

# SUSTAINABILITY REPORT

Since the first time reporting on sustainability in the Annual Report 2010, the Group continued to make reasonable progress on its sustainability responsibility efforts and initiatives. From day-to-day operational activities to special programmes organized for specific sustainability cause, the Group seeks to benefit its operating environment, society, employees, customers, business partners, contractors, suppliers, investors and other stakeholders. The following is a brief write-up on its efforts in achieving a satisfactory balance on bottom-line growth, safeguarding of the welfare of people and community within a harmonious state of the environment.



## A. ENVIRONMENT

The Group is aware of the need to minimize impact and be in harmony with the environment. Where possible, the Group incorporates green features in its products and processes, and reaches out to the environment via its support towards various environmental initiatives and programmes.

## PROPERTY DIVISION

### Green Products

Going beyond statutory requirements, Mah Sing has to-date in its portfolio 5 of its development projects with various design components benchmarked against green compliance standards recognized by the World Green Building Council. Those green building rating systems are Malaysia's Pertubuhan Arkitek ("PAM") Green Building Index ("GBI"), Singapore's Building and Construction Authority ("BCA") Green Mark; and United States' Green Building Council ("USGBC") Leadership in Energy and Environmental Design ("LEED").

## OUR MISSION

Mah Sing Group is:

- To become the most respected and highly diversified Group fully committed to continuous enhancement of our core businesses
- Committed to developing our people through effective human resource strategies that are closely aligned to the Group's business strategies. Our staff are innovative, creative, competent and above all loyal to the Group
- Providing our customers with excellent quality products at competitive cost, prompt delivery and flexible service through our uncompromising commitment towards total customer satisfaction. Our shareholders are assured of maximum returns on their investments and we will continually play a major role in community development

These green building rating systems provide comprehensive framework for assessing environmental impact and performance in various categories: energy efficiency, water efficiency, sustainable site planning & management, indoor environmental quality, materials & resources and innovation credits. Amongst the key green features that are currently being planned and considered for in the design, construction and maintenance of the development projects are as listed below.

### Targeted green certification for projects in Klang Valley:-

#### Icon City, PJ Klang Valley

GBI (Certified)  
Green Mark (Gold)  
LEED (Gold/ Certified)



Artist's Impression

#### M-City, Jalan Ampang Kuala Lumpur

GBI (Certified)  
Green Mark (Gold)



Artist's Impression

#### Icon Residence Mont' Kiara, Klang Valley

GBI (Certified/ Silver)  
Green Mark (Gold)



Artist's Impression

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## Key green features

Energy Efficiency (Targeted overall energy savings of 10%)

- Use of Solar Photovoltaic panels, energy efficient air-conditioning system to enhance energy savings at appropriate building components
- Lighting power density reduction so as to promote energy savings
- Energy efficient lifts and escalators to further enhance energy savings
- Motion sensors for all staircases to reduce operational costs by switching on lighting only when traffic is present

Water Efficiency (Targeted overall water savings of 30-50%)

- Rain water harvesting system to reduce potable water usage for landscape irrigation

Indoor environment quality

- Use of low Volatile Organic Compounds (VOC) paints at appropriate internal wall surfaces
- Use of Carbon Monoxide (CO) sensors to regulate carpark exhaust system

Green Innovations

- Covered walkway to public transport station, pneumatic waste conveyancing system to appropriate projects

## Targeted green certification for projects in Penang:-

### Southbay City, Penang Island

GBI (Certified/ Silver)  
Green Mark (Gold)

### Icon Residence, Penang Island

Green Mark (Gold)



## Key green features

Energy Efficiency

- Lighting power density reduction to promote energy savings
- Energy efficient lifts with sleep mode function to achieve energy savings
- Motion sensors for all staircases to reduce operational costs by switching on lighting only when traffic is present
- Naturally ventilated and day-lit carpark
- Reflective cool paint on external wall to reduce cooling load requirement

Water Efficiency

- Irrigation to reduce potable water consumption
- Rain water harvesting system to reduce potable water usage for irrigation
- Annual potable water consumption reduction for the entire development via rain water harvesting for irrigation and water efficient fittings for domestic use
- Annual potable water consumption reduction from using efficient water fittings

Indoor environment quality

- Low Volatile Organic Compounds ("VOC") paints at appropriate internal wall surfaces

Green Innovations

- Pneumatic waste conveyance system at appropriate building components
- Eco-pond is also considered so as to promote a self-sustainable ecological system at appropriate building components

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## Green Processes



Figure 1 : Green compliance at every stage of development process

For the above-mentioned projects, professional green building consultants had been engaged as early as the concept formulation stage to assist the project design team in ensuring compliance with the respective green guidelines and certification standards.

