

AWANIAN BUZZ

Internal Newsletter

Issue 2 - March 2024

Editor's Note



Greetings and welcome to our 2nd Edition of Awanian Buzz!

We are privileged to have you join us on this journey and hope you're as excited to be a part of it as we are. In this edition, we've curated some light-hearted, casual reads centered around recent company events, engaging activities, and a special feature shining the spotlight on our Executive Director, Mr. Ng Teck Hua.

But we're not just here to report the news—we want to ensure you're fully engaged and informed, making this newsletter your personal portal to all things Setia Awan. It's all about you! Whether you're a seasoned project expert or the go-to person for lunch orders, we're here to celebrate and showcase everyone's contributions.

A huge shoutout and heartfelt thank you to all Awanians who generously shared their photos for our newsletter. You are truly our greatest source of inspiration! Please continue sending in your contributions.

We eagerly await your feedback and ideas for future editions of Awanian Buzz. Let's make this a truly collaborative platform. Thank you in advance for embarking on this adventure with us.

Warm regards,
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Setia Awan Annual Dinner 2024



We are thrilled to share with you the exclusive highlights from our eagerly awaited 2024 Annual Dinner in conjunction with Chinese New Year celebration. The ambiance was truly magical as the ballroom burst into life with vibrant decorations, creating the perfect backdrop for an evening full of happiness. Guests dressed in their finest attire, following the Gold and Glitter Night Theme, enhancing the excitement, with some even competing for the coveted Best Dressed Award for male and female category.

The event unfolded with a fascinating opening performance by a group of dancers, followed by a heartfelt speech from our Chief Operating Officer, Mr. James Andrew Bruyns, welcoming all guests and Awanians.

To usher in tradition and prosperity for the new year, attendees participated in a lively Lou Sang session, symbolizing the start of auspicious beginnings. Throughout the evening, guests were treated to a delectable Chinese nine-course cuisine. As the night progressed, attendees were engaged in a variety of activities, including captivating singing performances by special guest Datin Sri Ilyka, who charmed the crowd with her melodious voice and Datin Sri also collaborated with a few guests for beautiful duets.

A highlight of the evening was the Long Service Awards, where individuals who had dedicated 5 and 10 years respectively to Setia Awan were honored. Among the recipients were Wong Zia Zia and Wan Nur Afrah Nadilah Binti W Sulaiman from Finance department, and Muhammad Afiq Bin Abd Talib from Government Liaison & Planning were recognized for their relentless commitment and dedication.



Lucky draw sessions were held featuring attractive prizes including a Dyson Cordless Vacuum, Nespresso Coffee Machine and many others. 55 lucky winners were chosen to win cash prizes including the Super Grand Lucky Draw winner, Tan Chin Loo from Finance department who walked away with RM12,888, exclusively sponsored by AmBank Group. Presented the prize was Mr Christopher Yap, Managing Director of AmBank Business Banking accompanied by Dato' Marcus Doh, Director of Setia Awan.



In line with the evening's theme, the "Best Dressed" Awards celebrated individuals who exuded style and sophistication, with Kenny Cheah Han Jiang and May Chan Chui Foong emerging as the distinguished winners, voted by Awanians.

Setia Awan's 2024 Chinese New Year Annual Dinner was a resounding success, encapsulating moments of appreciation, celebration, and togetherness within our Setia Awan family. We extend our heartfelt gratitude to all who contributed to this memorable event and eagerly anticipate sharing more joyous occasions in the future!





First Townhall of 2024!

On January 24, 2024, Setia Awan held its first townhall meeting that brought together Awanians from Kuala Lumpur, Selangor, Melaka and Perak. The meeting kicked off with our Chief Operating Officer, Mr. James, assuming the role of the moderator for the day, guiding us through an engaging and interactive ice-breaking session via Mentimeter live polls. We seized this opportunity to collect opinions and feedback from Awanians regarding the initiatives undertaken by the management.

