

BOARD STATEMENT

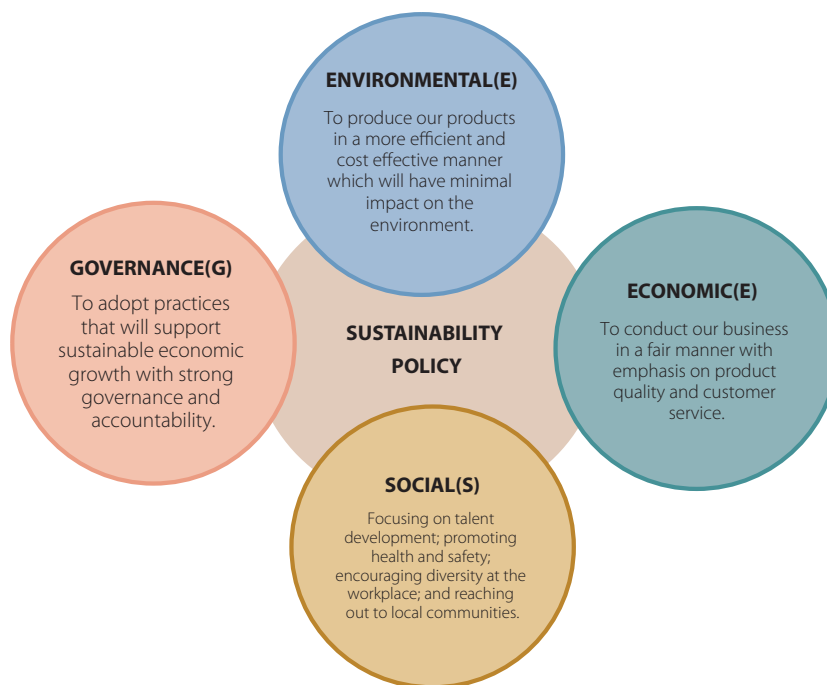
2020 was a year when the sustainability of many companies had been put to the test. The Company was not spared from the impacts of the COVID-19 pandemic either. In the financial year under review, the Board had to focus on two major issues namely, health and safety of the employees of the Group and the continued operations of its businesses. The Company had implemented new preventive measures to ensure the safety and health of its employees and the continuity of its operations despite the movement control restrictions.

In an effort to emerge stronger from the COVID-19 pandemic, it is imperative to implement sustainability measures to ensure that the businesses of the Group can withstand against increasing sustainability risks.

The Company's Sustainability Policy steers the Group towards reducing the impact of its operations on the environment through reducing the materials used for its production; conducting its business in an ethical and responsible manner; promoting the well-being of its employees; and making a difference to the communities it operates in.

OUR SUSTAINABILITY POLICY

We concentrate our activities on the following four focal areas which summarise the main challenges of sustainable development as they relate to our operations:



The Group monitors and addresses its sustainability risks by focusing on the following areas:

- a) Managing EESG risks in all business activities
- b) Ensuring environmental management in its production process
- c) Improving product and service quality

Sustainability Report

ABOUT THIS REPORT

This report is for the Group's financial year 2020/21. All data and activities reported are in relation to the Group's business operations from 1 April 2020 to 31 March 2021.

Reporting Scope

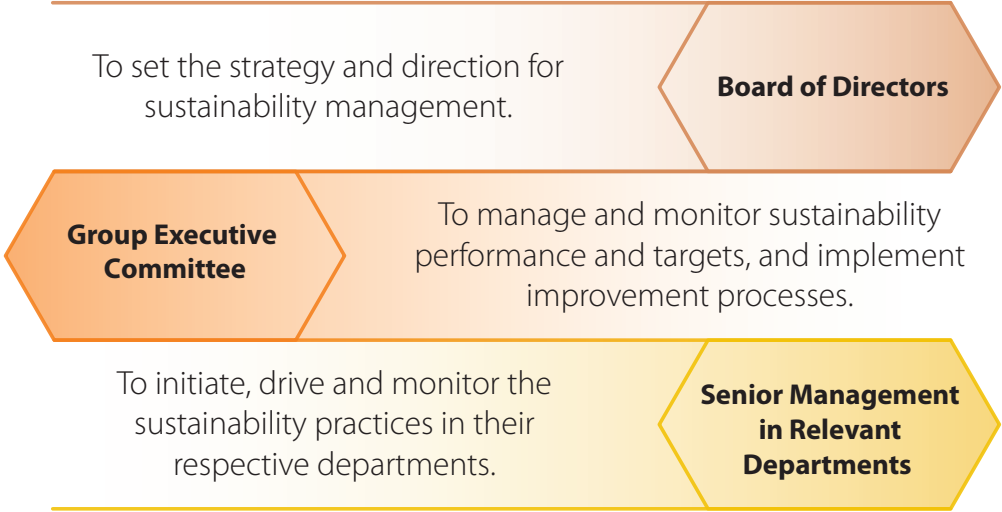
This sustainability report covers the Group's printing and publishing and travel operations in Malaysia and Hong Kong as these operations represent the core business of the Group and account for over 90% of its turnover for the financial year ended 31 March 2021.

