 50s and has three children herself, seconds her mum saying: "It must have been good because I still drink it today and so do my children!"

Liz says that her best Milo memories are the times when the Milo truck pulled up in school. "We would all line up excitedly to get a cup of the deliciously cold Milo!"

Her brother Tom agrees. "Milo truck was the best!" he says, recalling also that he was given an allowance for canteen food. "But sometimes if I had to stay back for sports, then mum would prepare a sandwich and Milo too."

Nurse Syaza Md Razak, 29, says she usually gives her daughter Milo before an outing so she has extra energy for the day's activities.

"I have been drinking Milo since I was a little girl and it was always my favourite drink. When I was pregnant, I would drink Milo every day, otherwise I would feel like I didn't have enough energy! Milo always played a big role in my family."

"I think Milo was also particularly important for us as kids because we didn't like to have heavy breakfast so early in the morning. Milo was an efficient option, our go-to breakfast drink of choice!"

Syaza remembers preparing to go back to school while growing up. "Today, many parents buy everything online as it is more cost efficient and saves time," she says, adding that with the MCO, it's also probably the safer option as well.

"Many of my friends, whose children are already in school, are

super stressed about online lessons, coping with school work while working from home and just adjusting to the new norms. School life is definitely not the same from our day!" she sighs.

Indeed, maintaining the kids' energy levels, while they are stuck at home and going for online classes, has become vital these days and Milo is often a saving grace because it helps to keep them going.

For teacher Sheela Kuruvilla, 52, going back to school wasn't that much of a big deal growing up in Petaling Jaya, Selangor. With her daughters (just out of college), she remembers going to buy new uniforms, shoes, socks and lining up at the school bookstore to buy textbooks, after which she would wrap and write names on them with her daughters.

For teacher Sheela Kuruvilla, 52, going back to school wasn't that much of a big deal growing up in Petaling Jaya, Selangor. With her daughters (just out of college), she remembers the back-to-school routine, where Milo was an important part of their lives back then.

Sheela says that her kids got Milo for breakfast every morning before heading out to school. "They left so early that there was no appetite for food, so it was mainly a glass of Milo before they hopped on the school bus. And that sustained them till recess!"

Then for recess they would get a sandwich or simple finger food with another packet of Milo. It was very much a part of their schooling lives!"

Though times have changed, Malaysians' love of Milo continues to grow, as does Milo's own commitment to nourishing the nation with the goodness of the energy of Milo.



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 BUT OUR COMMITMENT TO
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Blazing a trail of evolution

Whether then or now, be it the classic Volvo 760 GLE of yesteryear or today's sleek S90, you know you've got a car that's at the forefront of technology, style, sustainability and safety.



THE Volvo Group originated in 1927 when the first Volvo car rolled off the production line at the factory in Gothenburg, Sweden. Only 280 cars were built that year. Since then, Volvo (which is Latin for "I roll") has been a world-leader in safety technology and innovation.

Today, it is one of the most well-known and respected car brands in the world with sales in 100 countries. Volvo Cars sells premium-segment car models in three segments: sedans (S60, S90), versatile estates (V60, V90) and SUVs (XC40, XC60, XC90).

Hit rewind

In 1982, Volvo entered the small group of manufacturers of prestige vehicles with superior comfort and high performance levels.

The Volvo 760 GLE was launched in February 1982. Seen as elegant and exciting with its characteristic design, the 760 was well received, and became the car that actually saved Volvo Car Corporation and paved the way to the modern company of today.

When the first plans for the new car were drawn up in the mid 1970s, the automotive industry was experiencing a lot of difficulties. The oil crisis had just passed and at Volvo, problems were rising regarding the build quality of the new Volvo 200-series, and there was a need for a new large volume-seller for the new decade – a car that would meet the continuing demands for fuel efficiency, exhaust emission control and safety. It was difficult to foresee what kind of car customers of the new decade, the 1980s, would want.

The 760 was conceived in a time when conditions changed almost daily and there was no Internet to broaden the views! But Volvo made use of the best possible tool available – thorough analysis. What was important was reliability, fuel efficiency, longevity, serviceability, low noise levels, design and performance.

It was decided that a rear-wheel drive should be employed, that the wheelbase should be 10cm longer than that of the 240. The car was also to be somewhat shorter than the 240 but have the same width and be 100kg lighter!