During contract award stage, criteria for selection and evaluation of contractors includes track record in good environmental site management. Waste and site management targets have been set for contractors who are required to comply with all green building requirements on site.

Environmental friendly and sustainable construction practices are adopted during construction to reduce polluting effects. The engaged consultants will assist contractors in collecting data leading to achievement of the targeted construction-related credits.

During handover, building user manuals documenting environmental friendly facilities and features will be distributed to users for their information and as a guide to sustain the intended environmental performance during occupancy.

Post-occupancy monitoring and maintenance, ie within 12 months of practical completion of properties or upon more than 50% occupancy, a verification process will be initiated to verify the actual efficiencies achieved against target ratings.

Currently, the abovementioned projects are in the preliminary assessment stage of the certification process. All necessary data is being gathered and assessed to determine the respective project's potential to achieve the targeted certification. However, we are excited about the trends and if awarded, Icon City being Mah Sing's latest flagship development is poised to be the first integrated neighborhood development in Southeast Asia to achieve triple-certification under Malaysia-GBI, Singapore's Green Mark and USGBC LEED for its various components.

## Green Awareness

The Management of development project is committed to fostering a high level of environmental awareness and considers environmental awareness an important and integral part of the Group's planning, design and management of construction activities.

This environmental policy is communicated to all employees and other stakeholders within the value chain. Where relevant, they will be trained to observe good environmental practices.

The Environmental Management Plan ("EMP") is prepared for each project site based on the recommendations in the Environmental Impact Assessment ("EIA") so as to comply with the authority's environmental requirements. The EMP will address the major construction activities associated with the proposed projects that have the potential to be a source of environmental impacts. Consequently, the EMP details the various relevant compliance requirements and the specific mitigation measures and best management practices to minimize the scale and degree of adversity of these impacts.

## PLASTICS DIVISION

### ISO 14001:2004 Environmental Management System Certified

The Group's plastics manufacturing division manufactures plastics products that are growing in popularity due to its economical, ergonomical and environmentally friendly benefits. Plastics pallets, for example, can be reused and recycled compared to more conventional wood-based alternatives.

The Group's plastics manufacturing division offers wide range of its own brand of proprietary products. The division is also a significant player in the Original Equipment Manufacturer ("OEM") markets. The Malaysian plant focuses in electronic & electrical ("E&E") products and the Indonesian facility supplies parts and components mainly for the automotive industries.

Other than product quality and reliability in delivery, we are also committed to optimizing environmental performance throughout our manufacturing processes.

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Besides complying with all applicable environmental legislation and statutory regulations pertaining to the preservation and protection of the environment, Mah Sing's plastics manufacturing division, both the Malaysian and Indonesian operations strive to go beyond and have achieved ISO 14001:2004 international certification since 2007 in managing environmental impact.

We appreciate the environmental benefits of conserving resources and both the Malaysian and Indonesian operations have constantly been seeking alternative options such as strategic investments in plant and technology to help us deliver energy-efficient improvement and reduce impacts from our operations and processes wherever practical. In-line with this philosophy, the plastics manufacturing division has invested into a total of 16 units of new injection moulding machines with energy saving features as well as sound reducing (low noise) to replace existing equipment. Our new energy-efficient injection machines came into operation since year 2008 and these new machines could reduce electricity consumption by an average of 25% as compared to the traditional hydraulic machines.

## GROUP WIDE ENVIRONMENTAL OUTREACH EFFORTS

The Group further promotes the awareness of greener environment by initiating environmental outreach efforts to inculcate a culture of preserving the environment in the workplace.

### Energy Conservation

The Group's employees are constantly reminded and encouraged to conserve energy consumption. These include:-

- Turning off lightings, air-conditioning and other essential electrical equipment during lunch breaks and absences.
- Split-unit air-conditioners were installed in replace of the centralized air-conditioning systems. This allows prudence in the use of electricity as usage can be controlled and confined to specific work area and time.
- CRT monitors are replaced with LCD monitors to reduce energy consumption. Numbers of servers is also reduced via virtualisation.

