

CREATING AND SERVING, WITH PASSION

CORPORATE RESPONSIBILITY

As a premier property developer, UEM Sunrise is conscious of the impact we have on the lives we touch through our residential, commercial, retail, hospitality and industrial developments. Accordingly, we are committed to incorporating design and technological elements that enhance a sense of well-being, be it for work, living, entertainment or play.

**WE SEEK TO
BALANCE OUR
ECONOMIC
AMBITIONS
WITH SOCIALLY
RESPONSIBLE
INITIATIVES**

Going above and beyond our commitment to quality products, we seek to balance our economic ambitions with socially responsible initiatives that have a positive impact on communities surrounding our developments. In addition, conscious of our ability to contribute towards sustainable spaces, we have been integrating environment friendly considerations into our project blueprints. These initiatives contribute towards Enhancing Lives, as well as adding value to the UEM Sunrise brand and enhancing our long-term sustainability.

The following pages contain a description of our ongoing corporate responsibility ("CR") efforts, which have been categorised into the four broad areas of the Marketplace, Workplace, Environment and Community.





UEM Sunrise's reputation has been built on the basis of providing quality products that meet the needs and expectations of customers; and exceptional service that extends our customer care well beyond the handover of properties. In recent years, we have also taken heed of the Government's call for more affordable housing to satisfy the needs of the population. This has seen us venturing into a new market where we have embraced the challenge of providing high-quality homes for those in the low and middle-income brackets.



DUO, Singapore

QUALITY PRODUCTS

Much thought and care go into our developments to enhance the quality of our end offerings. For example, Symphony Hills in Cyberjaya is the first residential development in the country to enable a Connected Intelligent Community ("CIC"), offering smart home features and connectivity through high-speed broadband. Nusajaya is being developed as a smart, safe and green World in One City. Over the years, various investments have been made into its infrastructure to ensure it lives up to this promise. In 2014, we further enhanced the 'smart quotient' of this development by signing an agreement with edotco Malaysia Sdn Bhd ("edotco") to create a multi-telco environment which will enable all residents and businesses in Nusajaya to enjoy 4G connectivity.

Our developments have won numerous awards that validate their superior quality. Among the more recent accolades include Verdi eco-dominiums for Best Green & Smart High-Rise Residential Development; Mall of Medini and Publika for outstanding features as retail complexes; 28 Mont'Kiara, Imperia Puteri Harbour and Radia @Bukit Jelutong for innovation in delivering quality.

In Mont'Kiara, we organise activities for children and adults at the UEM Sunrise Fun Zone and Chill Out Zone, respectively. More than 15 children's events were held during the year. We also organised outings to exciting destinations in and around the Klang Valley.

CUSTOMER ENGAGEMENT

UEM Sunrise does not just build physical spaces but also relationships with the people who occupy them. The end user of our properties are foremost in our minds from the moment we develop our project plans, to the marketing stage and even after our products have been handed over. We are there for our customers for the long haul. We engage and listen to them and ensure their needs are met to the best of our ability. Various facilities and programmes are provided that encourage our customers and residents to get to know each other, and us, better.

In Mont'Kiara, we organise activities for children and adults at the UEM Sunrise Fun Zone and Chill Out Zone, respectively. More than 15 children's events were held during the year. We also organised outings to exciting destinations in and around the Klang Valley. Adults, meanwhile are offered language, dance and cooking classes, golf friendlies, badminton tournaments and craft workshops, among others.

We have also introduced the Trésor Loyalty Programme to provide a whole new experience of property ownership to our loyal customers. Apart from the opportunity to enjoy discounts on future purchases and invitations to exclusive events hosted by UEM Sunrise, Trésorians are given discounts by our participating merchant partners. They are also given priorities to pre-launch previews and therefore have first choice of new product launches. About 10 exclusive events and programmes were conducted for our Trésorians throughout 2014.

FESTIVALS AND CARNIVALS

Two key events organised for the general public in 2014 were the Iskandar Malaysia Karnival 2014 ("ISKARNIVAL") and Publika Jazz Festival. On 6 to 7 December, we joined forces with Khazanah and IIB to organise the third ISKARNIVAL at Dataran Mahkota in Kota Iskandar, Nusajaya. The carnival which attracted more than 100,000 visitors featured concerts with an exciting line-up of popular artistes, a career and education fair, local food festival bazaars, auto show and a property exposition showcasing affordable homes in Johor. Meanwhile, the jazz festival, was organised by our retail subsidiary, Publika to commemorate its third anniversary. The event which was held from 19 to 20 September highlighted performances by popular local and international artistes.