Reporting Standards

This report is produced in accordance with Paragraph 29, Part A of Appendix 9C of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad and in accordance with the Environmental, Social and Governance Reporting Guide as set out in Appendix 27 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited. The Group's disclosures are also guided by the core principles of the Global Reporting Initiative (GRI) Sustainability Reporting Guidelines and the environmental, social and governance (ESG) factors used by the FTSE4Good Bursa Malaysia Index. This report includes references to the United Nations (UN) Sustainable Development Goals (SDGs). For a comprehensive overview of the Group's financial and non-financial performance for the financial year 2020/21, this Report should be read together with the Group's Annual Report 2020/21. There is no external assurance for this report.

SUSTAINABILITY GOVERNANCE

The Group's governance structure for its sustainability matters is as follows:










Sustainability Report

STAKEHOLDERS ENGAGEMENT

The Group proactively engaged with its stakeholders to gather feedbacks on the Group's sustainability performance, strategy, and initiatives. Such feedbacks will enable the Group to review its material sustainability matters and re-prioritise them, if necessary. The Group uses various communication channels to reach out to its customers, business partners, investors, employees and local communities.

The stakeholders and engagement methods are listed below:

STAKEHOLDERS	ENGAGEMENT METHOD(S)	PURPOSE
 <p>Customers</p>	<ul style="list-style-type: none"> • Meetings • Social media and websites • Events held for readers and advertisers • Customer satisfaction surveys • Networking lunches/dinners • Awards 	<ul style="list-style-type: none"> • Understand and/or meet customer needs • Provide credible and high quality content, products and services
 <p>Suppliers and business partners</p>	<ul style="list-style-type: none"> • Product presentations • Meetings 	<ul style="list-style-type: none"> • Achieve cost efficiency • Meet or exceed quality standards
 <p>Industry peers</p>	<ul style="list-style-type: none"> • Industry association 	<ul style="list-style-type: none"> • Share ideas to understand each other's perspective and to improve the industry
 <p>Shareholders</p>	<ul style="list-style-type: none"> • Annual general meetings • Announcements to Bursa Malaysia Securities Berhad and The Stock Exchange of Hong Kong Limited • Interim/Annual reports • Circulars and press releases • Corporate website • Analyst briefings 	<ul style="list-style-type: none"> • Provide opportunities for shareholders to engage with management • Allow shareholders to gain a better understanding of the Group's strategy, business and operations
 <p>Employees</p>	<ul style="list-style-type: none"> • Corporate events • Internal communications • Company lunches/dinners and gatherings • Trainings • Occupation Safety and Health Committee • Social activities 	<ul style="list-style-type: none"> • Understand and align with the Company's goals, strategy and update on corporate developments • For greater employees' satisfaction, retention, productivity and work-life balance
 <p>Regulators</p>	<ul style="list-style-type: none"> • Regular communication for updates 	<ul style="list-style-type: none"> • Comply with regulations
 <p>Community</p>	<ul style="list-style-type: none"> • Social media • Community events • Financial and non-financial contributions/ sponsorships 	<ul style="list-style-type: none"> • Contribute towards the well-being of the communities in which the Group operates

Sustainability Report

MATERIAL SUSTAINABILITY MATTERS

The Group continuously reviews its material sustainability matters by using the feedback it obtains from its engagement with its stakeholders. The Group places priority on sustainability matters that have material impact on the performance and sustainability of the Group. It constantly reminds its internal stakeholders to review their daily operations and processes in order to identify new material sustainability matters.

After identifying the Group's sustainability matters, the Group will then prioritise the sustainability matters that are considered most material to the Group's business operations and its stakeholders. Below is a list of the Group's material sustainability matters:

Sustainability Areas	Material Sustainability Topics	Corresponding GRI Framework Disclosure
Environmental	• Energy	GRI 302
	• Water and Effluents	GRI 303
	• Effluents and Waste	GRI 306
	• Emissions	GRI 305
	• Materials	GRI 301
Economic	• Procurement Practices	GRI 204
	• Product Responsibility	Non-GRI*
Social	• Diversity and Equal Opportunity	GRI 405
	• Training and Education	GRI 404
	• Health and Safety	Non-GRI*
	• Contribution to Community	Non-GRI*
Governance	• Governance Structure	Non-GRI*
	• Corporate Governance	Non-GRI*
	• Anti-Corruption/Business Ethics	Non-GRI*

* The Group has not made reference to the relevant GRI Standards for benchmarking purpose.

United Nations Sustainability Development Goals (UNSDGs)

The Company supports the United Nations Sustainable Development Goals (UNSDGs) in its business and operations. In its previous report, the Company had identified the following goals which are most aligned to the Company's material sustainability matters. In this report, the Group will articulate the activities it had carried out to promote these UNSDGs.



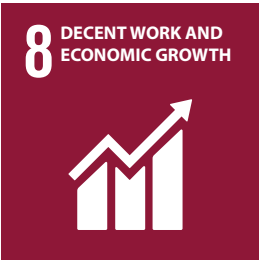
UNSDG 3 — Ensure healthy lives and promote well-being for all at all ages



UNSDG 4 — Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



UNSDG 5 — Achieve gender equality and empower all women and girls



UNSDG 8 — Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

SUSTAINABILITY AREAS

ENVIRONMENTAL

The Group has an Environmental Policy which aims to reduce the environmental impact of its business operations through conservation of energy, reduction of greenhouse gas emissions and waste. The Group aims to create and build awareness among its stakeholders on the importance of protecting the environment.