There were many design proposals to consider for the exterior design. Most of them were sedans but Volvo's head of design, Jan Wilsgaard, was more into a hatchback. In the end, the result was a sedan with an almost vertical rear screen and boxy rear section. The straight sides lent

the interior a spacious feeling which was also very comfortable. And above all, the car had real character.

It soon proved to be the right choice. The Volvo boxiness was a hit and soon turned into a hallmark. In the spring of 1978, the first driveable prototype was ready and many more test vehicles were quickly finished.

In 1979, the Volvo AB car division was turned into its own company - Volvo Car Corporation - with Håkan Frisinger as its first CEO and in 1980 an interesting concept car was shown which hinted more than just a little bit about what was coming a year later. The Volvo Concept Car was an updated version of Wilsgaard's cut-back which was the real design inspiration of the 760. Although shorter at the back than the 760 was to be, it was almost identical.

Volvo finally presented the 760 in February 1982. It was an elegant car with a completely new and unconventional design, pleasant to drive, comfortable and offered with three different choices of engine: a four-cylinder turbo, the V6 now bored out to 2.8 litres and the Volkswagen-built but Volvo specified in line-six D24 turbodiesel. When fitted with this engine, the 760 was the quickest diesel car off the mark in the world at the time.

The Volvo 760 became a turning point for Volvo Car Corporation, product wise and financially, and formed the basis for the continuation of the company. Without the 760 there would not have been the 850, S80 and so on. It wasn't until 1998 that production ended with the V90, the last Volvo car with its roots in 760 technologies.

In total, 221,309 units of the 760 were made before it was replaced in the autumn of 1990 by the more modern 960. By then, the 760 had been a profit-maker and pres-

tige-builder par excellence for Volvo Car Corporation for almost a decade.

Luxurious choice

"The 760 was the flagship during its time and similarly, S90 plays that role at this moment. The Volvo Cars design during that period is known for its sharp edges and 'boxy' proportions. The design language has changed tremendously and is totally different now," says Nalin Jain, Managing Director of Volvo Car Malaysia.

"Then, and now, the foundation of Volvo Cars design is rooted in its Scandinavian heritage, which focuses on elegant lines and crafted with precision and attention to detail."

The S90 is Volvo's premium 4-door, 5-seat flagship sedan today. It is built on the Scalable Product Architecture (SPA), Volvo's advanced modular vehicle platform that underpins all Volvo cars in the 90 and 60 Series launched in recent years.

Like its siblings XC90 and V90, the S90 carries the proud and confident face of Volvo's design language, along with classic Volvo styling cues. Key features include the iconic "Thor's Hammer" LED headlight design, the new grille and Volvo Iron Mark, and the expressive use of the Volvo word mark on the rear.

In the cabin, Volvo has taken cues from the clean, Scandinavian interior design of its XC90 model and raised the bar with new details on the dashboard and instrument panel, including new air blades that stand vertically on each side of the Sensus user interface.

According to Nalin, the S90 exudes with luxury in everything from design to segment-leading features, many of which are not even available in most of the competitors

including City Safety, Pilot Assist, Adaptive Cruise Control, BLIS with steer assist, Cross Traffic Alert with auto brake, Orrefors crystal gear lever with illumination, Apple car play and Android auto, 360° surround view camera, Bowers & Wilkins Premium Sound Audio System and Nappa leather comfort seat.

The S90 is powered by Volvo's Drive-E powertrains, including petrol and diesel variants, as well as Volvo's T8 Twin Engine, a petrol plug-in hybrid mated to an 8-speed automatic transmission.

Volvo's T8 Twin Engine delivers all the benefits of a high performance, low emission petrol engine with an electric motor that delivers power on demand with ultralow CO2 emissions and more than 40km of pure electric range.

"Volvo is a human-centric automotive brand with a strong safety and sustainability heritage. 'Omtanke', which means caring, consideration or to think again, is the value that is built-in and is part of our character," Nalin, who was appointed to helm Volvo Car Malaysia in March 2019, taking over from Lennart Stegland.

Safety first

Volvo's leadership in the field of automotive safety is confirmed in the S90. The SPA platform has resulted in the strongest Volvo cars to date because of extensive use of boron steel, as well as numerous safety systems designed to protect people inside and outside the car.

Volvo's City Safety technology, standard on all Volvo models, combines automatic braking functionality and collision avoidance systems to cover a range of potential accident scenarios and help keep you safe. City Safety is the only system in the market that detects pedestrians, cyclists and large animals.

