

Corporate Social Responsibility

We are committed to giving back to the communities we serve and over the financial year, F&N adopted several drives across all business units that increased its standing as a good corporate citizen.

Giving from the Heart

In Singapore, in support of the President's Challenge, the annual charity drive initiated by President S R Nathan and aimed at mobilising the community to help raise funds for the less fortunate, TPL encouraged staff to show support for the 'Show Your Care, Buy A Bear' fundraising effort by purchasing a specially designed bear.

In aid of another deserving cause, Causeway Point and Northpoint collaborated with the North West Community Development Council to organise the Frasers Centrepoint Malls ("FCM") – North West Brisk Walk on 6 September, held in support of the North West Food Aid Fund. In addition to the sponsorship of the atrium for the mass event, both malls donated S\$20,000 worth of food products for needy families.

Throughout the year, FCOT's Central Park building provided its parkland area for various charities to host their fundraising events. The Spin for Juvenile Diabetes event by the Juvenile Diabetes Research Foundation was one such fundraiser. The day saw cycling teams peddling hard to complete the most kilometres in 40 minutes to raise funds for the charity. The Princess Margaret Hospital for Children also used Central Park's parkland as the co-ordination point for its annual Street Appeal, in which volunteers armed with donation tins were sent out to collect funds from the general public.

For the third time, FCOT's Central Park office tower in Perth hosted the 2009 Enerflex Step Up for MS – an annual event in aid of the Multiple Sclerosis Society of Western Australia. In a pre-event marketing initiative, Central Park's general manager bravely abseiled down the side of the 47-storey office tower, and generated significant interest for the charity day, in which 870 participants ran, walked or in some cases crawled the 1,096 stairs from the ground level to the roof of the Central Park building. Their committed efforts contributed to the raising of A\$140,000 for the Society.

Keeping Health Foremost

In response to the emergence of the H1N1 flu virus, TPL put in place a series of policies and procedures in preparation for pandemics to help assure staff and visitors of a safe work environment. Teaming up various companies involved in the Health Promotion Board's Healthier Food Products Bazaar, TPL promoted healthy living amongst staff in a workplace programme scheme which entitled staff to purchase healthful food products at special corporate rates. In addition, Latin Fusion and Taichi Aerobics classes were organised to encourage staff to enjoy regular exercise at the convenience of their workplace. A basic health screening session was also conducted for interested staff.

Our Soft Drinks Division recorded a major milestone in the year as part of its drive to educate the community when it organised the first ever Sports Hydration & Nutrition Seminar in Malaysia. Supported by leading sports bodies and the elite of the sporting fraternity, the seminar, sponsored by our leading isotonic drink brand 100PLUS, focused on improving sports performances through better hydration.

In a further bid to promote healthy living across Malaysia, our Soft Drinks Division, sponsored by our SEASONS brand, launched the Everyone Can Be Healthy campaign. Health tips printed on the side of the product packaging helped to create a greater awareness among consumers of how to lead a healthier lifestyle.

Support for Heritage

In celebration of Singapore's rich heritage and cultural diversity, four of Frasers Centrepoint Malls were venue sponsors for the Singapore HeritageFest 2009 road shows which were held from 15 to 26 July. The Centrepoint, Causeway Point, Northpoint and Compass Point were transformed into heritage hubs showcasing Singapore's culinary heritage and traditional games.

Investing in Our Youths

Marshall Cavendish organised the Budding Writers Project and WORDS+Art in 2008, as part of the Marshall Cavendish Learning Curves initiative. Learning Curves aims to extend learning beyond the core education curriculum by encouraging



innovative and creative thinking. The Budding Writers Project promotes works by children for children, and the WORDS+Art programme focuses on engaging students in different aspects of art and publishing.

Through its CARE programme, which it has been running since 2003, Marshall Cavendish also supports national education efforts by helping disadvantaged students with their scholastic needs. In 2008, 30 schools benefited from the programme, with around 200 copies of free textbooks and supplementary materials distributed to each school.

Reaching out to Malaysian youths, the F&N Freestylz Show Ur Moves campaign, launched by our Soft Drinks Division, sought to connect with the country's youth population and showcase the nation's talent in dance. The accompanying road show reached out to an estimated 500,000 youths in 160 locations nationwide.

In Support of the Arts

Frasers Hospitality was actively involved in supporting the arts. A total of S\$120,900 worth of accommodation was provided for overseas artistes who were here for various productions by WILD Rice as well as for Esplanade Dans Festival 2008. These productions included Snow White & The Seven Dwarfs, The Importance of being Earnest, The Sydney Festival, Own Time Own Target, as well as Shift: Checkmate by Albert Tiong – a segment of Esplanade Dans Festival 2008.

During the year, Magnolia brought a little Disney magic to Malaysia, as the sponsor of the Disney on Ice – Princess Wishes show, much to the delight of the children who attended the shows. The winning family of a supporting consumer contest was treated to a trip to Hong Kong Disneyland.

Protecting the Environment

“Are You With Us?” Green Initiative by Frasers Centrepoint Malls

In conjunction with International Earth Day, Frasers Centrepoint Malls successfully organised a green campaign, “Are You With Us?” which won a Silver award for Marketing Excellence, Community Relations category in the International Council of Shopping Center Asia Shopping Centre Awards 2009. The campaign involved a unique series of green initiatives and activities across six malls that actively engaged the community, supported the dynamic education of youths and established goodwill with key stakeholders and charitable organisations.

Shoppers learnt to embrace the 3 Rs (Recycle, Reuse & Reduce) in their everyday lives through the introduction of LOHAS (Lifestyle of Health and Sustainability). Other green initiatives included an exhibition on saving our rainforests, the creation and sale of eco-friendly accessories and home furnishing, the collection of recyclable items, and a bazaar to raise funds for charity.

Central Park goes carbon neutral

FCOT's Central Park office tower in Perth has cemented its position as an industry leader in sustainable operations by achieving its long-held goal of offsetting the carbon emissions

generated by the building's core services through the purchase of greenhouse friendly carbon credits.

The carbon neutral program involves three phases - the reduction of emissions to minimum levels, the auditing of emissions to determine the carbon footprint and the offsetting of emissions through the purchase of carbon credits. By working closely with our tenants to reduce energy consumption, there has been a reduction in building emissions.

In 2003, Central Park was the first commercial building in Australia to achieve a 4 ½ star National Australian Built Environment Rating System (“NABERS”) energy rating. With ongoing improvements proposed in sustainable operations and minimising its carbon footprint, Central Park is poised to elevate this to a 5 star NABERS rating in the near future. The property was also the venue sponsor for an event close to its heart and in keeping with its environmental commitment, World Vision Australia's ‘Race to Save the World’ event.