Lantern Festival at UEM Sunrise Fun Zone, Mont'Kiara, Kuala Lumpur



ISKARNIVAL at Dataran Mahkota, Kota Iskandar, Nusajaya



Bantus Capoeira performing the Brazilian Martial Arts at Publika Square, Publika, Kuala Lumpur

BUS SHUTTLE SERVICE

With our communities' convenience in mind, we set up UEM Sunrise Shuttle that facilitates free service within Mont'Kiara; and to and from KL Sentral. These two services run between 9.00 am to 10.00 pm, Mondays through Saturdays. The response to the services has been very positive and the continued demand clearly demonstrates their popularity.

CUSTOMER FEEDBACK

In addition to engaging with our customers through the exclusive events and privilege programmes organised for them, UEM Sunrise has put in place a formal mechanism as a platform for customers' feedback. It means we are able to continuously improve on our services, and the Company's value proposition. Residents can communicate with us via the Customer Care toll free hotline at 1-800-888-008; as well as through our dedicated customer care email address at customer-care@uemsunrise.uemnet.com and via SMS through 016-201 3230.

CUSTOMER SATISFACTION

To measure the effectiveness of our customer service, UEM Sunrise undertakes a customer satisfaction survey on our products, services and service experience. Our Annual Resident Survey ("ARS") involves owners of properties in both the Central and Southern regions. In addition, we conduct an annual Taylor Nelson Sofres ("TNS") survey on customers who have gone through a full cycle of services to ascertain their level of satisfaction with UEM Sunrise. As of 2014, UEM Sunrise's annual TNS customer service and corporate reputation survey stands at 74 points, which is comparable to 2013's results.

As a result of our efforts to engage with and delight our customers, we are pleased to note that many of our satisfied customers have given us repeat business as well as referrals and recommendations.



UEM Sunrise Town Hall meeting at Mercuri UEM, Kuala Lumpur

WORKPLACE

UEM Sunrise recognises that the attainment of our goals and mission depends largely on our employees. We therefore invest significantly in creating a work environment that attracts the right people with the right set of capabilities for the right positions. To further drive a high performance organisation, we seek to develop, manage and engage our employees to enable them to perform their best. In support of the Company's strategies, we have crafted a Human Resources Roadmap to become an employer of choice.

KNOWLEDGE SHARING

A key initiative in 2014 was to enhance knowledge sharing within the organisation which we believe would help to establish an innovative culture and reduce the need for retraining. This began with nine knowledge sharing sessions by our thought leaders, which attracted a total of 1,609

participants. In addition, 250 sessions were conducted by various departments for their teams. To incentivise the departmental sessions, as well as individual participation, we have made the organisation and attendance of knowledge sharing events as one of the key factors in departments' and employees' annual performance reviews.

COACHING FOR LEADERS

One of the challenges of our Leadership Strategy is improving the level of engagement between superiors and subordinates. To increase such engagement, we embarked on a training programme in coaching. The objective is for leaders to coach employees on a regular basis and to discuss their performance and career development in order to empower them. A total of 59 leaders from the Central and Southern Regions took part in three coaching sessions.



Corporate Communication Department's Team Building Programme at Port Dickson, Negeri Sembilan

COMPETENCY DICTIONARY

In driving a high performance culture, it is essential for all employees to have a clear understanding of what it takes to demonstrate functional competency. We have therefore developed a Competency Dictionary to help individuals identify, discuss and develop the skills and behaviours necessary to drive effective performance. Specifically, the dictionary defines behaviours that demonstrate required competencies.



DEVELOPMENT PROGRAMMES FOR TALENT

In 2014, the following development programmes were organised for our talent:

- Harvard Business School 6th ASEAN Senior Management Development Program for Senior Leaders on 15-22 June
- Remarkable Women – Malaysia Programme on 10 December
- Winning Attitude & Values Enhancement programme designed for non-executives on 10-11 September
- PRIME Programme for Top Performing Non-Executives in supervisory positions from April to August
- Executive Enhancement Programme (“EEP”) with Batch 1 starting in May and Batch 2 starting in September
- New Executive Programme (“NEP”) from August to October

TALENT ATTRACTION

We participate in various career fairs throughout Malaysia and even as far as the UK to attract the best talent. To strengthen our talent pipeline, 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 organise 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 Human Resource and Administration staff present. Shortlisted candidates are then invited to an assessment during which their English, Mathematics, group discussions and presentation skills are measured. Successful candidates will be considered for potential employment.