According to Nalin, the two founding fathers, Assar Gabrielsson and Gustav Larson stated in 1927, "Cars are driven by people. The guiding principle behind everything we make at Volvo, therefore, is and must remain, 'safety'."

"Safety has been the core foundation of the brand right from when it started. This gives Volvo Cars an edge compared against its competitors, and even now Volvo Cars remains at the forefront of new safety innovation," he shares.

"The guiding principle remains at our core, but we have also defined a new company purpose, 'Freedom to move in a personal, sustainable and safe way'."



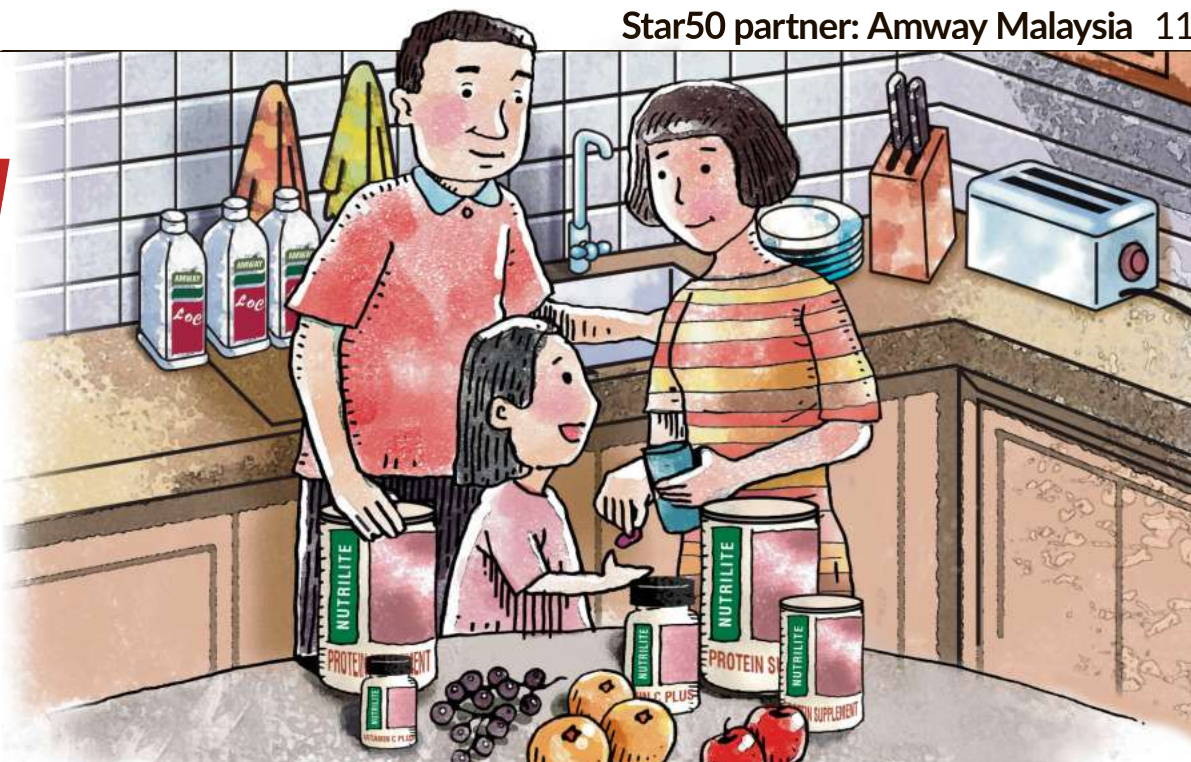
Volvo's new purpose is 'freedom to move in a personal, sustainable and safe way', says Nalin.



The S90 is Volvo's flagship, a premium 4-door, 5-seat flagship sedan.

Journeying through the years with Amway

Amway Malaysia has helped everyone live better and healthier lives since 1976.



MENTION the brand Amway and you'd be hard-pressed to find any Malaysian who doesn't recognise it.

And for good reason, too: For more than 40 years, Amway and its portfolio of quality products have become an inseparable part of Malaysian lives.

Growing from strength to strength

Amway Malaysia's humble beginnings started when Jay Van Andel and Rich DeVos identified the country as a viable market for Amway, paving the way for Malaysia to become one of the pioneer Amway affiliates in the Southeast Asian region.

Among the first to introduce the idea of direct selling, social commerce and entrepreneurial business ownership in Malaysia, Amway kicked off with a small operation consisting five employees at Jalan Ipoh circa 1976. By 1980, Amway Malaysia established its first regional distribution centre in Butterworth and had launched its first Nutrilite product, the Family Pack.