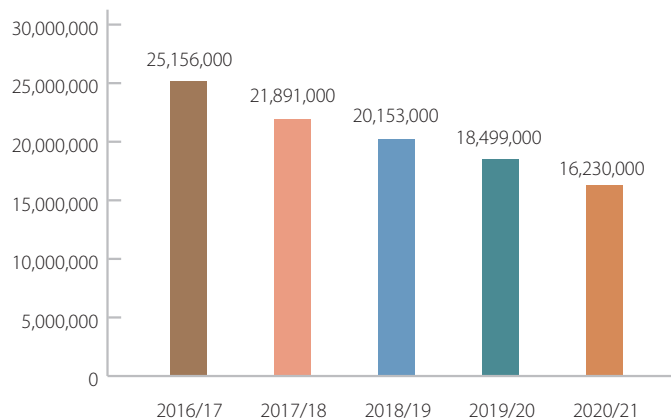
(I) Energy

The Group consumes electricity purchased from local electricity providers in Malaysia and Hong Kong. The usage of electricity by the production process in its printing plants contributes to most of the Group's consumption of electricity. The balance is from the usage in its office buildings. In line with its Environmental Policy, the Group aims to build an environmental conscious culture among its employees by reminding them to conserve energy through practices such as switching off the lights and equipment when not in use. The Group also continuously tries to conserve energy in its plants by adjusting printing slots or reviewing the method of printing.

For the financial year ended 31 March 2021, the Group managed to reduce its electricity consumption by 12.3% year-on-year to approximately 16,230,000 kWh.

Besides the Group's energy-conserving efforts, these savings were also attributed to the impact of the COVID-19 pandemic on its operations during the year under review.

Electricity usage (kWh) in Malaysia and Hong Kong in the past 5 financial years

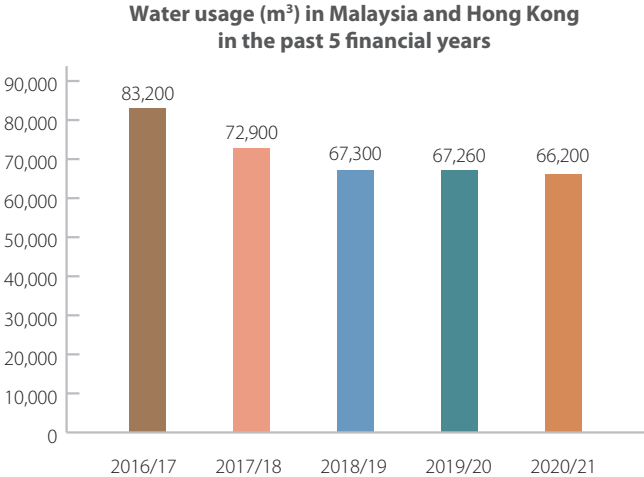


Sustainability Report

(II) Water

The Group purchases water from governmental water companies in Malaysia and Hong Kong. Most of the Group's water consumption is for the production process at its printing plants. The Group has installed facilities to harvest and store rainwater for cleaning purpose as a measure to conserve the use of water.

The Group's water usage for the financial year ended 31 March 2021 reduced marginally by 1.6% to 66,200 m³ when compared with the previous year.



(III) Effluents and Waste

The Group seeks to reduce, reuse and recycle the materials usage where possible. This is stated clearly in the Group's Environmental Policy. Most of the Group's waste is from its production activities. The Group has waste management processes in place where recyclable waste are sold to recycling companies whilst hazardous waste are disposed of by licensed contractors.

(i) Solid waste

The Group recycles its solid waste as much as possible. Waste materials such as used newsprint and plates are recycled. Each year the Group will set a target to reduce the wastage of newsprint. It constantly monitors the wastage from its usage of newsprint as the costs of newsprint is substantial and any savings in its usage will reduce the operating costs of the Group. Total newsprint wastage for the financial year under review fell by 35.1% to approximately 1,145,000 kg from 1,763,000 kg in the previous year.

(ii) Hazardous/scheduled waste

Toxic chemicals used in the printing press are minimal. Hazardous or scheduled waste generated from the Group's printing operations includes contaminated rags, waste ink, and chemical waste. In Malaysia, this hazardous or scheduled waste is required to be collected and disposed of by licensed contractors of the Department of Environment. Similar regulations are enforced by the Hong Kong Environmental Protection Department. To ensure the compliance with relevant regulations, all chemical waste generated from the Group's production plants is collected and disposed of by licensed collectors. The scheduled waste is also stored in separate holding areas, and will be recycled where possible by the waste collectors.

