

# *Building Beyond Buildings*



# SUSTAINABILITY REPORT

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All responsible organisations are established with the implicit idea that they will grow in the long term. As such, business models are forward-looking and seek to outline how best organisations can guarantee their viability over time. This, in essence, is what sustainability is about and is something that we at UEM Sunrise have naturally been conscious of since the beginning.

Through this section, UEM Sunrise will be reporting the ways in which we create inherent value for our stakeholders - from our customers to investors, employees and suppliers to the environment and communities.

This year, following a guideline issued by Bursa Malaysia, we are adopting the regulator's recommended framework for sustainability reporting which focuses on the Economic, Environmental and Social ("EES") initiatives of a company. Briefly, the Economic Category describes our impact on the economic conditions of our stakeholders and our engagement with economic systems; the Environmental Category describes our interactions with living and non-living natural systems; and the Social Category outlines our interactions in social ecosystem within which we operate.

Our ultimate goal, guided by our sustainability slogan of *Building Beyond Buildings* is a strong endorsement of our commitment to sustainability, and could be said to be the founding principle of this report.

# Economic Impact

UEM Sunrise has a direct economic impact on our suppliers and vendors via our business dealings with them. More indirectly, the quality of our products plays a role in the well-being of our customers. We also enhance the socio-economic well-being of under-served segments of society via education, community development initiatives and supporting the work of various non-governmental organisations.



## PROCUREMENT POLICY

Recognising that our purchasing activity has an impact on the environment and society, we consider each procurement decision carefully and are guided by the following principles:

- Best Affordable Value – we optimise opportunities for efficiency and economies of scale when working with industry partners.
- Effective Governance and Control – procurement activities are conducted in a manner that satisfies the requirements of accountability and internal control, fulfils UEM Sunrise’s legal obligations, complies with financial constraints and effectively manages commercial risk.
- Standardised Approach – effective, efficient and consistent commercial arrangements are provided and enforced to procure works, products and services of a common nature.
- Effective Supplier Relationships – appropriate relationships are developed and maintained with suppliers and their supply chains. We practise a transparent procurement process which is fair for both parties.

Although we do not have a formal policy on the hiring of local suppliers, we source locally whenever possible without compromising on quality. More than 90% of our suppliers are local.

We also give opportunities to qualified Bumiputera vendors to participate in our developments, as part of the Bumiputera Vendor Development Programme.

### INCORPORATING SAFETY, HEALTH AND ENVIRONMENTAL FACTORS INTO OUR PROCUREMENT STANDARD

We incorporate environmental, safety and health factors into our contract agreements with supply chain partners. In addition, we require contractors to submit a Project Safety, Health & Environment Compliance Plan and Emergency Response Procedures. These documents outline the contractors' training, monitoring and reporting procedures, as well as note their commitment to complying with statutory regulations, industry standards and codes of practice.

In line with our Green Plan and our commitment to environmental conservation, we also require our contractors to familiarise themselves with the environmental conditions of our sites and their surroundings. This helps to ensure that the subsequent work does not adversely impact the environment.

### QUALITY PRODUCTS

To maintain world-class quality and workmanship in all our products and operations, we apply the Quality Assessment Systems in Construction ("QLASSIC") and Construction Quality Assessment System ("CONQUAS"), developed by the Construction Industry Development Board ("CIDB") of Malaysia

and the Building Construction Authority ("BCA") of Singapore, respectively. In 2015, we achieved a CONQUAS score of 80.6%, our highest to date, for Nusa Idaman 7D2. In addition, on 30 November 2015, CIDB awarded Nusa Bayu Phase 2A the High QLASSIC Achievement at the QLASSIC Excellence Awards 2014.

Employees are encouraged to contribute to continuous improvements in our operational procedures via the Innovative and Creative Circle ("ICC") established in 2014. Two projects that won awards at the Malaysia Productivity Corporation ("MPC") Conventions in 2015 have been implemented and are contributing to greater organisational efficiencies. They are: *Overcoming Difficulties in Obtaining Documents Archived from Storeroom and Overcoming Late Report for Internal CONQUAS Assessment*. The first project has improved QASHE department's filing system by transferring the physical database onto an online archive. Meanwhile, the second innovation has reduced the time taken to produce a CONQUAS Assessment Report from 5.5 days to two days.