From there, Amway grew from strength to strength with an unerring focus on building up the business and its product offerings, as well as establishing itself as a recognised brand name in Malaysia.

Rapid growth

Fast forward, Amway Malaysia celebrated its 20th anniversary by rapidly growing its business further, expanding its health and wellness offerings and becoming a public listed company on the Main Board of Bursa Malaysia.

During the dot-com era, adapting to changing trends and consumer behaviour, Amway Malaysia was among the pioneers to bring direct selling online, with its then ground-breaking amway2u.com (now amway.my) going live to enable online transactions 24 hours a day, seven days a week.

Taking a humanised approach towards sustainability - be it in its products, business, or its projects for the people - Amway Malaysia continues to make rapid improve-

ments over the years with its offering of over 450 products in health and wellness, beauty, personal care, home care and home tech categories.

Throughout it all, Amway remains steadfast to its tagline to 'Help people live better and healthier lives!' via its social networking business opportunity concept that focuses on engaged communities of passionate people - together with its six enduring values of partnership, integrity, personal worth, personal responsibility, achievement and free enterprise.

Over the years, Amway Malaysia has helped empower communities to strengthen their sources of income and uplift their standards of living, as it believes in helping people unleash their true potential to start a business for themselves with Amway's support and backing, as well as its world-class products and services.

To keep current with the times, the company has constantly modernized its infrastructure and services, most notably its recent launch of an enhanced order management system to enable seamless mobility and home delivery capabilities to grow sustainable business.

This push towards digital platforms & tools has proven fortuitous during the pandemic, enabling Amway Business Owners (ABOs) to quickly adapt to the new norms and help them migrate offline communities online for greater engagement despite the movement restrictions.

According to Mike Duong, managing director of Amway Malaysia, Singapore and Brunei, "Amway's purpose, values and founders' fundamentals remain the same, we recognise that ABOs and consumer needs have dramatically changed.

"We are committed to unleashing entrepreneurship and must rise to meet the need. Our focus is to help ABOs transition from traditional face to face interactions towards building meaningful online communities and social selling."

Amway continues to build up and improve the welfare and livelihood of Malaysian communities. This can be seen through their corpo-

rate social responsibility and community outreach programmes, which focuses on helping solve global as well as local challenges.

Among the many initiatives, (i) Amway's Nutrilite Power of Five Campaign addresses early childhood malnutrition around the world, (ii) Amway Friends of the Community involves ABOs and Amway employees volunteer to help Malaysian children in need, Rumah Tunas Harapan helped build local foster homes and (iv) Projek HeadSTART is a programme to help young adults transition to working life and become productive members of society.

During the Covid-19 pandemic, Amway Malaysia worked with the Malaysian Government, Ministry of Health and University Malaysia Medical Centre to help frontliners, public hospitals and shelter homes through donations of its award-winning air purifiers as well purchases of Covid-19 test kits.

Most recently, Amway Malaysia collaborated with the Social Welfare Department (JKM) to provide food aid and immunity boosting supplements to impacted communities. Amway also empowered these communities with entrepreneurship awareness with the hope to inspire families in need of income opportunities.

A trusted health, wellness and entrepreneurship brand

Staying true to its values, Amway Malaysia has a clear vision for the future: to empower entrepreneurship, especially in communities, via social commerce. Moving forward, Amway has put in motion strategies to improve the efficiency of its offerings and operations, particularly on the digital front.

This effort includes continuously innovating Amway's digital offerings to meet the ever-evolving customer expectations, meeting the needs of dynamically growing health-conscious consumers, and providing meaningful and relevant business opportunity for gig social-economy seeking entrepreneurs.

Amway works to capitalise on the



Healthy Living megatrend, prevention, product innovation, personalisation, natural ingredients, superfoods, food/beverage alternatives and influencers will be the key themes to ensure the specific needs and wants of our diverse range of consumers are taken care of, particularly amidst uncertain and turbulent times.

According to Duong, "Consumers want assurances and have the right to know where their products come from, this includes supplement and vitamins. Our objective is to give consumers peace of mind to track their products along the supply chain, every step of the way."

All the ingredients it uses in its products are grown, harvested and processed on over 6,000 acres of certified organic farmland through sustainable, chemical-free farming methods, which then undergo extensive research, testing, and formulation before being made available in the market.

This is just one of the ways Amway believes it can continue helping more and more Malaysians enhance their health and wellness to live their best lives.

