

Corporate Social Responsibility

CARE FOR COMMUNITY, ENVIRONMENT & EMPLOYEES

LEADER is committed to fulfilling our corporate and social obligations while conducting our business and to our innate belief of contributing back to the society. In this regard, LEADER has always and will continue to support any worthy cause, maintain good corporate governance, and engage in fair business dealings and in providing employees with a conducive and safe workplace. Although not entirely centred on philanthropy, LEADER still sets aside a certain percentage of its earnings annually for the enhancement of the welfare of the community, reaching out to the poor and needy, as well as the preservation of the environment.



CARE FOR THE COMMUNITY

PROVIDING MEDICAL, HEALTH & FIRST-AID ASSISTANCE

LEADER's involvement in the set up and running of the LEADER-ROTARY HAEMODIALYSIS CENTRE in Penang for the last 15 years since its inception in 1995 is indeed gratifying, knowing that many who could not afford to pay for the medical bills have benefited from our annual financial grant to the centre. LEADER's continuing yearly financial contribution to the centre has and will continue to help defray the centre's escalating operating expenses as well as provide dialysis treatment at no cost to those in need.

Additionally, in 2009, LEADER and its subsidiaries have also sponsored programmes and provided financial aid to State run organisations and other NGO's that promote medical and health wellbeing of the community at large.

The beneficiaries of LEADER's sponsorship or contribution to their funds were Badan Kebajikan Psikiatri Hospital Pulau Pinang, where the funds collected were utilised for the rehabilitation of psychiatric patients; D'Home Mental Health Association, which provides support, counseling, awareness, education and training to help family members and caregivers of the mentally ill; and St. John Ambulance, Penang.

Both the wholly-owned subsidiaries, Leader Cable Industry Berhad (LCIB) and Universal Cable (M) Berhad (UCMB) contributed towards the acquisition of coin counting machines for use by Malaysian Red Crescent Society for its charity fund raising project, while the National Kidney Foundation of Malaysia and the Malayan Leprosy Relief Association received financial contributions from LEADER's other subsidiary, Alpha Industries Berhad (Alpha), as part of their fund raising campaign to run their operations.

SERVING THE COMMUNITY

It has become the culture of the LEADER staff members to get involved in reaching out to the poor and needy as well as those who need special attention, to provide them moral support and letting them know that the community has not forgotten them. Additionally, these activities of interacting with the less fortunate has been eye-openers and learning opportunities for the staff, especially the new recruits in the family of LEADER, who gained knowledge of humility by the act of giving. This will stand in good stead for the staff to become caring citizens. In 2009, three such activities were organised.

LEADER Head Office staff members made a specially arranged trip to visit 4 poor Malay families at Penaga and Kepala Batas (in mainland Penang) to distribute foodstuff and necessities bought by the Company. The staff members also personally contributed fresh vegetables and new clothes to these families. Although, the foodstuff

distributed may not be much, it brought cheer and happiness to these families, the majority of whom are of elderly age, stay in dilapidated huts and who at times have gone hungry.

Staff from Alpha visited the Home for Special Individuals at Felda Bukit Besar, Kulai, Johor. The Home, located in a rural area, is in need of support from the public. Apart from the staff spending time with the young children and elderly folks at the Home and giving them encouragement, the company also contributed cash donation.

In December 2009, before the new school term began, LEADER donated school uniforms, bags, shoes, belts and socks for 21 school-going children from Shan's Children Home located at Mount Erskine, Penang. This Home provides shelter and care for children who are either orphans or children of single mothers. The children were taken out for a shopping spree followed by a hearty meal by LEADER Head Office staff members, who also did their own bit by contributing goodie bags filled with stationeries, drinks and snacks.

Other than the aforementioned, LEADER Group of companies have been lending support to various local charitable organisations in their noble community work by making cash donations.

In 2009, LEADER supported a fund raising project by Yayasan Pendidikan Kawasan Bandar Tun Razak, Kuala Lumpur. The foundation is involved in organising programs to help the poor and needy students via free tuition classes, free examination seminar, preschool Mathematics and Science in English, education grants to poor and needy students and also dyslexic children.

LCIB made cash donation towards the Donation Campaign for Welfare Fund of Pusat Harian Kanak-Kanak Spastik, Ipoh, while Alpha made cash donations to charitable organisations in Johor, namely, Welfare Council Semenanjung Malaysia, Persatuan Kebajikan Orang-Orang Istimewa and Persatuan Penjagaan Kanak-Kanak Terencat Akal.



PROMOTING SOCIO-ECONOMY AND TOURISM

In response to the call to all Penangites and Penang corporations for a concerted effort to rebuild and enhance the positive dynamism of the Penang State and its people, LEADER did its duty for its home state by supporting the inaugural issue of the revamped Penang Economic Monthly (PEM) magazine, a publication by the Socio-Economic and Environment Research Institute, Penang. LEADER will continue to lend its support for all subsequent issues of the magazine. The PEM is purpose-designed to provide an eclectic scope of Penang-related news, write-ups and articles geared towards inspiring a new "Penang Renaissance" and hence the overall development of the business community for the betterment of the people of the State of Penang specifically and the country in general.