YOUNG EXECUTIVE SCHEME

Our Young Executive Scheme (“YES”) provides a one-year working opportunity for fresh graduates and it combines soft skills training in communication, problem solving, and decision making. As of 30 June 2014, UEM Sunrise had engaged a total of 31 YES trainees who were placed in our various departments namely Development, Landscape, ICT, HR, Corporate Communication, Sales and Marketing etc. Candidates who demonstrated the right aptitude and possess the right attitude were offered permanent positions in the Company at the end of the training period, subject to the availability of suitable positions.



ENVIRONMENT



Sustainability Campaign 2014



Tree Planting Programme on 19 November 2014 at Regional Open Space, Nusajaya

HEALTH & SAFETY

UEM Sunrise places the highest priority on safety both at our office premises and at our work sites. In our offices, we implement the 5S initiatives to ensure a safe working environment. At our project sites, we instill a culture of safety via appropriate training and by benchmarking our performance against best practice projects. To promote the safety culture, we recognise excellence in safety behaviours and performance.

In 2014, 237 safety induction courses were conducted for 4,202 contractors' workers covering Quality, Safety, Health and Environment requirements. In addition, 40 awareness trainings and refresher sessions were carried out among relevant employees, contractors and consultants ranging from Quality, Safety, Health and Environment management systems to processes and procedures.

To reinforce safety performance, monthly construction audit meetings are held, and we require our contractors to undergo the annual Safety and Health Assessment System in Construction ("SHASSIC") by the Construction Industry Development Board ("CIDB"). In 2014, our contractors performed better in the assessment, achieving 3-4 star ratings.

We also collaborated with the National Institute of Occupational Safety & Health ("NIOSH") Southern Region and University Tun Hussein Onn Malaysia to conduct a research on Whole Body Vibration Exposure for Off-Road Lorry Drivers. The research was carried out at the SiLC Phase 3 site with the assistance of one of our contractors, ML Sepakat Sdn Bhd. The research is still ongoing.

A Sustainability Campaign was organised on 19 and 20 November at Puteri Harbour, Nusajaya in collaboration with National Institute of Safety and Health ("NIOSH"). The programme attracted more than 400 participants mainly from the Department of Occupational Safety and Health ("DOSH"), Malaysia Productivity Corporation ("MPC"), Colombia Asia, Fire and Rescue Department as well as contractors, consultants, site workers, UEM Sunrise's employees and the general public. Themed "Think Sustainable, Act Responsible", the programme aimed at inculcating safe work practice and positive culture, promoting better understanding on the construction quality, occupational safety and environmental issues in the work place that could affect the overall performance and productivity. It was officiated by Tan Sri Datuk Seri Lee Lam Thye, NIOSH Chairman.

As a responsible property developer, UEM Sunrise is aware of our duty to protect the environment and the many ecosystems it supports. We are committed to reducing our carbon footprint by maximising energy efficiencies and reducing all forms of emissions. We also preserve precious natural resources such as water by minimising waste and protect natural habitats by ensuring sufficient tracts of green are maintained to support Malaysia's rich biodiversity.

Imperia Condominium @Puteri Harbour, 28 Mont'Kiara and the Verdi eco-dominiums in Symphony Hills stand out as examples of our commitment to delivering green projects. All three properties boast energy-saving, state-of-the-art features and furnishing made of at least 30% recycled components.

Generally, we are applying green principles into the blueprints of our township developments. In Kota Iskandar, for example, we have implemented a nonintrusive automatic waste collection and disposal system that is environmentally-friendly and cost efficient. The development also boasts the first district cooling system outside of Kuala Lumpur. Together with environmentally-driven building designs that encourage natural ventilation, the administrative centre of Nusajaya has a naturally low energy consumption index.

A key environmental feature in Nusajaya is the Regional Open Space ("ROS"). This represents 343 acres of land which we are rehabilitating to create the Nusajaya Natural Heritage Park ("NNHP"), a multifaceted nature reserve with separate areas designated for botanical gardens, a reforested rainforest, herbarium and arboretum. The NNHP will also support a biodiversity programme that includes: activities such as planting wildlife-friendly plants to sustain the wildlife population; conducting education programmes that promote plant conservation; and the use of environmental-friendly products in the park's operations and maintenance to minimise the environmental impact on the flora and fauna.

At least

30%

state-of-the art features and furnishing in Imperia Condominiums @Puteri Harbour, Verdi eco-dominiums in Symphony Hills and 28 Mont'Kiara are made of recycled components.