"For over 45 years, Amway has woven its way into the fabric of Malaysia and Malaysian lives. We have helped to provide millions of Malaysian citizens with award winning products for better health, cleaner homes, fresher air and clean water, healthier younger looking skin and unparalleled business ownership opportunity.

"We look forward to celebrating our 50th anniversary and beyond, but most importantly, we are dedicated to helping everyone live better and healthier lives," said Duong.



Jay Van Andel and Rich DeVos founded Amway more than 60 years ago.



For more than 40 years, Amway and its portfolio of quality products have become an inseparable part of Malaysian lives.



Amway recently celebrated its 60th anniversary since it was established, with a special A60 event in Las Vegas.



“I’M PROUD TO BE A MALAYSIAN”

Yes, I call Malaysia Home.
And why not?

I raise my family in peace
(a generation of Malaysians
does not know what war
means) and I am able to enjoy
the fruits of my labour.

I am thankful that no one in Malaysia dies of starvation
or suffers the consequences of earthquakes and
typhoons.

Instead, my country is resource-rich.

My Home has a wealth of traditions, cultures and
foods.

In return, I am proud to be a Malaysian ... by paying
my taxes, by being good in my job, by doing
community work and, if need be, by defending my
Home.

I care enough to be a Malaysian!

**If each of us can do a little more, 15 million
people can contribute to a better Malaysia.**



A community service project by Amway (MALAYSIA) SDN. BHD.
in conjunction with its 10th anniversary in Malaysia.

WORKING TOGETHER FOR A BETTER TOMORROW



Proudly Malaysian for almost half a century

Helping Malaysians live better, healthier lives

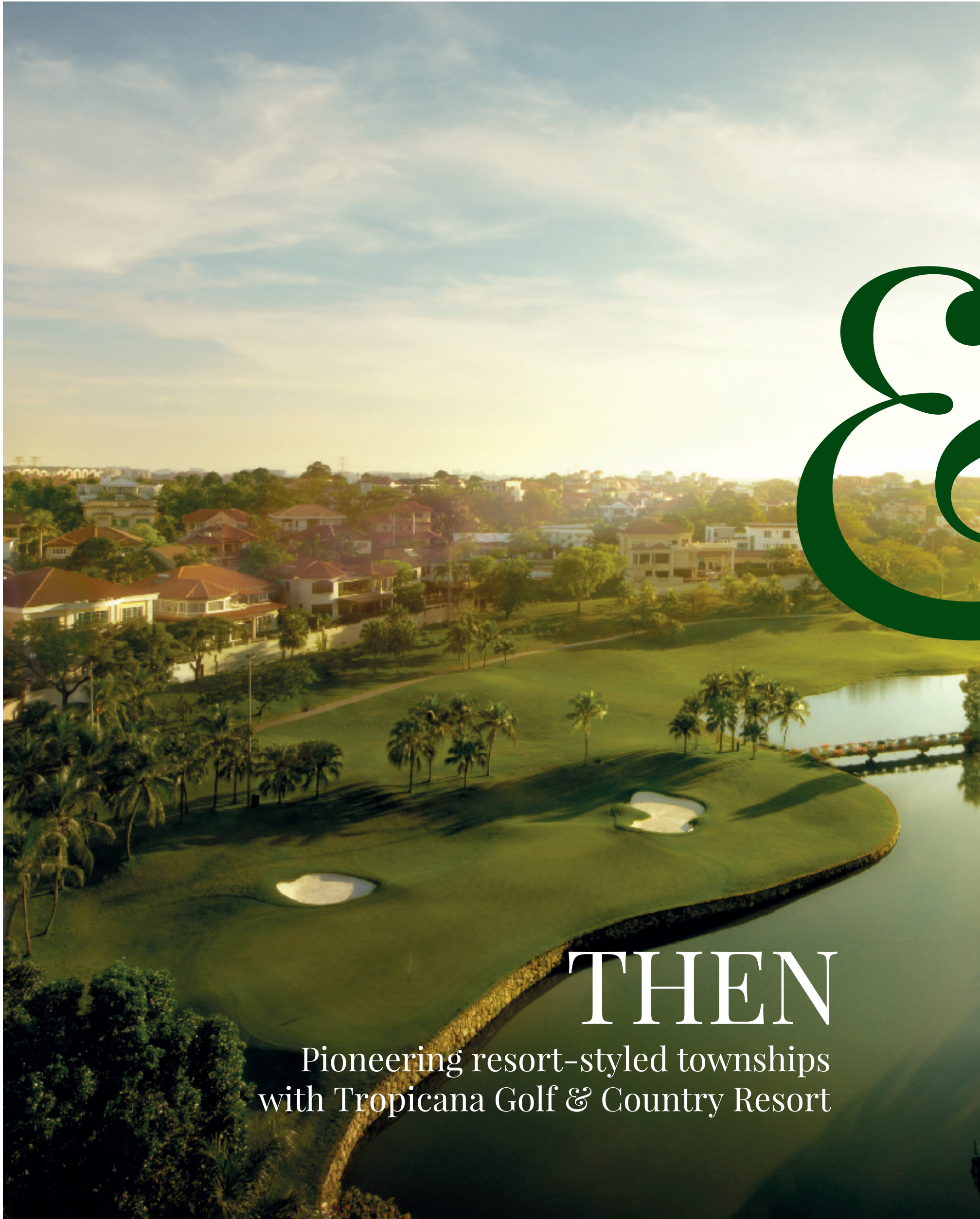
For nearly 50 years, Amway Malaysia has been a proud purveyor of high-quality health and lifestyle products for the nation. As a leading Health and Wellness brand, we have modernised our services and processes to empower entrepreneurship, and innovated new digital offerings to meet ever-evolving customer expectations.