### Reduce, Reuse & Recycle

Another conscious effort that Mah Sing undertakes in protecting and caring for the environment is to move towards paperless working environment. Employees are strongly encouraged to reduce, reuse and recycle paper usage in their daily operation. Amongst the initiatives taken thus far include:-

- Use of shared-drive and centralised system for document and resource management.
- Abridged version of annual report together with CD-ROM; full version will be given only upon shareholders' request.
- Practice of double-sided printing, recycle used paper for in-house photocopying and printing.
- Arrangement of waste paper recycling by allocating recycling bins for paper, plastics and other materials at Mah Sing HQ and Southgate Commercial Centre.



Recycling bins for paper, plastics and other materials at Mah Sing HQ



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To create greater awareness amongst employees, and as a show of support towards the industry's commitment towards 3Rs ("Reduce-Reuse-Recycle"), on 18 December 2011, Mah Sing participated in the "Larian Jom Kitar Semula" organized by the Malaysia Plastics Manufacturer Association ("MPMA") at Putrajaya.

This event was held in conjunction with the National Recycle Day by Solid Waste Management & Public Cleansing Corporation, Ministry of Housing & Local Government.



Mah Sing team – the biggest group amongst the MPMA participants during the Larian Jom Kitar Semula.

## Other initiatives

- The Group also supported Bursa Malaysia's tree-planting activity at Rimba Bursa Malaysia in Kepong Metropolitan Park.



The Tree Adoption Certificate

- Another gesture to support "Plant more trees" initiative, and as part of our CSR effort for the local community near our project Icon Residence Mont' Kiara, Sekolah Menengah Kebangsaan ("SMK") Kiaramas was upgraded for a better learning environment. A total of RM30,000 was channeled towards landscape enhancement around the school compound.



SMK Kiaramas management shows appreciation at the beautified landscape around the school compound

- Similar community initiatives were taken at Bayu Sekamat project when the nearby land in Kampung Sungai Sekamat was cleared to prevent flood.



Land in Kampung Sungai Sekamat cleared to prevent flood.

- The Group has been participating in the annual Earth Hour, a global initiative by World Wide Fund for Nature ("WWF"). The Group's HQ participated in the turning off of non-essential lights for an hour on Earth Hour day. The Group also displayed the Earth Hour banner on its website days prior to the actual day. Residents and tenants of Mah Sing's properties were also encouraged to do the same.



Earth Hour banner on www.mahsing.com.my

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## B. COMMUNITY

### CSR via MAH SING FOUNDATION

#### About Mah Sing Foundation

Mah Sing Foundation through which all Corporate Social Responsibility (“CSR”) activities of Mah Sing Group Berhad are conducted is the brainchild of Mah Sing’s Group Managing Director/ Group Chief Executive who believes that a consolidated effort in CSR will be more effective and impactful in benefiting the needy.



Set up in the year 2005, the Foundation is an approved tax-exempted charitable organization. All donations made to the Foundation by any corporation or private citizen will be tax exempted.

#### Objective of Mah Sing Foundation

The Foundation is a charitable trust established by Mah Sing Group Berhad to receive and administer funds solely for medical, educational and charitable purposes. It also seeks to raise more funds via annual fund raising activities and events.

#### CSR Activities of Mah Sing Foundation

Year 2011 was an eventful year for Mah Sing Foundation. Various activities were organized and funding was extended to schools, education and medical assistance, crisis relief and charity for the needy.

Month	Recipients / Activities	Category of Assistance
January	SJKC Yoke Nam for operating expenses	Education
January	Yayasan Kebajikan SSL Strok Dan Pembangunan Masyarakat for operating expenses	Medical
January	Viva Palestina Malaysia to provide assistance to the needy in Gaza	Crisis Relief
March	IMU Education Sdn Bhd for tuition fee assistance	Education
April	Tabung Bencana Pandu Puteri Malaysia for Japan Earthquake and Tsunami Humanitarian Aid	Crisis Relief
April	Union Primary School, Penang	Education
August	Hari Raya welfare event organized for orphans, single mothers, old folks, etc	Underprivileged
August	Buddhist Tzu Chi Merit Society	Medical
August	Aik Hua Primary School, Penang	Education
August	Badan Amal dan Kebajikan Tenaga Isteri-Isteri (BAKTI) for Somalia Humanitarian Aid	Crisis Relief
August	Newspaper-in-Education (“NIE”) school sponsorship program by the Star Publications	Education
September	IMU Education Sdn Bhd for tuition fee assistance	Education
October	Mid-Autumn Festival welfare event for the orphans organized by Persatuan Kebajikan Ti-Ratana and Persatuan Penganut Buddha Xin Hui	Underprivileged
December	New Southern Records Malaysia to assist the urban poor	Underprivileged



### Education Aid to Union Primary School, Penang

Mah Sing Foundation launched its inaugural education focused CSR Program in Penang via a donation to Union Primary School, Penang.