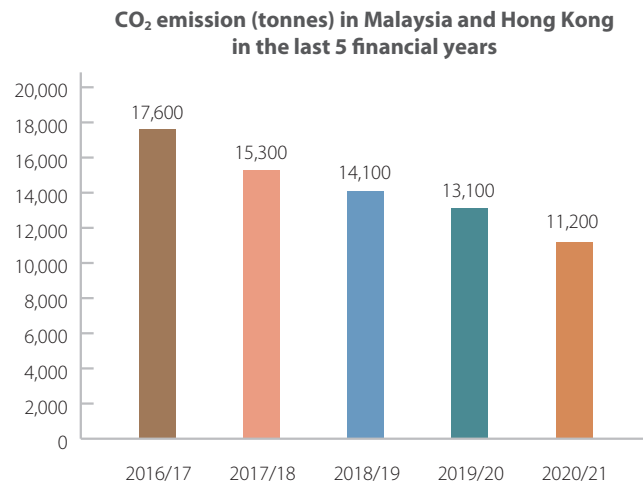
(iii) Effluents treatment

In order to comply with the laws relating to environment, the Group has installed wastewater treatment facilities at some of its printing plants to treat certain chemical waste before it is released into the environment. Sampling and monitoring of the discharge are performed periodically to ensure that it is safe to be discharged into the drainage system.

(IV) Emissions

The Group's Environmental Policy states its aim as being to reduce greenhouse gas emissions in order to minimise the environmental impact of its operations.

The Group has chosen its approach to report utility data under Scope 2 (Electricity) from operations under its direct control in Malaysia and Hong Kong. Scope 2 (Electricity) is reported on below.



The Group uses the emission factor based on the 2007 report by Pusat Tenaga Malaysia titled "Study on grid connected electricity baselines" in Malaysia and "Emission Factor Electricity 2020" provided by Hong Kong Electric to identify its greenhouse gas emissions from purchased electricity.

The Group succeeded in reducing its CO₂ emission from purchased electricity in 2020/21 by 14.5% to approximately 11,200 tonnes. This improvement was attributed to the Group's effort in reducing its usage of purchased electricity.

The Group does not report emissions from Scope 3, as it does not own any vehicle fleet. Product transportation is outsourced.

Sustainability Report

(V) Materials

The Group places importance on materials management. As part of the Group's continued efforts to contain cost, the manner in which the materials are stored and used are monitored to reduce wastage. Standard operating procedures are put in place to measure materials consumption at its printing plants to track the usage of materials and to ensure that they are used effectively and efficiently.

- (i) **Paper**
As the cost of newsprint is high, the Group monitors the use of newsprint closely. Most of the Group's newsprint is made of environmentally friendly recycled paper. The Group's printing machines are maintained frequently to ensure that they are in good conditions to prevent multiple starts and stops as these increase start-up waste. The Group has put in place key performance indicators to monitor paper waste continuously.
- (ii) **Plates**
The Group strives to reduce the usage of plates. In order to reduce wastage and to preserve the condition of the plates purchased, the Group stores the plates in a suitable environment. Additionally, the editorial team is mindful of minimising mistakes so as to reduce the usage of plates.
- (iii) **Ink**
The Group uses environmentally friendly ink in its printing plants. It uses an ink optimisation software to achieve optimum colour with the minimal use of ink. The Group's ink usage for the year in review was 590,000 kg, a saving of 12.5% when compared with last year's 674,000 kg.

OBJECTIVES FOR ENVIRONMENTAL SUSTAINABILITY	PROGRESS
<ul style="list-style-type: none"> • Reduce usage of electricity and water 	For the financial year ended 31 March 2021, the Group's electricity and water consumption was reduced by 12.3% and 1.6% respectively year-on-year.
<ul style="list-style-type: none"> • Reduce CO₂ emission from consumed electricity 	For the financial year ended 31 March 2021, the Group's CO ₂ emission was reduced by 14.5% year-on-year.
<ul style="list-style-type: none"> • Reduce wastage of materials such as newsprint 	The Group reduced its wastage of newsprint by 35.1% for the financial year in review when compared with the previous year.
<ul style="list-style-type: none"> • Reduce usage of materials such as ink 	For the financial year ended 31 March 2021, the Group's usage of ink was reduced by 12.5% year-on-year.

ECONOMIC

The Group's policy for economic activities is that it places importance on product quality and ethical business practices. Further, it also advocates protection of customers' data and adoption of sound supply chain practices and ethical business practices. These practices help build a long term, mutually beneficial relationship with its customers and suppliers. The Group also strives for positive economic performance to ensure its sustainability and growth.

(I) Economic Performance

For the financial year ended 31 March 2021, the Group recorded total turnover of US\$115,679,000 and a loss after tax of US\$1,913,000.

The table below shows the Group's economic values generated, retained and distributed by the Group for the year ended 31 March 2021.

Economic Value Generated (a)	US\$136,150,000
Economic Value Distributed (b)	US\$139,750,000
Economic Value Retained (c)	(US\$3,600,000)

Notes:

- (a) Refers to the revenues and other income generated by the Group
- (b) Refers to operating costs, employee wages, payments to providers of capital, payments to government and community investments
- (c) Refers to Economic Value Generated minus Economic Value Distributed

Further details of the Group's financial performance can be found under the Management Discussion and Analysis section on pages 16 to 18 of this Annual Report.

