

# ENRICHING OUR COMMUNITY

Sunway Holdings Incorporated Berhad Group (“the Group”) strongly believes that the business community should reinvest a portion of its earnings in social development. As a responsible corporate citizen, the Group always seek avenues in which it can contribute to the community through four areas - social responsibility programmes, nation-building activities, environmental conservation and community lifestyle enhancements.

Be it through monetary contributions or in kind, the Group has always worked towards benefiting the community.

## ENVIRONMENTAL CONSERVATION

The Group is committed to environmental conservation and preservation. Besides constantly employing innovative strategies for sustainable development, the Group, in response to the government’s call for greater environmental consciousness, has embarked on a recycling project since 2003.

Recycling Centres have been set up at the Group’s headquarters as well as at properties of its related companies to provide a venue for Bandar Sunway residents and the public to dispose of their recyclables. To encourage employee participation, the Group has also developed a scheme to reward employees on a quarterly basis for contributing the most recyclables. After establishing basic infrastructure for recycling, the Group’s recycling programme was stepped up to a higher level.

On 11 May 2004, YB Dato’ Seri Ong Ka Ting, Minister of Housing and Local Government, Tan Sri Dato’ Seri (Dr) Cheah Fook Ling, Founder and Chairman of The Sunway Group and Dato’ Tan Kia Loke, Group Managing Director of The Sunway Group jointly launched our recycling programme. Our programme was themed “Discover Recycling at Sunway” in order to emphasise the fascinating journey of discovery towards preservation of all that Mother Nature has to offer. The event was supported by the Group’s recycling friends – Majlis Perbandaran Subang Jaya (“MPSJ”), Alam Flora and OMG Media.

With this huge impetus to further enhance our recycling programme, the Group has managed to collect 222,166kg of recyclables in the year 2004. The recycling programme which has first started out as a staff project has successfully gained support from all levels of the community. We believe we can continue to benefit the community through the Group’s continuous involvement and support in the recycling programme.



## NATION BUILDING ACTIVITIES & COMMUNITY LIFESTYLES ENHANCEMENTS

As part of its community service programme the Group and its related companies (“The Sunway Group”) seeks to encourage family values by organising wholesome family events. On 18, 19 and 20 June 2004, The Sunway Group jointly organised Karnival Keluarga Bahagia Penyayang 2004 in partnership with Yayasan Budi Penyayang.

Prime Minister YAB Dato’ Seri Abdullah Hj Ahmad Badawi and his wife, Datin Seri Paduka Endon Mahmood, gave the Sunway Group’s efforts their blessings by officially launching the “Penyayang Wholesome Family

Carnival”. The three-day event themed “Keluarga Bahagia”, was held in conjunction with The Sunway Group’s 30<sup>th</sup> Anniversary Celebration. The event comprised a carnival and exhibition and a two-day seminar.

Thousands of families thronged the carnival which promoted Yayasan Budi Penyayang’s ongoing campaign to disseminate the “Wholesome Family, Pulse of the Nation” message. To the Group, it was a great opportunity to align the Group’s community service interests with that of the Government’s nation-building endeavours. The timing was also appropriate since the focus on family was adopted in our community projects for The Sunway Group’s 30<sup>th</sup> Anniversary Celebration.

## SOCIAL RESPONSIBILITY PROGRAMMES

The Group seeks to improve the lives in the community it serves through the combined efforts of its diverse components. Whether in empathy of the less fortunate or the tragedy stricken, the Group’s components offer aid in their various capacities.

On 6 December 2004, in conjunction with the festive season, the Group and its related companies jointly organised a charity day for 150 orphans. The children were from seven homes in the Klang Valley - Pertubuhan Rumah Amal Cahaya Tengku Ampuan Rahimah, Kompleks Penyayang Bakti, Precious Home, Shelter 1, Sri Rhagavendra Divine Society, St Jerome Home and House of Joy.

YABhg Datin Seri Zahrah Kechik, wife of the Menteri Besar of Selangor, graced the event where the children were given a tour of the Sunway Petting Zoo, entertained by clowns and animals, provided with scrumptious food and presented with goody bags and “duit raya”.

Kelab Sukan Sunway also plays a significant role in supplementing the Group’s philanthropic deeds. The club has organised various community services such as treasure hunts, blood donation drives and visits to homes of the underprivileged.

These represent just part of an ongoing corporate citizen programmes that the Group has supported to help our communities and our nation. The Group believes that its businesses have responsibilities not only to its shareholders but also to all its key stakeholders: customers, employee, non-governmental organisation, the government and the people of the communities in which it operates.