The donation was utilized by the school management towards the purchase and installation of 5 nos. of built-in cabinets for the school's science lab, clerical room, counselling and tuition rooms, and arts room. This is in addition to the acquisition of 180 nos. of chromed banquet chairs, 30 units of rectangular folding tables, 16 units of low back chairs, 6 units of mobile cabinets, 2 units of round plastic banquet tables and 1 unit of heavy duty A4 manual binding machine.



### Contribution to Buddhist Tzu Chi Merit Society for medical aid

The donation was used by the Tzu Chi Foundation of Malaysia for the purchase of a kidney dialysis machine and treatment procedures for selected patients who seek financial assistance for treatments from the Tzu Chi Foundation of Malaysia.



### Education Aid to Aik Hua Primary School, Penang

Mah Sing Foundation's CSR Program in Penang continues its charitable contribution to Aik Hua Primary School following its 1st CSR in Union Primary School held in April 2011.

The donation was utilized by the school management towards reconstruction of its canteen flooring, wall tiles and drainage system, accessories such as safety fixtures for bar handles in canteen, paint works, new stainless steel dine-table and benches for its canteen, LED light bulbs, office furniture and a light duty photocopier.



### Contribution to New Southern Records Malaysia's Charity Concert

The donation to the New Southern Records Sdn. Bhd. was in conjunction with a fund-raising event organised to assist the urban poor. Beneficiaries included Yayasan Kebajikan SSL Strok and Rumah Kebajikan Warga Emas Sang Riang.

### Other CSR Activities

Since 2008, the plastics division has sponsored a total of 8 students from lower income families for 10-month technical apprentice course in plastics injection moulding. Currently, we have continual employment service with 5 of the students after completion of the apprentice course and the 1-year contract service.

In support of Yayasan Bursa Malaysia, the Community Foundation of Bursa Malaysia where funds will benefit charitable organisations all over the country, the Group contributed RM15,000 to Bursa Malaysia' RAT Race 2011, a run jointly organized by The Edge and Bursa Malaysia to raise fund for charity.

The Group also donated RM3,000,000 to George Town World Heritage Incorporated in 2011 as a contribution to heritage conservation.



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## CUSTOMER RELATIONSHIP MANAGEMENT (“CRM”) AND LOCAL COMMUNITY EVENTS

We recognize the need to engage and reach out to the community.

Periodically, the Group’s CRM team organized community events at residential areas as value-adding services to Mah Sing project’s communities and locals. Amongst the events held were:-

### M Community School Holiday Carnival @ Southgate (10-11 December 2011)

A year end carnival cum charity fair was held with activities such as game stalls, face painting, health care talk and tips, performances, kids show and etc. Charity related activities included awareness drive by KL AIDS Support Services and blood donation drive by Hospital UM.



### Fire Safety Talk & Demo @ Hijauan Residence (29 October 2011)

Officers from “Jabatan Bomba dan Penyelamat Negeri Selangor” were invited to give a fire safety and awareness talk to the security team, management staff and the residents. Training and demonstration on how to use the fire extinguisher in the event of fire emergency were also conducted.

### Hari Raya Gathering and Resident Association Meeting @ Kemuning Residence (2 October 2011)

The residents of Kemuning Residence (“KR”) had their Hari Raya gathering and annual general meeting at the club house. The gathering was held to bring residents together for a Hari Raya get-together, to form a body of committee, and to share future residential matters. Mah Sing sponsored the food & beverage and venue setup, as complimentary contribution to the KR community in celebration of Hari Raya festival.



### Mobile Health Check @ Kemuning Residence (3 July 2011) @ Hijauan Residence (30 July 2011)

A mobile health check programme in collaboration with National Kidney Foundation Malaysia (“NKFM”) was held at Kemuning Residence and Hijauan Residence to give free health check services to the residents.

### CPR & Life Saving Talk @ Hijauan Residence (21 May 2011)

A CPR & Life Saving Talk was held at Hijauan Residence, to create awareness on the basic CPR method and life saving tips to the residents.







### Community Services Road Show @ The Club House of Hijauan Residence (January & March 2011)

Community services road shows were held to promote services and activities that are available at the Club House of Hijauan Residence such as swimming class, personal fitness training, dances, barbeque area and etc.