Following this energetic start, the Executive Director, Mr. Ng Teck Hua, shared significant updates on the company's overall progress and exciting information about future plans. Our Chief Financial Officer, Mr. David Mok with his impressive expertise in financial management, walked us through the intricate details and key highlights of our fiscal performance, providing valuable insights and strategic recommendations for future growth and success.

Dato' Sri Ahmad Azizi Hj. Ali, our esteemed Advisor and Head of Corporate Strategy, imparted valuable insights on the Key Strategic Thrusts that will drive our company's success. These include focusing on Strategic Business Units (SBU) and Setia Awan's 4 Pillars: Costing and Design Concept, Sales and Marketing, Finance, and Customer Service. In order to achieve our goals in line with these thrusts, Dato' Sri Azizi emphasised the importance of setting clear Key Performance Indicators (KPIs) for each department to work towards in the upcoming years of 2024. As a team, we are committed to implementing these strategic plans effectively and achieving exceptional results for our company.



During the program updates, Mr. James shared detailed insights into the most recent developments in Project Development. He presented the current progress and future sales target for all of the projects. Puan Rasidah Kasim, Head of Corporate Services provided an enlightening presentation on People; Leadership Program and Values – Soft Skills Programs, emphasising the significance and advantages of cultivating crucial soft skills for successful leadership. Together, these presentations enhanced our understanding of the subject matter and illustrated its importance in practical terms.



The meeting continued with Director Dato' Marcus Doh, who shared his vision for Setia Awan in the year 2024, outlining his ambitious expectations for the company's growth and success.

Setia Awan's townhall meeting concluded with the Senior Management Committee addressing the current townhall meeting Q&A raised by Awanians and they also provided detailed responses to previous townhall questions on the progress and actions taken in response to those concerns. Last but not least, it is imperative that we all fully embrace the common vision, mission, and values of Setia Awan. Our shared target for the year 2024 can be achieved by embracing and putting these into practice. Let us join hands, and together we can take Setia Awan towards greater stands!

HAPPENINGS

Setia Awan's ISO9001:2015 Surveillance Audit

Setia Awan Land Sdn. Bhd. recently underwent its ISO 9001:2015 Surveillance Audit on March 18, 2024, conducted by an external auditor from Pearl Certifications Sdn. Bhd. This audit, supported by Senior Management and various departments, aimed to assess the organization's adherence to ISO 9001:2015 standards and identify areas for improvement in its Quality Management System. The successful completion of this audit reaffirms Setia Awan's commitment to maintaining high-quality operational processes and continual improvement initiatives, ensuring its ISO 9001:2015 certification remains intact.





Congratulations to our newly appointed SBU Heads!

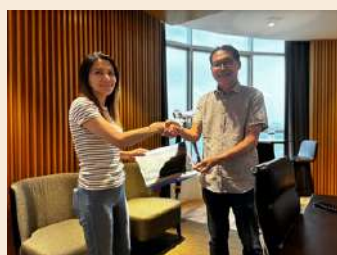


Subsequent to the announcement by Dato' Sri Azizi in the townhall meeting earlier this year, we are thrilled to announce the appointment of three new Strategic Business Unit (SBU) Heads. Congratulations to Eric Chew, Sam Lim and Carinne Suaw! This marks a pioneering move towards implementing the Strategic Business Units structure within Setia Awan, a step forward in our commitment to excellence and innovation.

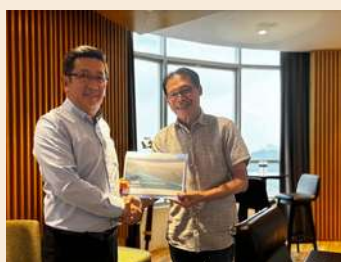
The primary objectives of these appointments are twofold:

- **Ensure Timely Project Completions:** Time is of the essence in the real estate industry, and timely project completions are essential for maintaining our competitive edge. The appointed SBU Heads will be responsible for overseeing project timelines, streamlining processes, and implementing effective project management strategies to ensure that projects are completed within stipulated timelines without compromising on quality.
- **Manage and Maximize Project Profitability:** Our new SBU Heads will be entrusted with the crucial task of overseeing project profitability, ensuring that resources are effectively managed and optimized to drive financial success for each project under their purview. Through strategic planning and execution, they will play a key role in enhancing the overall financial performance of Setia Awan.