(II) Procurement Practices

The Group has established a procurement policy and put in place processes and controls for procurement. It practices a fair and impartial selection process of suppliers where it focuses not only on the pricing of the goods/services supplied but also the quality and services provided. A sound procurement practice may lead to savings by getting more competitive prices and ensures better quality goods and services. This will help improve the Groups' finances.

The Group has a set of fixed criteria for selection of suppliers and an annual evaluation of suppliers is carried out. The annual evaluation not only helps review the performance of the suppliers but also ensures that the prices of their goods and services provided remain competitive. As part of the Group's Anti-Bribery and Corruption Policy, the Group carries out due diligence on the suppliers before securing the supply contracts.

The Group believes in sourcing from local suppliers where possible and where procurement from overseas suppliers is required, it will be based on the suppliers' availability and capability.

For the financial year ended 31 March 2021, about 77% of the Group's total procurement were from local suppliers in Malaysia and Hong Kong totaling approximately US\$50,848,000.

(III) Product Responsibility

The Group is committed to engaging its readers and endeavours to provide broad coverage of accurate and bias-free news and plays an important role in exposing fake news. Editorial policies are put in place to ensure responsible journalism. Its online content is trustworthy, up-to-date and accessible at all times. The Group's editorial teams, managed by the editor-in-chief of each publication, review their own publications to ensure accuracy of the information contained. In the rare events that any information published is inaccurate, the Group will correct the misinformation in the next available publication.

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The Group adheres to the Guidelines issued by Malaysia's Association of Accredited Advertising Agents and Hong Kong's Trade Descriptions Ordinance. It is committed to ensuring the proper marketing of its products and that customers are treated fairly. It ensures that all advertisements and marketing materials published in the Group's publications meet legal and regulatory requirements, are appropriate for the target audience and accurately and fairly describe the products marketed. The Group also has customer management processes in place to ensure that customer complaints are handled in an appropriate and timely manner.

(IV) Customer Data/Intellectual Property

The Group is aware of the importance of protecting its customers' privacy under Malaysia's Personal Data Protection Act 2010 and Hong Kong's Personal Data (Privacy) Ordinance. It not only constantly builds awareness among its employees on the importance of data protection but also puts in place security procedures and technology to protect the information held and prevent unauthorised access, unlawful disclosure and misuse of personal information within the Group.

The Group respects and protects intellectual property rights. It only uses licensed software, and has in place a policy where employees are informed not to install unauthorised software on office equipment such as desktop computers and laptops.

(V) Anti-Bribery and Corruption

The Group has established an Anti-Bribery and Corruption Policy since February 2020 ("the Anti-Bribery Policy").

The Board of Directors (the "Board") of the Company maintains oversight of the Anti-Bribery Policy and will review this policy from time to time. To build an ethical culture within the Group, the Board has adopted a zero-tolerance approach towards bribery and corruption. It also prohibits the Group from making or offering any political contributions, in-cash or in-kind, to any political parties, politicians, elected officials or candidates for political office. This is to ensure that all directors and employees act professionally, fairly and with integrity in all its business dealings and relationships wherever the Group operates.

To ensure full compliance with Section 17A of the Malaysian Anti-Corruption Commission Act 2009, the Group had conducted five anti-bribery and corruption briefing and training sessions for its directors and employees during the year under review. This policy has been communicated to the employees through multiple channels including briefings from the departmental heads, emails, company's intranet and etc.

Besides, the Whistle Blowing Policy has been revised by the Board in February 2020 to provide an avenue for employees or any external party to report any concerns or suspected breach of any practices concerning fraud, bribery and corruption.

To date, the Group has not paid any fines, penalties or settlements in relation to corruption; and no staff has been disciplined or dismissed due to non-compliance with the Group's Anti-Bribery Policy.

OBJECTIVES FOR ECONOMIC SUSTAINABILITY

PROGRESS

- To implement a robust procurement system
- To deliver content that is true and accurate

The Group has adopted a procurement policy that sets out the selection and evaluation criteria for suppliers. For the financial year ended 31 March 2021, procurement from Malaysia and Hong Kong accounted for 77% of the Group's total procurement.

The Group has in place procedures and processes in its editorial departments to ensure the integrity of all its publications' content.

SOCIAL

The success of a company depends very much on its people and this is the philosophy that the Group adopts. The Group is committed to providing a positive, safe and inclusive working environment to allow people to reach their potential.

The Group takes its role in the communities seriously, and always plays an active role to improve the lives of the communities in which it operates.

(I) Employees

(i) Diversity and Equal Opportunity

The Group places importance on diversity and equal opportunities in the workplace. It has a policy which stresses on treating its employees fairly and courteously without regard to race, creed, religion, gender, nationality, age, marital status, disability, and will not tolerate any form of discrimination or prejudice in the workplace.

The Group as a media organisation promotes diversity as it helps promote innovation and creativity which are important in the changing landscapes of the media industry.

The Group ensures that it complies with the relevant applicable laws, rules and regulations in the jurisdictions within which the Group operates in relation to discrimination of gender, disability, marital status and race including ensuring its human resource practices are in compliance with labour laws in Malaysia and Hong Kong.