## C. WORKPLACE

### Human Capital Development

The Group believes that an effective workforce is essential to the success of an organization. Initiatives have been taken to manage employee training needs and well-being in line with the organization's strategic direction.

#### Learning & Development

Since upgrading of the training centre at Headquarter ("HQ") to cater to the rapid growth in training needs, ongoing in-house trainings in addition to external trainings of various topics and disciplines are being provided to our employees. The trainings focus on not only skills enhancement, but also self-development related subjects.

In 2011, Group Human Resource has conducted over 80% training programmes against the annual target of 60% from the Training Plan. Those trainings range from leadership and soft skills to technical which were conducted both in-house and externally.

Technical trainings were those of:

- system-related training where MIS department conducted software training to enable users to enhance their system usage capacity.
- certification training in line with ISO requirements.
- project site training to enhance project teams' development practices.
- company briefing pursuant to ESOS allocation, exercise procedures, financing and shares valuation.

Non-technical trainings covered subjects on:

- professional selling skills.
- effective communication and interpersonal skills.

For the benefit of newly joined employees, induction sessions become the platform to familiarize new staff with the Group's vision, mission and culture; products and services; knowledge on the property market; as well as the Group's policies and structure.

In line with the Group's learning and development objectives, a resource centre was set up equipped with books, journals, magazines of various subjects to encourage knowledge sharing and inculcate a learning culture amongst employees.



One of the trainings in-session



The newly set-up resource centre

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## Staff Recognition & Welfare

To motivate employees towards better performance through greater dedication and loyalty, we have in place performance review process whereby deserving employees are rewarded with competitive basic remuneration packages, annual increment, bonus incentives, or the grant of the Group's employee share options (ESOS).

Long service awards from 10 to 30 years were conferred to employees during the Group's annual dinner as a show of appreciation for their loyalty and contribution.

The management continuously refurbish and upgrade work space and facilities for better working environment.



Proud employees receiving their long service awards at the Group's annual dinner.

## Work-Life Balance

The Group organised get-together activities that bring everyone closer together, to develop team spirit, healthy lifestyle and promote social interaction among staff. During the year, inter-departmental games such as futsal, badminton, bowling, volleyball were held, as well as other activities like excursion trip.

We participated in The Edge-Bursa Malaysia Kuala Lumpur Rat Race 2011, for the 5th year consecutively. It is an excellent opportunity to foster staff team spirit in the name of charity.

To promote greater sense of belonging and unity, Majlis Berbuka Puasa and Chinese New Year Open House were held every year and staff were invited to celebrate together.

Other non-work related programmes/ activities organized by the Group included:-

- Talk on ESOS and online equity trading by a securities firm for staff personal investment interests.
- Corporate roadshow by a healthcare brand was held at HQ, sharing healthcare product knowledge and tips while giving great discount to staff.



Free & easy time among staff during excursion trip.



Mah Sing team in high spirit at The Edge-Bursa Malaysia Kuala Lumpur Rat Race 2011.

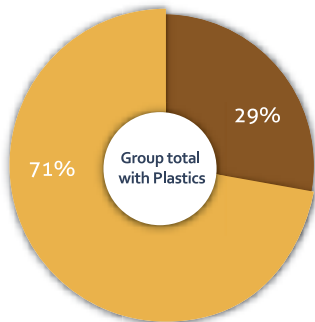
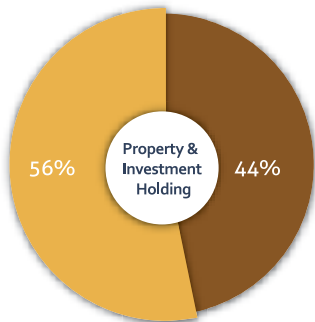
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## Diversity

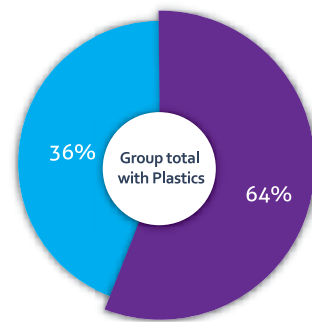
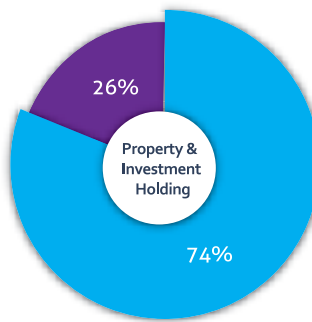
The Group recognizes that diversity in workforce provides opportunities for creative solutions and allows the Group to become more responsive in today's global and dynamic business environment. The following charts show the Group's commitment not to discriminate against any particular group in its employment policies.

