



power multiplied  
by corporate  
responsibility  
benefits  
communities



# Corporate Responsibility

“ At LEADER , corporate responsibility is a proactive commitment that is integral to how we build value and trust in our company. It guides everything we do and has been part of the very essence of our company for more than 35 years. We believe it is a key initiative in sustaining our success today, tomorrow, and far into the future. ”



## CARE FOR THE COMMUNITY, ENVIRONMENT, MARKETPLACE & WORKPLACE.

*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 Assistance

It has been 16 years since the setting up of the LEADER-ROTARY HAEMODIALYSIS CENTRE in Penang in 1995. LEADER's yearly financial grant to the centre goes towards its fund in defraying the operating expenses as well as providing dialysis treatment at no cost to those in need. LEADER is committed to continue with the annual grant for the long term existence of the centre for the benefit of patients who could not afford to pay for the medical bills.

Apart from the above, LEADER and its subsidiaries have also sponsored charitable events and programmes and provided financial aid to state run organisations and other NGO's that promote medical and health wellbeing of the community at large.

In 2010, LEADER was the main sponsor of the charity hunt 'Treasure The Heritage, Savour The Food' for the general public organised by Mount Miriam Cancer Hospital to raise funds for its Needy Cancer Patients Fund. Besides LEADER's monetary contribution as the main sponsor, employees of LEADER Group also participated in the event, which was a resounding success as the funds raised exceeded the target. LEADER was also amongst the sponsors for the 'Say "Ahhh!!!" A Charity Musical Evening With Doctors' organised by Penang Family Health Development Association (FHDA). The proceeds from this fund raising charity concert was utilised to improve FHDA's medical screening and outreach programme for the underprivileged and drop-in care centre in support of families living with or affected by HIV. Another beneficiary of LEADER's monetary contribution was The Lions GTM-Pantai Penang Medical Fund, a joint collaboration between the Lions Club of George Town Mutiara and Pantai Hospital Penang, to provide financial assistance to poor and needy patients for medical and surgical procedures at Pantai Hospital Penang.

LEADER's wholly-owned subsidiary, Leader Cable Industry Berhad (LCIB) donated old PC monitors to the Buddhist Tzu-Chi Merits Society Malaysia in support of their recycling work as an effort to protect Mother Nature and as a fund raising programme in aid of the Buddhist Tzu-Chi Dialysis Centre Medical Fund. All proceeds raised from resources recycling will go towards providing needy patients with free dialysis treatment. LCIB also contributed in kind in the form of foodstuff to support Program MAHABBAH (Masjid Hentian Bebas Dadah), organised by Agensi Antidadah Kebangsaan Daerah Kuala Muda for its campaign against drug abuse.

In conjunction with the launching of its Safety, Health & Environmental Awareness Campaign, Universal Cable (Malaysia) Berhad (UCMB), a wholly-owned subsidiary, organised a blood donation campaign in collaboration with Hospital Sultan Ismail Johor Bahru.

Another subsidiary, Alpha Industries Berhad (Alpha), donated cash to Persatuan Kebajikan Pesakit Mental Selangor for the purchase of rice to ease the operating cost of the association.

Employees of the Group have also done their part by personally donating cash to MATTa MOBILE CLINIC, which would be used for funding free medicine to those needy in the vicinity of Bayan Lepas, Penang.

#### 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. Through these activities of interacting with the less fortunate the employees of the Group gained knowledge of humility in the act of giving. This will stand in good stead for them to become caring citizens. Such activities were again organised in 2010.

LEADER's Head office staff members made a special trip to Rumah Kebajikan Seri Cahaya (RKSC) at Batu Maung, Penang, a home for underprivileged children and elderly. The purpose of this outing, in addition to celebrating Deepavali with employees of the Hindu faith and fostering closer staff relationship, was to bring cheer to the inmates of RKSC during the Festival of Lights. LEADER contributed in kind, in the form of daily necessities and nutritional food items, while LEADER Group's employees personally donated clothes to the inmates of RKSC as well as contributed cash towards RKSC's Building Fund.