Other environmentally-friendly initiatives we are deploying in our projects include rainwater harvesting. In Symphony Hills, for example, our semi-detached Beethoven homes employ a complex system of ponds and creeks to collect surface water runoff for irrigation, thus greatly reducing dependence on municipal water.

Within our office premises, we have implemented a number of processes and systems to reduce waste, leading to UEM Sunrise becoming the first property developer in Malaysia to be Quality Environment/5S System certified in 2014, following an audit by the Malaysian Productivity Corporation ("MPC").



Regional Open Space, Nusajaya

COMMUNITY

Our community outreach programmes are categorised into two main pillars – Education Enhancement and Community Development.

EDUCATION ENHANCEMENT

Our focus on Education Enhancement is based on a firm belief that education is a fundamental human right and should be extended to every child regardless of gender, race, religion or economic status. We also believe that education is one of the strongest enablers of community development, thus, with that in mind, UEM Sunrise brings educational benefits with the objective of creating a positive impact on local communities, and especially those that surround our operations.

We have adopted 13 primary schools and four secondary schools in Gelang Patah, Johor under the PINTAR programme since 2007. PINTAR, which stands for Promoting Intelligence, Nurturing Talent and Advocating Responsibility, is a programme launched by Khazanah in 2008 and driven by PINTAR Foundation that promotes school adoptions with the objectives to help achieve better education outcomes.

As of end 2014, UEM Sunrise has expanded its outreach in the PINTAR Adoption School programme by adopting four more schools in areas where we have developments, 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, Johor.

This brings UEM Sunrise PINTAR Adoption School programme to 21 schools located in Southern and Central Regions, touching the lives of approximately 7,000 students yearly.

We organise various initiatives in our PINTAR schools, guided by four PINTAR Core Modules, namely Team Building, Educational Support, Capability and Capacity Building and Reducing Vulnerability and Social Issues.

These efforts encompass educational, stimulating and motivational activities to inspire the students to reach new heights academically and to broaden their horizons personally. Under our Academic Excellence Programme we provide learning support through after-school and holiday activities that include exam clinics and seminars, and literacy projects such as the Newspaper in Education (“NiE”).

Over and above the Academic Excellence Programme and to create conducive resource centre within school compound, UEM Sunrise has sponsored books and refurbishment under the Library Enhancement Programme. Sekolah Kebangsaan Taman Nusa Perintis 1 in Gelang Patah, Johor was selected in 2014 to purchase additional reading materials and interior upgrade.



The students of SK Taman Nusa Perintis 1 at the enhanced library

This brings UEM Sunrise PINTAR Adoption School programme to 21 schools located in Southern and Central Regions, touching the lives of approximately 7,000 students yearly.

To further inspire the students and recognise their hard work and determination to deliver their personal best, an annual High Achievers' Awards ceremony is organised. In 2013, the UPSR examination recorded a 9% increase for 5As, 6As and 7As as compared to 2012 when PMR indicated a slump in students achieving 8As. Meanwhile for 2013 SPM results, statistics showed a significant leap with eight students obtaining 8As, 9As and 11As as compared to the previous year with only two students scoring 9As. The outstanding students were celebrated in May 2014.

As key objectives of the PINTAR programme is to develop rounded individuals, we also encourage our students to take an active interest in sports and environmental issues, and to be aware of social issues. In 2014, a number of activities were organised towards this end, including a Mini Football Challenge, a Green Programme Competition and a Road Safety Programme.

2014's motivational programme was conducted in two phases – 120 students for the camp phase, and their parents for the talk phase. The programme has inspired the students to be well-rounded individuals and at the same time, developed stronger parent-student relationship.

In line with the National Education Blueprint and to encourage high order thinking skills, more programmes have been designed to tap into the student's ability to collaborate in a team and subsequently strive for a solution. The inaugural Amazing Patriotic Race under the annual National Day Programme was a platform that tested their knowledge on the Country's history through writing, listening and presentations.



Wan Muhammad Baqie Mahadi, the recipient of Best PMR Student Award 2013 at the High Achievers' Award ceremony 2014 in Kota Iskandar, Nusajaya

In addition to the core PINTAR School Programme, in 2012 together with the PINTAR Foundation, we participated in the three-year UEM Group English Literacy Programme ("UELTP") with the aim to promote English literacy among Year 1, Year 2 and Year 3 students at selected schools and their parents.