Breakdown of employees by gender



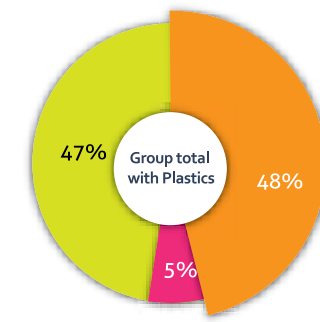
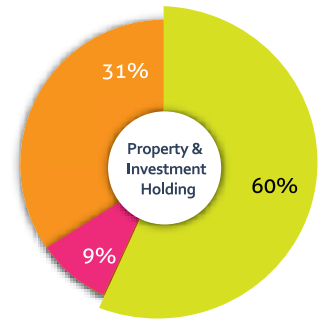
Women Men

Breakdown of employees by professional category



Executive Non-Executive

Breakdown of employees by age



30 years & below > 30 years to 50 years > 50 years

## Health & Safety

The Group places high emphasis on health and safety at workplace and aims to achieve excellence in occupational safety, health and environment at workplace. The Group is also committed to inculcate a sense of awareness amongst its employees and to accept responsibilities in occupational safety, health and environmental matters.

With (i) prevention of accident, (ii) prevention & mitigation of occupational illnesses and (iii) prevention of environmental pollutions as objectives, the Group has in place a Safety, Health and Environment Policy Statement. The management and employees are jointly committed to:-

- Comply with provisions of all existing laws including Occupational Safety & Health Act 1994, Factories & Machinery Act 1967 and its regulations, relevant codes of practice and guidelines.
- Provide information, training and facilities to all parties including employees and contractors.
- Increase awareness and establish accountability by employees and contractors on safety, health and environmental matters.
- Continuously monitor and regularly review the performance of safety, health and environment.

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Regular tool-box meetings on safety procedures are conducted at construction site for staff and site workers. Relevant personnel are also sent for safety trainings on spillage handling and use of fire extinguisher. Fire drills are conducted regularly at Mah Sing properties, plastics factories to prepare for any fire emergencies and to ensure that all fire prevention systems such as alarms, lift and escalator, fire extinguishers, sprinklers, smoke and heat detectors are in proper working order.

As for office buildings, safety measures in place include security guards and surveillance equipment at relevant work locations.



Tool-box meeting at construction site



Safety training on fire extinguisher handling



## D. CUSTOMERS

### Customer Care

#### Customer Relationship Management

High on the Group's priority list is to provide our customers with excellent quality products at competitive cost, prompt delivery and flexible service through our uncompromising commitment towards total customer satisfaction. Other than a team of customer service personnel to focus on customer service, we have put in place an e-customer service system to enable more effective management of recording, filtering, tracking and analysis of customer complaints and feedback.

We also organize activities as more detailed on pages 44 to 45 of this report to engage closely with our customers and to promote community living amongst the house owners.

#### M CARE Property Support Services

The Group has introduced during the year as another value-added service to its house buyers, the M CARE Property Support Services ("M CARE").

M CARE is set to become an acknowledged one-stop professional service in all facets of property ownership and management. Services range from pre-sales to after-sales such as general legal and mortgage consultation services, renovation, leasing and sub-sale needs upon delivery of vacant possession and other professional services relating to homeownership.



#### M Club Loyalty Rewards Programme

Mah Sing Group M Club™ is another show of appreciation to our valued customers for their continuing and loyal support extended to the Group. The M Club Loyalty Rewards Programme is a distinctive programme specially created for direct purchasers of Mah Sing properties to enjoy privileges and benefits such as buyer repeat purchase discounts and buyer-get-buyer rewards. Since its launch, the M Club Loyalty Rewards Programme has been consistently enhanced with privileges and benefits as well as discounts and freebies at over 70 lifestyle brands ranging from home & living, beauty & healthcare to personal development.



Mah Sing Group Chairman Jen. Tan Sri Yaacob with Group Managing Director/ Group Chief Executive Tan Sri Dato' Sri Leong Hoy Kum at the M Club™ rebranding event.



Mah Sing Group Management with representatives of merchants, media, business partners showing their support at the M Club™ rebranding event.