Staff members of Alpha visited an independently run orphanage as well as made a trip to Desa Bina Diri in Mersing, Johor, a centre for the homeless, which is fully funded by the Ministry of Welfare. This centre provides shelter and care for beggars, wanderers and old people from all parts of the country. The inmates of this centre are taught to be self-sufficient through various economic activities which include sewing, handicraft, fruit planting and fish farming. Alpha donated cash to the orphanage and Desa Bina Diri while the employees who participated in the visits personally contributed cash, foodstuff, wearable old clothes as well as old books for the orphans and inmates.



LCIB has organised the collection of usable old clothes and toys from the employees of LCIB as well as LEADER's Head Office staff on a regular basis for donation to homes and orphanages every 2 to 3 months. This is part of recycle and reuse activity, which at the same time benefits the needy.

For the improvement of conditions in the Penang Prison, LEADER contributed in kind by donating wall fans.

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

In 2010, LEADER contributed cash towards a charity dinner jointly organised by 3 NGOs, namely Catholic Welfare Services Sarawak, Society of St. Paul Vincent de Paul and Kidney Association of Sarawak, to raise funds to enable them to carry out their mission in aid of the poor and less privileged. LCIB, UCMB and Alpha also made combined cash contributions towards a charity dinner organised by the Lions Club of George Town Mutiara for the elderly, underprivileged and handicapped to celebrate Chinese New Year.

LCIB made a cash contribution towards the Malaysian Rugby Union's annual expenditure budget to fund its 2010 programme, which includes organising various national, international and junior tournaments; courses for umpiring, training and technical enhancement; and administrative expenses for the running of the office of the union. LCIB also donated cash to part sponsor the PDRM Kedah Badminton Competition organised by the Kelab Polis Daerah Kuala Muda.

As part of the Group's ongoing efforts to promote education and improve literacy of future generations, LEADER contributed towards the sponsorship of Kolej Mara Banting students' field trip to Kampong Juminik in Kampong Cham, Cambodia for a community services project. Both LCIB and UCMB donated towards the Penang Han Chiang Associated Chinese Schools Association Building Fund. In addition, UCMB also made cash contributions to the fund of PIBG Sekolah Jenis Kebangsaan Cina Fong Yew 1 in aid of needy students.

### Promoting Socio-Economy, Tourism & Heritage Preservation And International Relations

Since the inaugural issue of the revamped Penang Economic Monthly (PEM) magazine was published by the Penang State's Socio-Economic and Environmental Research Institute (SERI) in 2009, LEADER has continued to contribute towards the publication of all subsequent monthly issues of the magazine in 2010.

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 in specific and the country in general.

In July 2010, LEADER again played its role as a corporate citizen in support of its home state by contributing towards the sponsorship of a world class performance by an international artiste that was part of the inaugural month-long George Town Festival in conjunction with the celebration of the 2nd anniversary of George Town as a UNESCO World Heritage Site. The festival was jointly organised by the Penang Tourism Bureau and George Town World Heritage Incorporated to promote the local tourism industry by showcasing the state's rich, diversified and preserved heritage.

In support of international relations, LCIB was among the sponsors for the 43rd Convention of The World Chinese Language Press Institute hosted by Kwong Wah Yit Poh Press Bhd. This event, which was officiated by our Prime Minister, was attended by delegates from the press/media all over the world, including from China, Hong Kong, Macau, Taiwan, USA, Canada, Europe, Australia, Japan, Singapore, Thailand, The Philippines, Cambodia and Malaysia.

### CARE FOR THE 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; the sending of E-greetings during festive occasions; and the printing of the hard copy of the Company's Annual Report using recycled paper 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.

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.