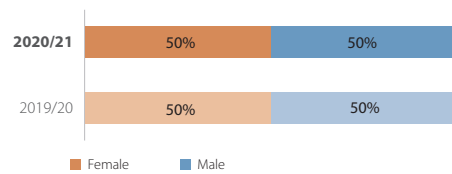
In Malaysia, besides the national unions, the Group has in-house unions for Sin Chew Media Corporation Berhad, Nanyang Press Holdings Berhad and The China Press Berhad.

Total number of employees in Malaysia and Hong Kong for the financial years ended 31 March 2021 and 2020 were 2,917 and 3,123 respectively. The 6.6% drop in its number of employees was mainly due to natural attrition and alignment of the manpower resources to meet optimisation in the Group's manpower needs.

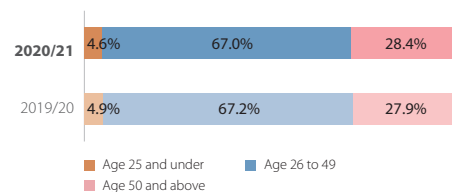
The diversity of employees in Malaysia and Hong Kong by gender, age and position is presented in the charts on the right:

The Group has a balanced workforce in terms of gender and this is the same in the previous year. Female representation at management level remained at 40% if compared to the previous year. Majority of the Group's workforce is young and aged between 26 and 49 which is important for the long-term sustainability of the Group.

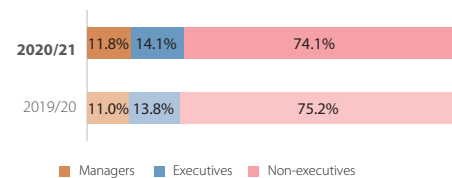
Employee diversity by gender



Employee diversity by age



Employee diversity by position



Sustainability Report

(ii) Employee Engagement

The Group believes in building team spirit through employee engagement. In the financial year under review, due to the implementation of movement restriction controls and to avoid the spread of the COVID-19 virus, celebration dinners like Annual dinner, Christmas dinner and department dinners were cancelled. However, some interactive activities, which were in compliance with movement restriction controls, were held such as the New Year flower planting competition and couplet writing.

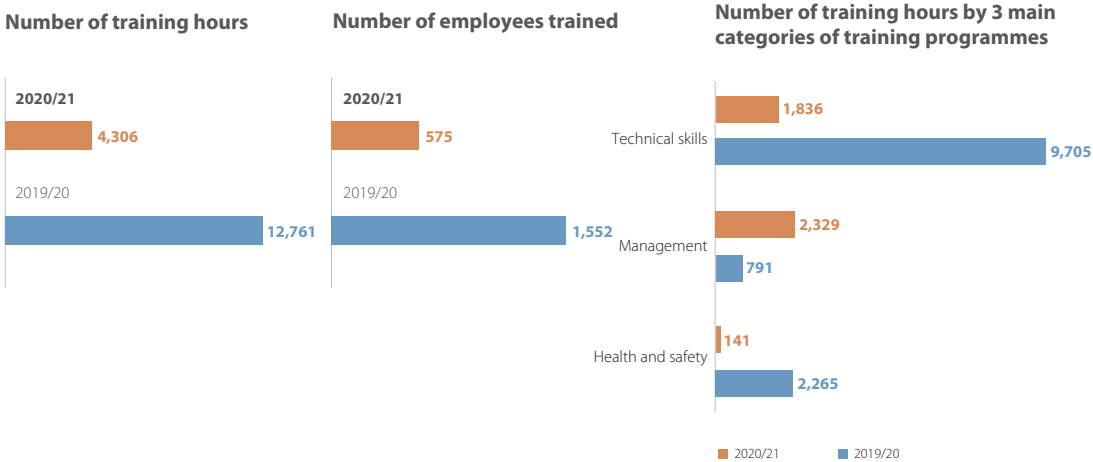
(iii) Training and Education

Upskilling is important for media organisations as the constant advancement of technology changes the way media content is published and consumed. Hence, the Group has adopted a policy on “Employee Training and Development” to improve its employees’ skills and performance.

In the financial year under review, the number of training hours had been significantly reduced by 66.3% to 4,306 training hours when compared to the previous year. Due to the COVID-19 pandemic, training has been kept to a minimum and training sessions had been carried out virtually instead. As a result, most of the group technical training sessions, which require physical presence, had been postponed. Nevertheless, employees are encouraged to participate in e-learning and online development programs to keep up with market and technological changes.

To ensure the Group keeps track of the performance of its employees to achieve an efficient organisation, annual performance evaluation is conducted to evaluate employees based on key performance targets set for each individual.

The training hours, number of employees trained and training hours by category for the financial years ended 31 March 2021 and 2020 are presented below:



(iv) **Health and Safety**

The health and safety of the employees of the Group is of primary concern to the Board especially in the COVID-19 pandemic. The Group has a policy of ensuring the health, safety and welfare of all its employees. Hence, the Group has in place health and safety measures to achieve an injury and illness-free workplace. The management continuously reviews work practices to ensure that high safety standards are maintained in all of its business operations.