Further enhancing our service delivery, we have streamlined our Handing Over Vacant Possession process with a Quick Win initiative endorsed by the senior leadership on 14 August 2015.

A roadshow was held to brief all relevant staff, contractors and consultants on UEM Sunrise's quality expectations on 14-15 September 2015.

### AFFORDABLE HOMES

We have pledged to build 10,000 affordable homes in Iskandar Puteri, to be launched in phases from 2015 onwards.

Our efforts to deliver affordable housing to the community began in early 2000, in collaboration with Denia Development Sdn. Bhd., with homes developed in Taman Nusantara and Nusantara Prima, both in Iskandar Puteri. As at December 2015, 3,830 units of affordable homes and shop offices have been delivered in Taman Nusantara and 345 units more are under construction while 1,003 units are under construction for Nusantara Prima with a target completion of 2016-2017.

Additionally, in Q4 2016 we will launch Gerbang Nusantara in Iskandar Puteri, offering houses with built-ups ranging from 720 square feet, 850 square feet and 1,000 square feet priced at RM42,000, RM80,000 and RM150,000 per unit respectively. This initiative supports the National Housing Council's agenda to ensure home ownership opportunities for the *rakyat* from all walks of life.



Gerbang Nusantara - UEM Sunrise's Affordable Homes initiative in Iskandar Puteri



PT3 Examination Seminar with UEM Sunrise's PINTAR Adopted School Students

### EDUCATIONAL ENHANCEMENT

The Company has been investing significantly into educational initiatives in the communities that surround us, firm in the belief that education is a fundamental human right, and one of the most powerful enablers to uplift marginalised communities.

We are one of the pioneering supporters of the PINTAR School Adoption programme led by PINTAR Foundation and established by Khazanah Nasional Berhad ("Khazanah") in 2008, through which we inspire students in under-recognised schools to excel. Our commitment to the students is apparent in the various literacy projects and educational related programmes such as motivational talks and exam seminars and clinics that we organise on a regular basis throughout the year.

We started off with PINTAR Programme, which stands for Promoting Intelligence, Nurturing Talent and Advocating Responsibility, by adopting 13 primary and four secondary schools in Gelang Patah, Johor in 2008. In 2015, we added four more schools to our 'family', namely: Sekolah Kebangsaan Bangi, Sekolah Rendah Agama Bt. 3, Bangi and Sekolah Kebangsaan Cyberjaya, all in Selangor, as well as Sekolah Jenis Kebangsaan (C) Ming Terk in Gelang Patah.

We also added two KEMAS kindergartens for the Pintar Al-Quran programme namely Tadika PRIMA and Tadika Firdaus in 2015 totalling seven altogether.

Over the years, we have been growing the involvement with our PINTAR schools. As an example, since 2013, we have contributed towards upgrading their libraries. In 2015, we presented RM40,000 for this purpose to SMK Taman Nusa Jaya, Iskandar Puteri.

In 2015, we also launched the first Public Speaking and Debate Competition pitching students from our adopted schools against each other. It was an excellent platform to increase the students' self-confidence and oratory skills.

As one of the aims of the programme is to develop well-rounded and responsible future leaders, our focus under PINTAR is not purely academic. Among others, we have also been running a Road Safety Campaign and Green Campaign under the programme.

In 2015, we invested a total of RM724,920 in our PINTAR schools. Our efforts were recognised for being exemplary in terms of Corporate Social Responsibility at the Iskandar Malaysia Social Hero Awards 2015 ("IMSHA").