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## Mah Sing Community Website

Mah Sing Group M Club™ members were introduced to Mah Sing Community website at [www.mahsingcommunity.com.my](http://www.mahsingcommunity.com.my). The website reaches out to our M Club members, merchants and the general public with up-to-date project related information. We believe that close interaction will lead to greater efficiency and ensure even higher levels of customer satisfaction.

## Product Quality

### ISO 9001: 2008 Quality Management System

The property division was accorded the ISO 9001:2008 Quality Management System by Bureau Veritas, the certification body, in March 2011.

The property division's commitment to quality and reliability in delivery has made it one of the leading property developers in Malaysia. As testament to its commitment, the Group is recognized in the industry for its excellence in many aspects:-

- Asia Pacific International Property Awards 2011 in association with Bloomberg Television
  - Best Industrial Development Asia Pacific (5-Star Award) – iParc3@Bukit Jelutong
  - Highly Commended Retail Development Malaysia – Star Avenue@D'sara
  - Highly Commended Mixed-Use Development Malaysia – Southbay City Penang
- The Edge's "Top Property Developers Award 2011 – Listed Top 10"
- SC Cheah Choice Awards (in collaboration with Property Times) for the "Best Lifestyle Developer"
- Euromoney Real Estate Awards 2011 – "Best Developer in Malaysia" (for the third time)
- Overseas Property Professional (OPP) Awards for Excellence 2011 – "Silver Award for Best Developer Worldwide"
- Persatuan Usahawan Maju Malaysia's "Honorary Award in the 2nd Top Team 50 Enterprise Awards Malaysia 2011"
- International Property Awards in association with Bloomberg Television and Google (in London) – "Best International Industrial Development (i-Parc3@Bukit Jelutong)"
- Institute of Landscape Architects Malaysia's "Landscape Architecture Award (Residence@Southbay Penang)"
- Asia Pacific Property Awards 2012
  - Best High Rise Architecture Malaysia (5-Star) - Icon Residence Mont' Kiara
  - Best High Rise Architecture Asia Pacific - Icon Residence Mont' Kiara
  - Best Commercial Redevelopment Malaysia (5-Star) - Icon City@Petaling Jaya
  - Best Office Development Malaysia (Highly Commended) - Icon City@Petaling Jaya
- The Association of Accredited Advertising Agents Malaysia (4As)'s "Putra Brand Awards – Property Development (Silver Award)"
- The BrandLaureate Award 2011-2012 – "Best Brands (Conglomerate Award)"
- The BCI Asia Top 10 Awards – "Top 10 Developers Awards (2011 and 2012)"



The ISO 9001:2008 QMS Certification

The Group's plastics division was the first division to receive the accreditation for ISO 9001:2000 in the year 2000. This certification has since been upgraded to conform to the requirements of ISO 9001:2008 in August 2011. This demonstrates the division's continual commitment to ensuring the highest standards in the product delivery processes and systems towards meeting customers' satisfaction. P.T. Mah Sing is now in the process of implementation of ISO/TS 16949:2009 "Quality Management Systems – Particulars requirements for

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the application of ISO 9001:2008 for automotive production and relevant service part organisations". It targets to achieve the certification by end of 2012.

As recognition for its excellence in operation and manufacturing practices, the plastics division has garnered various awards domestically and internationally from its customers:-

P.T. Mah Sing received the following award:

- "Outstanding Performance in Cost 2010" by PT Isuzu Astra Motor Indonesia

The plastics division in Malaysia received the following awards from Samsung Electronics (M) Sdn. Bhd. for fulfilling the quality requirements:

- "Best Vendor for the months of April 2011, June 2011, August 2011 and September 2011"
- "Best Supplier Quality for the month of September 2011"
- "Best Quality Performance for 3 consecutive months in the Year 2011"
- "Best Vendor Evaluation Award 2011"

## Construction Quality Assessment System ("CONQUAS")

Since our very first CONQUAS-assessed project in 2009, namely The Icon Tun Razak, we now have many of our development projects in the Klang Valley, Penang and Johor that are assessed by the Building and Construction Authority ("BCA") of Singapore's CONQUAS.

Our contractors of those CONQUAS-assessed projects are required to comply with CONQUAS requirements, allowing us to set targets on the desired standard and quality of our developments. As a measure of product quality, 90% of our CONQUAS-assessed projects are above 70 points.



## E. CONTRACTORS/ SUPPLIERS

Evaluation and selection of contractors/ suppliers are based on formal competitive bidding procedures. Periodical assessments are done through the annual contractor performance evaluation and compliance audits according to ISO quality objectives.