In Malaysia, an Occupational Safety and Health Committee (“OSHC”) was established to help identify hazards and trends and facilitate the dissemination of information in order to address any concerns raised. The OSHC trains and reminds the employees to follow procedures for health and safety. For the year under review, the Group had organised training on topics such as “PPE Exposure and Hearing Program” and “Noise and Vibration Monitoring and Assessment”.

In Hong Kong, a safety committee was set up pursuant to the Factories and Industrial Undertakings (Safety Management) Regulation, Laws of Hong Kong to implement a safety management system and monitor the safety policy in printing plants. By virtue of the Regulation, a safety review is conducted annually for the purpose of evaluating the effectiveness and considering improvement of the safety management system. Safety review reports including safety improvement plans will be prepared and submitted to the Labour Department for examination. For the financial year ended 31 March 2021, its Hong Kong operations had conducted training on topics such as “Adopt safety measures when using machinery” and “Enhancing OSH performance”.

The safety and wellbeing of the Group’s employees are key. In order to protect the health and safety of its employees as well as maintain its business operations in coping with the impact of the COVID-19 pandemic, the Group has transitioned to a remote working model where possible.

The Group has adjusted office spaces to adhere to social distancing guidelines, markers are placed in common areas such as lifts, cafeterias and meeting rooms to remind all employees to maintain social distancing, and temperature checks for staff entering the office. Furthermore, common areas are cleaned and sanitised regularly. In addition, management meetings are held virtually where possible. The Human Resources Department also provides pandemic updates, safety and health guidelines such as posting infection control guidelines, safety tips and quarantine policies to staff.

During the current financial year, the number of workplace accidents was ten which was similar to last year. These accidents were all non-fatal and resulted in minimal productivity interference. These accidents were investigated and reported to the relevant authorities and measures have been put in place to prevent the recurrence of the same.

(v) **Work-life balance**

Work-life balance is an important factor for all employees, the Group therefore strives to provide an environment in which its employees can strike a work-life balance. The Group organises wellness and sports activities for its employees but most of these activities have been suspended due to the COVID-19 pandemic.

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(vi) **Child and forced labour policies**

The Group has a policy of not recruiting any minor or forced labour. The Group does not use any kind of child labour or forced labour.

(vii) **Code of Ethics and Conduct**

The Group has a Code of Ethics and Conduct that obliges its directors and employees to behave ethically and maintain high level of professionalism and exemplary corporate conduct. The Code of Ethics and Conduct states that directors and employees should avoid involving themselves in situations where there is a real or apparent conflict of interest between them as individuals and the Group's interests.

Directors and employees must exercise caution and due care to safeguard any confidential and sensitive information relating to the Group that may have come to their knowledge during their employment. They are also reminded of prohibitions against using inside information for securities trading.

The Group's Whistle Blowing Policy applies to its directors and employees. Directors may refer or address their concerns to the Board's Chairman or the Group Chief Executive Officer, and employees may address their concerns to their immediate superior, department head, the Group Chief Executive Officer or the Audit Committee's Chairman. No individual will suffer any act of retaliation or be discriminated against for reporting in good faith on violations or suspected violations. The Group's Whistle Blowing Policy provides that the Group will strive to keep the identity of the whistle-blower confidential.

The Group also has an anti-sexual harassment policy in place to protect employees against sexual harassment. Any concerns about sexual harassment may be reported to the individual's immediate superior or to the Human Resources Department and will be treated in the utmost confidentiality.

(II) **Contribution to Community**

The Group has always upheld the principle of contributing to improving the lives of the communities where it operates. It is always in the forefront of organising or carrying out activities to raise funds or awareness of pertinent social issues.

The Group's community investment policy centers on focus areas that reflect its values and expertise: Knowledge Building, Education, Humanitarian Assistance and Medical Assistance.

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NURTURING TALENT AND KNOWLEDGE-BUILDING



The Group believes in skill building and such emphasis should begin at a young age.

To encourage the pursuit of learning, the Group organises general knowledge quiz for school children such as “National NIE Quiz” and “Sin Chew Online Quiz” through *Sin Chew Daily*. These activities aim to build general knowledge and inculcate the habit of reading. They also build brand stickiness as the participants have read the Group’s publications for information.



Literary talent is encouraged through activities of the Group such as “Young Writer’s Training Program” and SaZhong Writing Camp” organised by *Ming Pao Daily News* and *China Press* respectively to train writing skills.

The Group provides budding journalists an opportunity to experience the life of a journalist by joining cadet reporter programs such as “Ming Pao Student Reporter Scheme” and “Sin Chew Cadet Reporter Program”. These programs are organised for the Group to build and recruit future talent for its operations.

PROMOTING EDUCATION



With the aim of providing opportunities for the underprivileged to receive education, the Group reaches out to corporates to seek sponsorship and/or carry out fund raising activities to raise funds to educate the younger generation by giving them various educational opportunities from early childhood education to university studies.

Various programs such as the Sin Chew Daily Education Fund and the Sin Chew Daily Readers Study Aid Project are carried out to fund the education needs of underprivileged children.

Yayasan Nanyang Press through its program “Dream House for the Hidden Stars” helped fund the learning programs for those with learning disabilities.

Sin Chew Daily has collaborated with higher education institutions to grant full scholarships to talented but underprivileged students to pursue tertiary education in Malaysia.