## COMMUNITY DEVELOPMENT

Our contributions to the well-being of the marginalised also extend to 'adopting' a number of charitable homes and Orang Asli villages. Among the homes that we have been supporting on a long-term basis are Shelter Home for Children and Agathians Shelter in Petaling Jaya; Pertubuhan Kebajikan Anak-Anak Yatim Darul Aitam and Maahad Tahfiz Al Quran Wal Qiraat Addin in Tapah, Perak; Rumah Bakti Al-Kausar in Bangi; Pertubuhan Nur Kasih Bestari in Segambut, and Madrasah Tahfiz Az Zahra in Gelang Patah.

Representatives from the Company regularly visit these homes and organise special events to celebrate festive occasions with the residents. We also assist by providing additional financial aid when the need arises.

During the year, we helped to upgrade the facilities at Agathians Shelter and Darul Aitam Orphanage. We also donated RM37,353.25 to help provide for 100 orphans and tahfiz students from Rumah Nur Kasih Bestari, Rumah Bakti Al-Kausar and Maahad Tahfiz Kiblah in Sepang. In addition, we upgraded the road leading to Maahad Tahfiz Al Quran Wal Qiraat Addin.

Our involvement with the Orang Asli is through the communities in Kg. Sungai Geroyang and Kg. Sungai Merbau in Tapah as well as Kg. Simpang Arang in Gelang Patah. Since 2013, we have been supporting



UEM Sunrise's Educational Aid Programme at the Shelter Home for Children

the children of these communities via a Back-to-School Programme through which we provide school uniforms, shoes, socks and bags. On 24 November 2015, we provided for 44 primary and 33 secondary students from the two villages in Tapah. Later, we presented the same items to 151 children in Kg. Simpang Arang.

UEM Sunrise's community initiatives are strengthened by refunds of zakat (tithes) pay-outs to Pusat Pungutan Zakat Majlis Agama Islam Wilayah Persekutuan, Lembaga Zakat Selangor and Majlis Agama Islam Negeri Johor. In 2015, we extended RM1,098,623.38 from our Zakat Disbursement Fund towards community development programmes, including RM123,800 to 556 Asnaf students at our PINTAR schools.

## OTHER COMMUNITY EFFORTS IN 2015

In May, we helped to refurbish the Community Hall in Kg. Sungai Melayu, which is used by the local villagers to hold community events and public engagements.

On 4-5 July, we supported 100 vendors of local garments and accessories by joining hands with Puteri Harbour Club House and Little Red Cube to organise *Tempatan Fest Johor Bahru* at the Puteri Harbour Promenade in Iskandar Puteri. The bazaar attracted more than 10,000 visitors from Johor and beyond.



Back-to-School Programme with Orang Asli children in Tapah, Perak

# Environmental Impact

Our commitment and action plan for the environment is manifested through the strategic management of water, energy, waste and environmental conservation. While ensuring that we incorporate innovative designs and features as well as new thinking into our development projects, we also track and monitor our environmental impacts. Operating sustainably is a journey of continuous improvement which we aim to enhance by identifying gaps, and the opportunities available to address them more efficiently.



Rainwater Harvesting at Symphony Hills, Cyberjaya

## SUSTAINABILITY INITIATIVES

To address resource usage and consumption in our properties, we employ practices such as water harvesting, cooling systems and smart technologies. These are most evident in Kota Iskandar and Symphony Hills, where our environment-friendly buildings have been designed to maximise natural ventilation and to harvest rainwater thus consuming less electricity and water. Kota Iskandar also boasts a cost-efficient, automatic waste collection and disposal system.

## WASTE MANAGEMENT

During the process of construction, two types of waste are produced: Non-Scheduled Waste (Construction Waste and Domestic Waste) and Hazardous Waste, also known as Scheduled Waste.

At UEM Sunrise, all our operations and developments fulfil the relevant environmental regulations and requirements. We have provisions for the collection, removal and regulated disposal of Non-Scheduled Waste in accordance with Solid Waste and Public Cleaning Management Act 2007 and relevant Municipal Councils's Requirements. Scheduled Waste is handled in accordance with the Environmental Quality (Scheduled Wastes) Regulations 2005. Scheduled waste, spent oil and grease found at sites are properly stored in bins which are collected by a licensed scheduled waste collection service and sent to a designated disposal site. This ensures cleanliness and averts the outbreak of disease.