These appointments will strengthen Setia Awan's vision in adopting new business units structure, while other reporting lines remain unchanged. Join us once again in congratulating our new SBU Heads as they embark on this exciting journey!



"I am honored to take on the role of SBU Head. This appointment reflects our dedication to advancing our business units strategically, and I look forward to driving success alongside my peers and colleagues." - Carinne Suaw



"As the new SBU Head, I am excited to work with all of you in this new phase of growth. This appointment signifies our commitment to innovation and excellence in our operations." Eric Chew



"My sincere gratitude to the Management for entrusting us with the opportunity to lead the SBUs. We will devote our level best, continue to innovate and elevate Setia Awan as one of the country's best developers. I am proud to be part of Setia Awan's SBU and eager to contribute to the continued success of the company!" - Sam Lim



Mr. Ng Teck Hua A leader with a taste for excellence

Mr. Ng Teck Hua is a beacon of visionary corporate leadership. His professional journey is marked by decades of banking industry experience and his pivotal role in Setia Awan Kuala Lumpur's success.

During his tenure at Maybank, Mr. Ng held a series of influential management positions, from Branch Manager to Executive Vice President across countries like Cambodia and the Philippines. His leadership skills and strategic prowess quickly earned him a reputation as a results-driven leader.



In 2012, Mr. Ng embraced a new career chapter as the Chief Operating Officer of Setia Awan in Kuala Lumpur. This transition showcased his expertise in financial management, strategic planning, risk assessment, and project execution. His extensive experience in finance and property development played a pivotal role in shaping several property projects under the Setia Awan's banner.

Mr. Ng's life philosophy revolves around integrity. He firmly believes that integrity is the bedrock of trust and an essential element for forging lasting relationships while preserving a clear conscience.



Lightning Round - A Quick Glimpse into Mr. Ng's Personal Side

Beyond his impressive professional achievements, Mr. Ng reveals a glimpse into his personal side during our quick interview. Did you know he has a passion for golfing and an unexpected love for cooking (surprise!)?

In a quickfire round of questions, we discovered that Mr. Ng's preferred snack substitute for Pisang Goreng is Kacang, he leans towards action movies over science fiction flicks, wants to explore the Balkans, and, when asked of which superpower he would like to have, he said he would not even dream of any fantasy ability – as hard work and good timing have played major roles in shaping his life.

Mr. Ng Teck Hua isn't only Setia Awan's Executive Director; he is a visionary leader with a distinguished career, a commitment to integrity, and an unwavering dedication to excellence. His influence reaches far beyond the boardroom, earning him the respect and admiration of all who know him.

AWANIANS TRAVEL!

In the highlight reel of our remarkable accomplishments in 2022, Awanians embarked on unforgettable overseas adventures to destinations like Bali, Bangkok, Pattaya, and Da Nang. These trips were more than just journeys; they were tokens of appreciation for our hardworking Awanians to refresh amidst serene beaches and bustling cityscapes in each destination. Below are the cherishable moments captured through our lens!



BIRTHDAY BASH!



Let's spread some belated birthday cheer to our wonderful leaders in Setia Awan: Dato' Marcus, Mr. Ng Teck Hua, Mr. James, and David Mok! Although their special days have passed, it's never too late to shower them with heartfelt wishes for ongoing joy, prosperity, and fulfillment.



Here's to a year ahead with exciting opportunities, unforgettable moments, and endless happiness. Let's reminisce about the fantastic memories we've shared together. Wishing Dato' Marcus, Mr. Ng Teck Hua, Mr. James, and David Mok a belated but very Happy Birthday, filled with love and laughter!

THANK YOU!

Thank you for joining us in this 2nd edition of our newsletter. Your support and engagement mean the world to us. Remember, if you have any questions or feedback, Do submit via QR below. Stay tuned for our next issue, where we'll be diving into even more exciting topics and sharing exclusive updates.



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