The COVID-19 pandemic had kept many at home hence limiting the opportunity for school leavers to visit education fairs to select suitable colleges, universities or courses. Hence, the Group had organised virtual education fairs in Malaysia such as the Sin Chew-E fair in June and December 2020, and the Nanyang Siang Pau and China Press Virtual Education Fair in December 2020. In Hong Kong, the Group through *Ming Pao Daily News* had organised the Education Expo 2020, JUMP Study & Career Fair and JUPAS Information Day.

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HUMANITARIAN ASSISTANCE



Over the years, the Group and its charity arms, Yayasan Sin Chew, Yayasan Nanyang Press and Guang Ming Charity Fund have supported or organised numerous causes and charity activities to reach out to the communities in which the Group operates.



Yayasan Sin Chew runs the “We Care Sponsor-a-Child” program which provides aid to school going children of underprivileged families. During the year, Yayasan Sin Chew has donated approximately RM0.7 million in helping 200 students.



Since early education is vital, Yayasan Nanyang Press had donated laptops loaded with programs and printers to 8 rural kindergartens in Sabah. It hopes to bridge the digital divide that exists between rural and urban children. The initiative will enhance children’s exposure to the digital world of learning through online and educational computer programs.



The COVID-19 pandemic has been hard on many families, especially those who don’t have access to aid programs. As such, Yayasan Nanyang Press teamed up with Carlsberg to reach 3,054 underprivileged Malaysians, regardless of race and creed across the nation by providing food and money to these families. Through this “Raise Against Hunger Program”, we generated hope in a time of immense uncertainty.



At the same time, Yayasan Sin Chew initiated the “Fight for Life, Action to Save” campaign to raise funds to buy food and necessities for families who had lost their income. It also raised funds to give financial support to 231 NGOs, orphanages, old folks homes and hospices which faced difficulty in raising funds during this economic crisis caused by the COVID-19 pandemic.

Sin Chew Daily teamed up with Tiger Beer and Chinese associations to launch an awareness campaign “Love Yourself by Wearing Masks”. The awareness campaign was to encourage school children to use face coverings to protect themselves and others from the virus. The campaign collected 10 million facemasks for distribution to schools within Peninsula Malaysia.

In Hong Kong, *Ming Pao Daily News* helped raise funds from readers’ donations amounting to approximately HK\$170,000 for the needy and also organised a book donation drive.

MEDICAL ASSISTANCE



In response to the distress over the shortage of medical supplies in Malaysia arising from the COVID-19 pandemic outbreak, Yayasan Sin Chew, Yayasan Nanyang Press and Guang Ming Charity Fund had successfully collected approximately RM21.3 million from the public, which was utilised to purchase personal protective equipment (PPE), ventilators, COVID-19 testing kits for designated hospitals and government health facilities all over the country.

During the year, the Group had raised approximately RM5.5 million for those who have medical needs but do not have sufficient means to seek medical help.



The Group through Yayasan Nanyang Press continues to provide sponsorship to 4 dialysis centers throughout Malaysia to subsidise their costs in treating patients.

In order to educate the general public on certain health topics, the Group also organised talks in conjunction with medical and pharmaceutical companies.

(III) Readers and Advertisers

Staying connected with its readers and advertisers is important to the Group, as this allows it to know and understand the demands of this group of stakeholders. The Group uses several platforms such as social media, ground activities and its printed publications to reach out.

The Group also welcomes visitors to its printing plants so that the public can understand and appreciate the process of printing. The Group's publications such as *Sin Chew Daily*, *China Press* and *Ming Pao Daily News* normally receive visits from schools to their printing plants to provide students with an overview of their newspaper operations. These visits were kept on hold during the year due to the COVID-19 pandemic.

This year, most of the engagements between the Group and its readers were conducted virtually through programs such as "Sin Chew Daily Filial Piety Dinner", "Chinese New Year Reunion Campaign", "HKSH Online Health Seminar" and finance related webinars.

Sustainability Report

(IV) Investors and Shareholders

The Company engages its investors/shareholders through press releases and corporate announcements of its financial results quarterly, half-yearly and annually. It also engages its shareholders at annual general meetings.

The Company has a shareholders' communication policy. The details of shareholders' rights are set out in the Corporate Governance Overview Statement in this Annual Report on pages 45 to 65. The Group's website also provides detailed information on procedures for shareholders to propose a person to be elected as a director.

OBJECTIVES FOR SOCIAL SUSTAINABILITY	PROGRESS
• To create a diversified and skilled workforce	The Group has provided training to 575 employees for the financial year in review and the total number of training hours was 4,306 hours.
• To continue to engage its stakeholders	Details of these engagements are stated on page 29 of this report.
• To build an ethical business culture	Implemented anti-bribery measures within the Group by adopting an Anti-Bribery and Corruption Policy and carrying out training for its employees on the same.

GOVERNANCE

The Group is committed to implementing practices that support sustainable economic growth through strong governance and accountability.

Further details on the Group's corporate governance are set out in the Corporate Governance Overview Statement and Statement on Risk Management and Internal Control on pages 45 to 65 and pages 67 to 71 of this Annual Report respectively.