In caring for Mother Nature, LEADER supported the worldwide event towards Earth Hour 2010, a green mission initiated by WWF. Apart from being a co-sponsor for the launching of the event in Penang by SERI on 27 March 2010, for a momentous one hour from 8.30 pm to 9.30 pm, non-essential lightings at all the business units of LEADER Group in Malaysia and Cambodia were switched off.

Towards LEADER's commitment for a clean and green environment, LCIB co-sponsored the environmental conservation programme organised by Majlis Perbandaran Sungai Petani, Kedah to clean up the beach at Pantai Merdeka. In addition to LCIB's contribution of the purpose-designed 'Green T-shirts' for the participants, employees of LCIB were among the 1,000 plus participants in this successful cleaning up of Pantai Merdeka.

## CARE FOR THE MARKETPLACE

LCIB and UCMB were among a delegation of the Malaysian Cable Manufacturers Association members that held a dialogue with the Minister of MITI and other governmental agencies on the sub-standard cables issues in Malaysia and how such cables would impact the public, especially on the safety aspects, and Malaysian cable industry overall. The representatives of the governmental agencies, namely, MIDA, SIRIM, Bahagian Kastam, Suruhanjaya Tenaga, Jabatan Standard Malaysia and Jabatan Bomba Dan Penyelamat Malaysia were also present at the discussion.

A combined team from LCIB and UCMB also participated in a technical seminar and course for understanding electrical specification for electrical contractors conducted in Penang. The team from LCIB and UCMB conducted a presentation on sub-standard cables to all electrical consultants and contractors who attended the seminar. The aim was to highlight and educate the participants on the danger/hazards of using such cables and compromise the safety of end users.

For the protection against fire hazards from using sub-standard cables, UCMB marketed its high quality housing cables under the product name UniHome Housing Cables, emphasising on product safety awareness to the general public.

## CARE FOR THE WORKPLACE & EMPLOYEES

In keeping with LEADER Group's dedication to protect employees' health and safety by providing a conducive and clean working environment that complies with international safety and health standards, apart from Alpha's and UCMB's prevailing certifications, during the year LCIB successfully obtained certification to OHSAS 18001:2007.

UCMB conducted a Safety, Health & Environmental Awareness Campaign to promote awareness among employees on the importance and benefits of work safety and health matters and prevention of pollution and preservation of the environment; to promote active participation of employees towards achieving EMS ISO 14001:2004 certification and in the implementation and continuous improvement of its OHSAS 18001:2007 system; and care for the community by participating in Blood Donation campaign.

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. Gotong-royong activities to clean up the factory premises were organised while regular fire drills were conducted.

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, annual dinners, get-togethers, outings for community work, festive celebrations and retreats for teambuilding to encourage employees to mingle and interact with one another to foster goodwill and build closer working relationship.

Among the notable retreats were LCIB's teambuilding and development programme held at Harvard Hotel in Bedong, Kedah; the combined LCIB-UCMB Sales & Marketing team's retreat at the Belum Rainforest Resort, Pulau Banding in Perak; and Alpha's company trip to Mount Kinabalu Heritage Resort & Spa located at Kundasang and Poring Hot Spring.

## 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.

## CR EFFORTS OVERSEAS

LEADER's overseas subsidiary, Cambodia Utilities Pte Ltd (CUPL), continued its bit in giving and helping the community in Cambodia. In reaching out to the poor and needy, CUPL has taken on the 'Sponsoring A Child Programme' proliferated by the Cambodian Children's Fund organisation by sponsoring 5 children for 1 year from July 2010 to June 2011.

To further support education and improvement of literacy level of the rural people in Cambodia, CUPL also contributed towards the Excellent Student Award in Balang Commune, organised by the Committee Association of History and Cultural Research in Balang, to reward some 824 students from schools in the 4 communes of Korkitthom, Baksna, Krova and Choeng Derg in Balang.

CUPL also contributed financially to support the Exhibition on power industry organised by MIME (Ministry of Mine and Energy) at Siem Reap to educate the public on power supply development.



*Our sponsored children in the care of Cambodian Children's Fund.*