**Types of Wastes Produced on UEM Sunrise sites**

Code	Description
SW 305	Spent lubricating oil
SW 306	Spent hydraulic oil
SW 408	Contaminated soil, debris or matter resulting from clean-up of a chemical, mineral oil or scheduled waste spill
SW 409	Disposed containers, bags or equipment contaminated with chemicals, pesticides, mineral oil or scheduled waste
SW 410	Rags, plastics, papers or filters contaminated with scheduled waste
SW 422	A mixture of scheduled and non-scheduled waste



SIREH Park @ Iskandar Puteri

We will be able to disclose further details on our waste management practices in the next reporting cycle.

**Ongoing Conservation Activities through Development Projects**

The Regional Open Space in Iskandar Puteri will be developed into a world-class sustainable natural Heritage Park and will open to the public by early 2018. The park named as SIREH Park @ Iskandar Puteri, will be the largest public park in the country. The approximately 343-acre land is to be developed in such a manner as to encourage not only aesthetic appreciation of the planted areas, but also outdoor activities such as jogging, trekking, mountain biking, boating, kayaking and canoeing. In the planning and design phase, we aim to preserve as much existing vegetation, minimise slope cutting and maintain any existing water bodies.

The objectives of the SIREH Park @ Iskandar Puteri are to:

- Provide a well-planned, aesthetic park of extraordinary colours that caters to all ages, abilities and recreational needs, enhancing the quality of life of the community;
- Promote, showcase and document plant collections to reflect past and present uses and their importance from the perspective of history, culture, science and landscape;
- Nurture interest in, create awareness, understanding and appreciation of, the natural environment and its role in our lives through educational programmes;
- Engage in the ex-situ conservation of plant biodiversity that will benefit present and future generations;
- Deliver high standards of safety, comfort, products and services for visitors' enjoyment with minimal social and environmental impact.

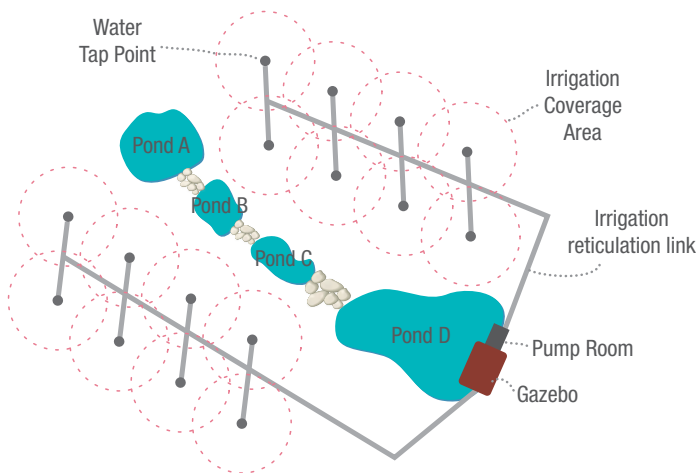
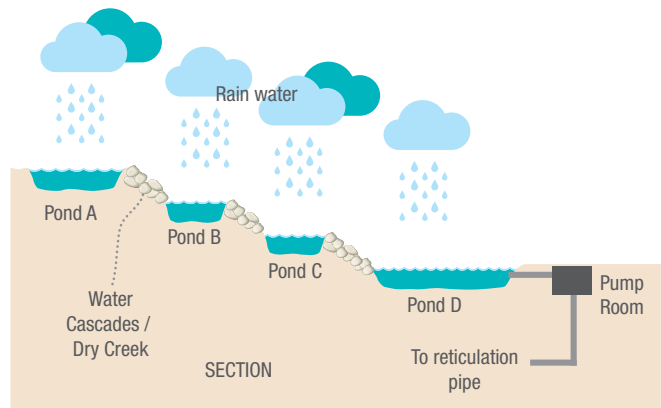
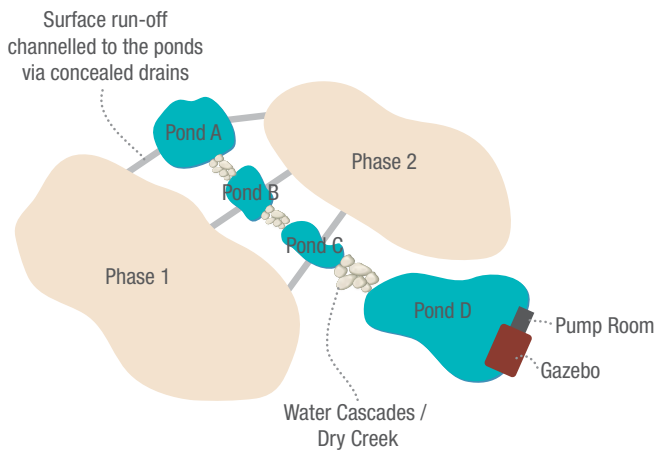
The park will encompass three major focus areas, namely:

- (1) Recreational – to promote health related activities, aesthetics and relaxation
- (2) Educational Learning Experience Outside Classroom ("LEOC") – it is to be an evolving learning space with packaged curriculum for primary, secondary and tertiary students and adults, information display centres, galleries, signages and ad-hoc events
- (3) Science and Conservation – ongoing documentation, literature sourcing and publications



**RAINWATER HARVESTING SYSTEMS**

Rainwater harvesting enables homes to be more sustainable when it comes to water consumption. In Symphony Hills, for example, our semi-detached Beethoven homes employ a complex system of ponds and creeks to collect surface run-off for irrigation, thus greatly reducing dependence on municipal water.



**How It Works:**

The water is used mainly for plants that are close to the ponds. Water is taken from the pool at times when rainfall can replenish what is used. The plan is not to allow the water level to drop as the pond is an aesthetic feature of the development.

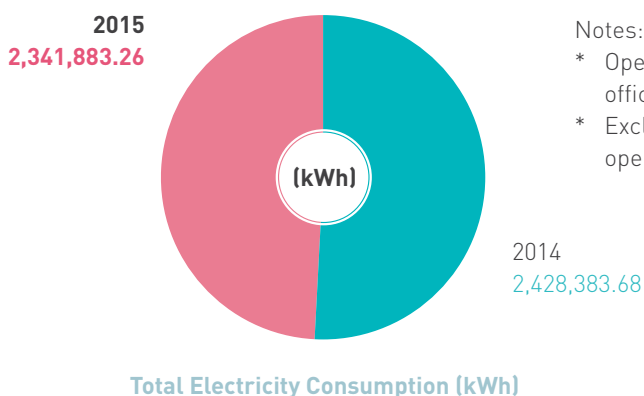
The contractor currently maintaining the landscape at Beethoven parcels, Symphony Hills waters the plants using four 1,000 litre containers. These containers are transported by lorry eight times per day: four in the morning and four in the evening. A total of 32,000 litres of water that are obtained from the main drain, streams and lakes around the site are used each day. If this amount was purchased from municipal water provider, there would be a greater environmental impact. It would also add RM1,920 to the monthly water bill.

### INTERNAL EFFORTS TO CONSERVE ENERGY AND WATER

We are headquartered in Solaris Dutamas, Kuala Lumpur with Satellite Offices and Sales Galleries in Iskandar Puteri, Johor; Cyberjaya, Bangi, Shah Alam in Selangor; Mont’Kiara and Publika in Kuala Lumpur; Singapore; Melbourne, Australia; Vancouver, Canada; and Durban, South Africa.

In 2014, our corporate offices consumed a total of 2,428,383.68 kWh of electricity. In 2015, we experienced a 3.56% decrease in electricity consumption. At our offices, we inculcate a culture of energy-saving among our employees, such as switching off lights and appliances and reducing paper wastage by printing only when necessary.