LEADER also contributed towards the beautification and expansion of tourist attraction sites of the State and country. In particular, through its subsidiary LCIB, donation in the form of copper power cables was made during the renovation and expansion of Penang's world renowned Kek Lok Si Temple in 2009. The expansion of this iconic tourist attraction will further boost the local tourism industry.

PROMOTING HIGHER EDUCATION AND HUMAN CAPITAL INVESTMENT

LEADER had in the past sponsored students in higher education. Mindful of the need to resume this worthy cause, LEADER re-launched its LEADER Scholarship in 2009 whereby the first batch of recipients will be awarded full scholarships to pursue higher education in local public universities for the intake year of 2010.

The objectives are to promote higher education by offering scholarships to qualified students of Malaysian citizenship who are pursuing full time degree courses in local public universities; provide the opportunity to such individuals to achieve their full potential and assume leadership positions to contribute towards the nation's economic development; and alleviate the difficulties of the needy families by helping to defray their financial obligations.

While the recipients of LEADER Scholarship are also guaranteed of job positions in LEADER Group of companies, LEADER would in turn have a continuous supply of professionals to help drive the Group to higher achievements and further contribute to the community and nation's economic development.

CARE FOR ENVIRONMENT

Over the years, LEADER Group of companies have carried out and perpetuated activities to contribute towards the protection and safeguarding of the depleting environment. Among these activities are ongoing reusing and recycling of materials such as aluminium, copper, cables and wires at our factory plants; the distribution of eco reusable shopping bags to the public as well as to our business associates; and the sending of E-greetings during festive occasions to promote LEADER's stand and commitment by encouraging the public to adopt the choice of lifestyle, reusing, recycling and to save the cutting of trees for the benefit of our future generations. As a matter of fact, this hard copy of the annual report is printed using recycled paper.

To further create awareness and education of the younger generation on the importance of protecting and safeguarding the environment, LEADER co-sponsored an environment-friendly themed painting competition titled "YOUR PLANET NEEDS YOU". The competition was participated by 40 students from 20 schools. The objective of this event was to instil in the minds of the youths the importance of having a clean environment around us and to also motivate the students to cultivate a love for nature.

As previously reported LEADER Group is dedicated to protect employees' health and safety by providing a conducive and clean working environment, and benchmarking ourselves against international safety and health standards. Alpha and UCMB had been certified to OHSAS 18001:1991 and in keeping with the standards, UCMB has recently successfully upgraded its certification to OHSAS 18001:2007. Additionally, the employees in the factory plants are provided with health screening programmes that include blood tests for lead permissible levels, noise exposure monitoring and hearing conservation.

Also, our ongoing efforts in energy saving activities have continued to enhance our business efficiency, promote creativity, innovation and new ideas. These activities, including reducing base load, controlling and good maintenance of plant and machinery and equipment to reduce energy wastage, controlling environmental emissions, using energy savings bulbs and lightings, installing and using energy saving equipment, and air conditioning and lighting controls during non-working hours, are part of our commitment to raise awareness of climate change issues and giving people a voice on the future of our planet and working together to create a sustainable low carbon future for our planet.

CSR Efforts Overseas

CARE FOR EMPLOYEES

Apart from providing a conducive and clean working environment as aforementioned as well as endeavour to provide fair and reasonable pay and compensation benefits to all employees, the Group recognises the excellence that results from unity and teamwork. Towards this end, the Group continues to organise sports activities, get-togethers, outings and festive celebrations to encourage the employees to mingle and interact with one another to foster goodwill and build closer working relationship.

More notably, a combined retreat was held at an island resort of Pulau Langkawi for the Sales & Marketing and Operations staff of both LCIB and UCMB.

Employees Training And Career Advancement

At LEADER, employees are a crucial asset and major contributor to our success and team building is an integral part of our company structure. As mentioned, we continued to have team building activities during the year and also continued to provide training for management and executive staff and workers to strengthen and hone their competencies, skills and knowledge so as to enable them to excel in the tasks they perform. The Group also sponsored employees to attend external seminars and workshops to keep them abreast of the new developments, while in-house workshops were conducted to address specific issues. Career advancement and succession planning programmes are constantly addressed as a performance incentive for the employees and ensuring the continued availability of the right person for the right job.

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LEADER's overseas subsidiary, Cambodia Utilities Pte Ltd (CUPL), continued its bit in giving and helping the community in Cambodia.

During the year, CUPL, in its effort to contribute to the improvement of the literacy level of the rural people, has pledged to build another school block at the rural Sandan Village, north of Phnom Penh. The construction of the school block is still in progress and upon completion, this school block would cater for about 200 students.

To further support education in Cambodia, contribution of books and stationeries were also made to Cambodia Light Children Association as well as to two schools during their Annual Excellent Students Awards events.

CUPL also contributed financially to support the Power Exhibition organized by MIME (Ministry of Industry, Mines and Energy) to educate the public on power supply development in Phnom Penh.

To help boost the tourism industry in Cambodia, CUPL made cash donation to support the Boat Racing Team from Pursat for the Water Festival Boat Race in Cambodia.