With efficient management of contractors/ suppliers, we endeavor to ensure the most reliable delivery of our products and at the same time compliance with all requirements with respect to safety, health and environment.



## F. SHAREHOLDERS

### Corporate Governance

Mah Sing is committed to ensuring the highest standards of corporate governance in the areas of board effectiveness, relationship with shareholders and investors, accountability and audit.

Set out on pages 58 to 64 of this Annual Report is the Corporate Governance Statement detailing the Group's corporate governance practices.

As testimony of the Group's commitment to good governance, responsible management and communication to shareholders, the Group is proud to receive during the year:-

- (i) Hong Kong-based magazine - Corporate Governance Asia for "The Best of Asia Recognition Award 2011" and
- (ii) Minority Shareholder Watchdog Group's "Malaysian Corporate Governance Index Award 2011 – Listed Top 100"

### Investors

Mah Sing continues to reward its investors with sustainable returns as evidenced by its strong revenue and net profits growth. Return on equity has consistently been above 10% since 2007; and dividend payouts during the periods from 2007 – 2011 have been above its policy of minimum 40% of net profit achieved.

# SUSTAINABILITY REPORT

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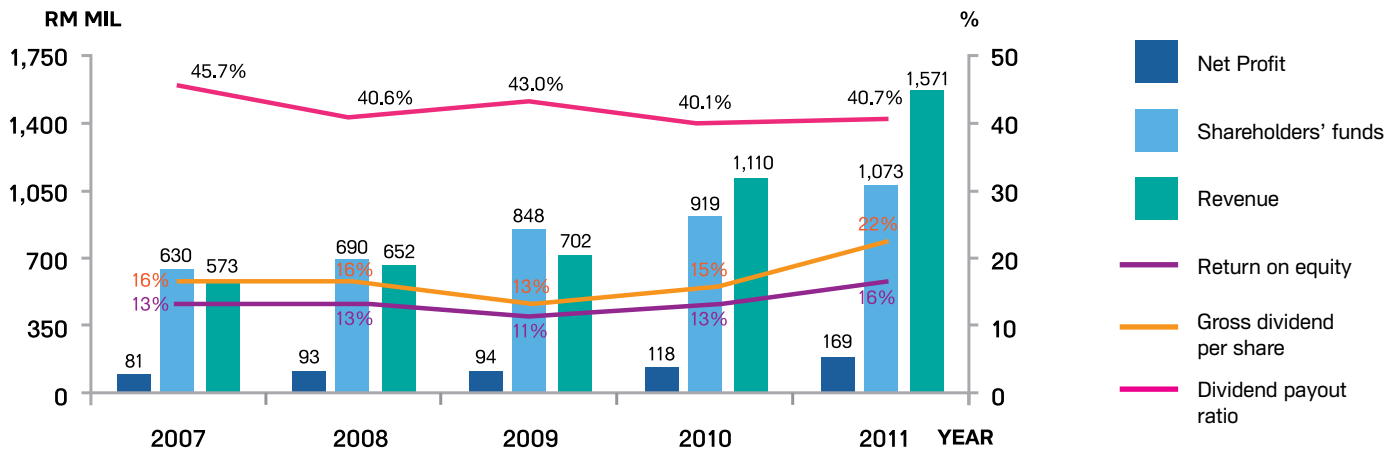


Figure 2 : 5-year Financial Highlights

As testament to the Group's consistent track record on returns to shareholders, Mah Sing Group was named the "Best Performing Stock (Highest Returns to Shareholders over 3 Years)" for the second year running at The Edge Billion Ringgit Club 2011 Corporate Awards. With his leadership and dedication that has enabled Mah Sing to achieve such strong performance, our Group Managing Director/ Group Chief Executive was honoured by the Hong Kong-based magazine - Corporate Governance Asia for the "Asian Corporate Director Recognition Award 2011", the SC Cheah Choice Awards (in collaboration with Property Times) for the "Best Property Man (Inaugural)" and "The BrandLaureate Premier Brand Icon Leadership Awards 2011" organised by the Asia Pacific Brands Foundation.

## OUR ONGOING COMMITMENT

Sustainability is never a static process and moving forward, the Group will continue to explore new avenues to fortify its sustainability efforts and initiatives.

These efforts, along with several other ongoing initiatives, and most importantly, with the support of our employees, investors, customers, contractors and other stakeholders, the Group is confident it will continue to achieve greater heights in sustainability.