#### Total Electricity Consumption for UEM Sunrise in 2014 and 2015

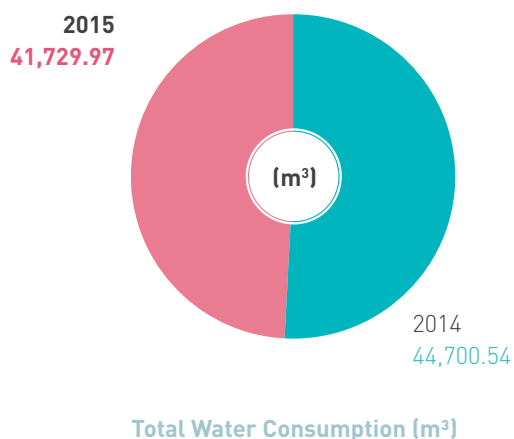


Notes:  
 \* Operations at our Bangi office began in 2015  
 \* Excluding international operations

Total Electricity Consumption (kWh)

Total water consumption in 2014 and 2015 amounted to 44,700.54 m<sup>3</sup> and 41,729.97 m<sup>3</sup>, respectively. We also practise water-saving initiatives at our offices. Examples include turning off sink taps properly and reporting any water leakages to the respective department to rectify.

#### Total Water Consumption for UEM Sunrise in 2014 and 2015



Notes:  
 \* Total water consumption includes our offices located in Nusajaya, Cyberjaya, Cahaya Jauhar and Tapah  
 \* Operations at our Bangi office began in 2015  
 \* Excluding international operations

Total Water Consumption (m<sup>3</sup>)



# Social Impact

UEM Sunrise recognises that we have a strong impact on the lives of two major groups of stakeholders, namely our customers and employees. We are committed to ensuring the best possible living environment for our customers while placing equal emphasis on nurturing a conducive workplace that respects our employees and provides them with the necessary support to derive a high level of satisfaction within the Company. At the same time, we invest in building strong relationships based on trust with the media, our investor community and society at large.

## CUSTOMER ENGAGEMENT

Customers are important to UEM Sunrise because they eventually serve as ambassadors of our brand. We believe in establishing a close rapport with homeowners of our properties and have various mechanisms to engage with them in ways that they find enjoyable or meaningful.

Among the key events organised in 2015 was a Golf Friendly at the A'Famosa Golf Resort Melaka for community including our loyalty members, called Trèssorians, on 7 November. The event saw 60 participants from the Southern and Central Regions. We also organised a screening of *Jurassic World – The Park is Open* for new owners of Residensi Sefina Mont'Kiara during its exclusive preview in June at GSC Signature in The Gardens, Mid Valley City, Kuala Lumpur.

This year, there was a strong focus on safety and security in Mont'Kiara. In collaboration with the Royal Malaysian Police, Kuala Lumpur Contingent and Joint Management Body of Tiffani, we held a Crime Prevention Campaign at Publika, followed by a Community Engagement programme organised by our Security Department. At both events, crime prevention tips were shared with our residents. Our Auxiliary Police Unit also regularly engage with the community and personnel from local and district police stations to establish a cohesive working relationship to improve safety and security at Mont'Kiara.



UEM Sunrise's Reminiscence of Spring Heritage @Publika, Solaris Dutamas, Kuala Lumpur

## LOYALTY PROGRAMME

Through our Trésor Loyalty Programme, customers are privy to pre-launch previews and discounts on new UEM Sunrise purchases while also receiving invitations to exclusive events hosted by the Company. During the year, these included *Reminiscence of Spring Heritage* at Publika; *Reminiscence of Kampung Heritage* at Jen Hotel, Puteri Harbour; and a Trésorian Evening with saxophonist Kenny G at the Arena of Stars, Genting Highlands.

To add value to our loyalty programme, we have put together a range of premium partner merchants in the beauty and health, lifestyle, food and beverage, and services sectors that regularly offer our Trésorians special discounts and offerings to enhance their lifestyle. Among key names in this list are Sothys, Payot, Seido Golf, the Jewellerists and GoCar Mobility.