Our health supplement brand Nutrilite™ is the only global end-to-end producer of vitamin and mineral supplements*. All ingredients are grown and processed through sustainable and chemical-free methods, and have been extensively tested and developed by experts to create the best supplements possible.

Visit our website to find out more about our products today.
www.amway.my

Amway

*Euromonitor International Limited: Based on a 2019 review of global Vitamin and Dietary supplement manufacturers



THEN

Pioneering resort-styled townships with Tropicana Golf & Country Resort



NOW

Redefining the Art of Living

The long journey we've taken since 1979 towards our present state has led us on a quest to redefine the art of living by creating vibrant landscapes across Malaysia. We aspire towards our vision of becoming one of the nation's premier developers of thriving townships where people can live, learn, work and play.

Peaceful living at the lake.
The wholesome township at Tropicana Heights, Kajang



THE EDGE MALAYSIA
Top Property Developers Awards 2020



www.tropicanaCorp.com.my
+603 7663 6888





THEN & NOW

For over 40 years, Tropicana Corporation Berhad has consistently redefined the art of living. Incorporated in 1979, listed on the Main Market of Bursa Malaysia Securities Berhad since 1992 and rebranded as Tropicana in 2013; we have become a household name in community-building, garnering prestigious Top Ten Developers ranking from The Edge Property Excellence Awards 2020 and The Star Property Awards 2020.

We are driven by passion to be one of the nation's premier property developers, delivering desirable and valuable products. After our flagship at Tropicana Golf & Country Resort, we went on to create over 50 developments and 6 ongoing townships like Tropicana Metropark at Subang Jaya, Tropicana Heights at Kajang, Tropicana Aman at Kota Kemuning, Tropicana Gardens at Kota Damansara, Tropicana Danga Bay and Tropicana Danga Cove at Iskandar Malaysia, Johor and now look to further expansions in Langkawi and Genting Highlands.

We have also diversified our portfolio to building international schools and luxury hotels namely St Joseph's Institution

International School, GEMS and Tenby International School, W Hotel Kuala Lumpur and Courtyard by Marriott Penang.

Tropicana with our 1,300-strong workforce has always emphasised connectivity, striving to not only link our developments but also our people. Connectivity has also been a driving force in all of our initiatives, such as the Tropicana 360 app, geared towards engaging with our customers anytime, anywhere.

Our townships are created with our DNA that focuses on accessibility, connectivity, innovative concepts and designs, generous open spaces, amenities, facilities, multi-tiered security and quality. Moving forward, Tropicana plans to unlock over 2,344 acres of prime landbank with a total potential GDV of RM80 billion, and continues to be agile, leading the paradigm shift with our digital transformation drive.

To discover the world of Tropicana, visit us at www.tropicana.com.my For more updates and current events, join us on our Facebook & Instagram at Tropicana Corporation Berhad.

42
YEARS OF HISTORY

50
DEVELOPMENTS

1,300
EMPLOYEES

1
BRAND
NAME

We have expanded across Malaysia. Target to launch our first integrated master-planned development at Tropicana Grandhill in Genting Highlands