Green Campaign Programme at Sekolah Kebangsaan Nusantara, Gelang Patah, Johor



Story-telling session by UEM Sunrise with the children at the Shelter Home 1



YAB Dato' Mohamed Khaled Nordin at the Pre-launch of Bayu Nusantara in March 2014

UEM Sunrise continues on its commitment to build affordable housing for the rakyat in Nusajaya by offering 351 units of Bayu Nusantara and pledged to build 10,000 more affordable housing which will be located in Gerbang Nusajaya.

COMMUNITY DEVELOPMENT

Under our Community Development, we integrate ourselves with local communities and encouraged social inclusiveness by organising various events and providing assistance to those in need. In the process, we have built lasting relationships based on trust.

Affordable Housing

UEM Sunrise continues on its commitment to build affordable housing for the rakyat in Nusajaya by offering 351 units of Bayu Nusantara and pledged to build 10,000 more affordable housing which will be located in Gerbang Nusajaya. At a pre-launch ceremony held on 1 March at SMK Gelang Patah in Johor, Menteri Besar YAB Dato' Mohamed Khaled Nordin presented the Certificates of Entitlement to Purchase to the eligible rakyat whom were successful in the balloting conducted by the SUK Perumahan Negeri Johor to purchase the properties that are scheduled to be completed in 2016.

UEM Sunrise's affordable homes will be built based on the guidelines of Dasar Perumahan Rakyat Johor in Iskandar Malaysia and depending on the demand structure. The affordable homes we are offering is in support of the Government's various efforts to ensure

home ownership for all Malaysians. It demonstrates our commitment in building quality affordable housing in Nusajaya which in the long term leads to the improvement in the quality of life of the local community.

A groundbreaking ceremony took place on 9 November for the development of Rumah Mampu Milik Johor ("RMMJ") named Denai Nusantara in Nusajaya with 1,109 units of three-bedroom apartments and 108 units of one-storey shoplots are expected to be completed by 2017.



YAB Dato' Mohamed Khaled Nordin officiated the groundbreaking ceremony of Denai Nusantara in November 2014

A further 1,436 units including PR1MA (government-sponsored quality and affordable) homes in urban areas are also currently being developed in collaboration with Denia Development Sdn Bhd ("Denia") in Taman Nusantara and its later phase, Nusantara Prima, both in Nusajaya. In collaboration with Denia, we have delivered 3,736 affordable homes and shop offices as at December 2014.

In addition, UEM Sunrise had in 2008/2009 allocated 60 acres of land in Gelang Patah to the State Government of Johor for the Perumahan Rakyat Iskandar Malaysia known as PR1MA development.

In 2014, UEM Sunrise has built up closer relationships with the communities via various engagement activities such as Educational Aids Assistance, Facility Enhancement Programmes, "Gotong-royong" activities, Motivational Talks and Back-To-School Programmes with the 'Orang Asli' children in Tapah, Perak and Gelang Patah, Johor.

UEM Sunrise is also proud to have pioneered the pintar Al-Quran Programme in 2008 in collaboration with Yayasan Islam Terengganu ("YIT"). This programme provides opportunities for pre-schoolers from five kindergartens in Gelang Patah to read and understand the Quran. In 2011,



when the Johor Religious Department ("JAJ") took over YIT's functions, it made substantial changes to the programme's modules to make it more effective. At the end of 2014, we included two more kindergartens in Gelang Patah namely Tabika KEMAS PR1MA and Tabika KEMAS Firdaus which brings the total number of UEM Sunrise Pintar Al-Quran Programme to seven KEMAS kindergartens.

In terms of Educational Aids Assistance, we contributed funds to the Shelter Home for Children and Agathians Shelter in Petaling Jaya, Selangor. For Facility Enhancement Programmes,





Pintar Al-Quran Khatam Ceremony at Kota Iskandar, Nusajaya

UEM Sunrise organised a "Gotong-royong" programme as well as upgraded the shower area of Pertubuhan Kebajikan Anak-anak Yatim Darul Aitam in Perak.


Our community initiatives are further supported by zakat (tithes) disbursements from Pusat Pungutan Zakat Majlis Agama Islam Wilayah Persekutuan ("PPZ-MAIWP") and Lembaga Zakat Selangor ("LZS"). In line with Approved Guidelines on Tabung Zakat Distribution by UEM Group, in 2014 we extended zakat funds totalling RM741,500 for community development programmes.



Soh Hwee Woon (middle), the recipient of Best SPM Student Award 2013 with her siblings at the High Achievers' Award Ceremony 2014 in Kota Iskandar, Nusajaya



Students of Sekolah Rendah Jenis Kebangsaan Tamil Gelang Patah, Johor at the UPSR Clinic in UTM, Skudai, Johor



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