## CUSTOMER FEEDBACK & SATISFACTION

Our customers' opinions are important to us, and we have in place a formal mechanism for them to give us feedback so we can keep improving our services and, hence, the Company's value proposition. Customers can communicate with us via the Customer Care toll free hotline at 1 800 888 008; our dedicated customer care email address; and via SMS.

To measure the effectiveness of our customer service, UEM Sunrise undertakes a satisfaction survey on our products, services and our customers' service experience. In the past we have run an Annual Resident Survey on residents of properties in both the Central and Southern regions as well as an Annual Customer Satisfaction Survey.

This year, the two surveys were combined in a Consolidated Customer Satisfaction Survey 2015, conducted by an independent third party. The survey included a focus group discussion with high net-worth loyal customers in addition to the customary questionnaire, and focused on three main areas, namely UEM Sunrise's Corporate Reputation, Product Quality and Offerings, and Customer Experience. Our overall score was 69%.

## CUSTOMER PRIVACY

The Personal Data Protection Act 2010 ("PDPA") is an act enacted by the Malaysian government in 2010 to protect individual's personal data in commercial transactions and came into force on 15 November 2013. In complying with the PDPA, UEM Sunrise has issued a Notice on PDPA to all its existing and new customers to get their consents prior to use it for commercial transactions.

The notice mentioned how UEM Sunrise and its subsidiaries and associate companies collect, store and handle personal information of individuals in accordance with the PDPA and the laws of Malaysia.

## PERFORMANCE MANAGEMENT AT WORK

We strive to create a performance oriented culture in the workplace in which employees are inspired to excel. This is supported by a revised Performance Management System ("PMS") framework that places emphasis on leadership, functional and technical competencies as well as behaviours in employee assessment, in line with our Company's agenda to build capabilities and competencies.

We engage in regular discussions on employees' performance to provide constructive, forward-looking feedback with a focus on development interventions to help employees to achieve their performance goals. The scorecard for each employee has been made available online throughout the year, so that individuals can track their performance in relation to their Key Performance Indicators ("KPI").



A tournament at the A'Famosa Golf Resort Melaka with UEM Sunrise's Trésorians and residents of managed-properties



One of the training sessions for the employees

### TRAINING & DEVELOPMENT

At UEM Sunrise, we strive to attract and nurture the best talent in the industry. To keep enhancing the professional capacity of our employees, we provide continuous opportunities in training and development with a focus on three main areas – functional skills, leadership development and soft skills. High-potential talents are prepared for the next phase of their career journey through leadership development. Much of the emphasis within soft skills development is on communication and interpersonal skills, which are essential in enhancing the customer experience.

### TALENT ATTRACTION

UEM Sunrise participates in various career fairs throughout Malaysia and even in the United Kingdom to cast our net far and wide to attract the best talent. To strengthen our talent pipeline, as well as to expand our database, we also collaborate with several local universities and colleges such as the University of Malaya, Universiti Sains Malaysia, Universiti Teknologi Mara, Tunku Abdul Rahman University College and Infrastructure University Kuala Lumpur.

We present career talks at local universities following which final-year students who are interested in joining UEM Sunrise are encouraged to have an informal interview with our HR staff present. Shortlisted candidates are then invited to an assessment during which they are tested on their English, Mathematics and presentation skills. Successful participants will be offered employment in the Group.

In addition we run a Young Executive Scheme/*Skim Latihan 1Malaysia* (“SL1M”) under which we provide a one-year working opportunity for fresh graduates which combines training in communication, problem solving and decision making, among others. Candidates who demonstrate an aptitude for work at UEM Sunrise are offered permanent positions in the Company, subject to the availability of suitable vacancies.

To help young executives in the Group find their footing and progress their careers, we have in place the following two programmes:

- Young Engineers Programme – (“YEP”) under this five-year initiative, young engineers gain professional qualifications that enable them to be accredited by the Institute of Engineers Malaysia.

- Young Graduate Programme (“YGP”) – through this three-year programme, high-potential executives are given opportunities to develop critical leadership skills.

### HEALTH & SAFETY

UEM Sunrise places the highest priority on the safety of our employees and contractors and reinforces safety at our premises and work sites via a comprehensive QSHE Management System. We believe safety is everyone’s responsibility and are committed to instilling a culture of safe behaviours via continuous training and recognition.

We launched an inaugural Towards Safety, Health and Environment Excellence (“SHE Excellence”) campaign on 3 August 2015 in Iskandar Puteri, Johor outlining our policies and procedures on safety, health and environment while emphasising the roles and responsibilities of the development team, consultants and contractors to maintain safety. The launch was followed by 13 mini campaigns held at the Southern and Central regions until early November 2015.

### SHASSIC

UEM Sunrise introduced the Safety and Health Assessment System in Construction (“SHASSIC”) to our operations in 2013 to benchmark our safety and health performance against best practices. In the first year of its implementation, six projects were involved in the assessment and scored an average of 64.53% (3 stars). In 2014, four projects assessed scored an average of 68% (3 stars). In 2015, following the SHE Excellence campaign, and close monitoring of our contractors’ performance, the MK20 Project achieved a 5-star score of 88% which helped to push up the average of the six projects assessed to 73.3% (4 stars).

## WHISTLE BLOWER POLICY

The Company has in place a Whistle Blower Policy which provides a mechanism for employees of UEM Sunrise, vendors and members of the public to report unethical behaviour, actual or suspected fraud or dishonesty or violation of the Company's Code of Conduct or Ethics Policy.

Any suspected malpractice or unethical activity should be addressed to the Chairman of the Board or the Chairman of the Audit Committee.

To encourage the report of any suspected wrong-doing, the Board is committed to protecting any employee who raises genuine concerns against any form of retribution or victimisation.

Our Whistle Blower Policy is available on our intranet portal for easy reference of all employees as well as on our corporate website.

## Engagement with Other Stakeholders

We continue to engage with the investing community, members of the media, suppliers and members of the public to build strong relationships with these groups and, ultimately, enhance the UEM Sunrise brand.

Investors have access to our financial reports and announcements as well as company updates on our corporate website. We also engage with analysts, investors and members of the media on a more personal basis via periodical briefings.

This year, in July, we organised Information Day to share our plans on the proposed development of Durban Point Waterfront in Durban, South Africa with about 350 guests comprising investors, journalists and members of the local community there. In addition, we held special media briefings on new projects, and took the local media on a tour of Gerbang Nusajaya. A highlight of our media relations was to host a group of journalists from influential Australian media on a three-day tour of our projects in the Central and Southern regions as well as Singapore.



Australian media familiarisation tour at Symphony Hills, Cyberjaya



Part of UEM Sunrise's stakeholders engagement activity

A number of public events were held in Kuala Lumpur and Iskandar Puteri, including Earth Day celebrations at Publika Shopping Gallery; Medini Live!, a music, film and art festival; the 12<sup>th</sup> Johor Bahru Arts Festival ("JBAF"), and Art of Speed Malaysia 2015 – all at the Mall of Medini in Iskandar Puteri. The year ended on a truly merry note with Christmas Wonderland at the Mall of Madini, Iskandar Puteri.

We also partnered with the High Commissioner of Malaysia to Singapore's Office to organise a golf tournament at Horizon Hills Golf and Country Club in Iskandar Puteri, Johor to strengthen relationships between

the High Commissioner of Malaysia to Singapore's Office and its stakeholders in Malaysia and Singapore.

On 5–6 December, UEM Sunrise once again collaborated with Khazanah and Iskandar Investment Berhad to organise the ISKARNIVAL at Puteri Harbour in Iskandar Puteri. With social inclusiveness as the underlying objective, ISKARNIVAL was a fun-filled corporate social responsibility initiative specially targeted at the rakyat. It provided the platform to highlight what Iskandar Malaysia has to offer such as business, entrepreneurial as well as employment opportunities and was attended by more than 100,000 visitors.



A member of **UEM Group**

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