

## SUSTAINABILITY & Corporate Responsibility



CCM's Corporate Responsibility is one of the main pillars in the Company's culture as we work towards integrating our business values and operations to exceed the expectations of our shareholders. Through our programmes, we strive to bring about change in the community we operate in. At the same time, we aim to enhance our corporate values and adopt ethical business practices to improve the quality of life for all.

As required under the Malaysian Code on Corporate Governance 2012, the Group has adopted the guidelines under the Securities Commission CSR Framework 2006 to achieve its sustainability objectives in the areas of Stakeholders and Marketplace expectations, Environment, Workplace Sustainability and Community Needs. The Corporate Sustainability Policy can be accessed from the Company's official website at [www.ccemberhad.com](http://www.ccemberhad.com).



### ENVIRONMENT

Year on year, we work towards ensuring the Company plays a pivotal role in the environment, mainly through awareness programmes with school and university students. CCM strongly believes in equipping students with the right skills and tools to help them become active global citizens who will play their part in building a better future for the next generation. At the same time, the Company also organises and takes part in various 'gotong-royong' programmes to do our bit for the community we operate in.

#### Program Perintis Hijau

The year under review saw CCM collaborating with the Shah Alam City Council ("MBSA") for Program Perintis Hijau 2013 aimed at instilling environmentalism amongst 64 students from 16 primary schools in Shah Alam. Now in its 5th year (8th series), this first ever collaborative effort between CCM and MBSA served to empower students to take ownership of the environment through activities that give them an introduction to nature, gardening and maintaining the green space in their surroundings.

#### Signing of MoU with the Department of Environment

In a bid to increase awareness on the conservation of nature, CCM signed a Memorandum of Understanding ("MoU") with the Department of Environment, Ministry of Natural Resources and Environment in June 2013. This was in line with the Environmental Awareness Programme held at Genting Highlands. This effort exemplifies CCM's readiness to work with various stakeholders to build a sustainable environment for our future generation. Moving forward, our *Program Rakan Alam Sekitar* will be a collaborative initiative with the Department of Environment and new activities will be introduced to the programme.

### COMMUNITY

Community building has always been the crux of CCM's business. In conjunction with our 50th anniversary in 2013, the Company heightened its involvement in the community with CCM working with various members of the society to reach out to people who are in need.

#### Humanitarian Efforts for the Army

CCM took its corporate responsibility efforts one step further by providing food supplies to Malaysian security forces on duty at Felda Sahabat during the Lahad Datu crisis in March 2013. CCM staff from Lahad Datu and Bintulu contributed monetary aid to purchase food supplies for our security forces involved with the hope to alleviate their burden during the trying times.

#### CCM Fertilizers Golf Tournament for Charity.

To commemorate CCM's 50th anniversary and to thank our customers and stakeholders for their support, CCM Fertilizers held a charity golf tournament in Kota Kinabalu, Sabah. It was more than just golf as CCM contributed RM10,000 to Rumah Putera Harapan, a welfare home in Sabah as part of the Company's initiative to assist the less fortunate in our community.

#### CCM Charity Bazaar

A total of RM1,912.00 was collected at CCM Berhad's charity bazaar that was held in June 2013 for Rumah Amal Kasih Bestari, Kampung Melayu Subang. More than 20 volunteers worked tirelessly to sell pre-loved items which were donated by staff members, all with the aim to raise funds for the aforementioned home which shelters orphans and children from poor families.

### Making Connections for the Underprivileged

In a bid to recycle and also to give back to the society, CCM donated its used IT equipment and computers to old folks homes, community centres and schools in Malaysia. This was a collaborative effort with Sols Computer, an organisation that specialises in collecting and refurbishing used IT gadgets before sending them to those in need. This effort exemplifies our commitment to ensure everyone, especially our young people, are exposed to technology with the hopes of securing a better future for themselves.

### CHAMPS Pre School Talent Competition

CCM hosted the inaugural *CHAMPS Pre School Talent Competition* to encourage preschoolers to showcase their talent and develop a love for the theatre and arts. Held in Kuala Lumpur and Penang, this competition saw many children coming forward to sing, dance, recite poems and story telling. This competition was an ideal platform to encourage children to build their confidence and self expression. The competition was also aimed at enhancing awareness of the goodness and nutritional benefits of *CHAMPS Vitamin C*.

### CCM Mini Carnivals

In conjunction with CCM's 50th Anniversary celebrations, the Group conducted a series of Mini Carnivals which involved all the Divisions. Among the activities conducted were a Sukan Rakyat, telematch, charity car wash and others. The aim of the carnivals was to foster better relations amongst staff members in the spirit of camaraderie and fun.

### CCM PINTAR Programme

The year under review saw CCM adopting SK Kampung Jawa, Klang and SK Sungai Merab Luar, Kajang as its two new CCM PINTAR schools. This programme started in 2007 and currently, CCM has a total of 12 adopted schools nationwide. The two new schools, along with the other existing CCM PINTAR schools, organised an array of activities throughout the year. The CCM PINTAR English Class is one of the core activities for the CCM PINTAR schools with the aim to increase the level of spoken and written English amongst the students.

SK Sungai Selad, Bintulu had also successfully conducted a *Larian Ambang Merdeka* in August and *Sukan Tahunan dan Sukaneka* in October. Besides this, a group of Standard 6 students from SK Kongkong Laut, Masai had the privilege to participate in a field trip to Kuala Lumpur. SK Kampung Jawa had also conducted a Children's Day celebration in October.

CCM PINTAR Schools in the Klang Valley were also invited to attend our 50th Anniversary Gala Dinner in September at Putrajaya International Convention Centre. Selected students and teachers were thrilled to be part of CCM's 50th Anniversary celebration. For

the year 2013, CCM spent RM51,501.00 for its CCM PINTAR programme.

### Flavettes Rhythm Nation Tour

CCM Pharmaceuticals launched the *Flavettes Rhythm Nation Tour*, in collaboration with the group Rhythm Nation to elevate the brand's presence of *Flavettes* in the market. The one month tour, starting from September 2013, took place in 10 institutes of higher learning in Peninsular Malaysia including Taylor's University Lakeside Campus, Universiti Selangor ("UNISEL"), Universiti Teknikal Malaysia Melaka ("UTeM"), and Universiti Tenaga Nasional ("UNITEN"), among others. The tour was aimed at encouraging Malaysian youths to adopt a healthy lifestyle through fun activities, amplified by digital platforms. The tour was well received by students and youth alike.

### PGM Tour

In line with the Group's continuous efforts to nurture the development of golf and golfing talents in the country, CCM signed on as the title sponsor for the Professional Golf of Malaysia ("PGM") CCM Rahman Putra Masters 2013 with an investment of RM200,000. This marks the third consecutive year that CCM has sponsored the tournament with our total contributions amounting to RM600,000 since 2011. This tournament aims to promote golf as a sport of interest in Malaysia and inspire local players to pursue golf at professional level.

### Sahabat Korporat Tabung Haji

In August 2013, CCM sponsored 30,000 health kits worth more than RM500,000 to Malaysian pilgrims performing their Haj. The kits included pharmaceutical products such as *Uphamol 650*, *Flavettes Vitamin C*, *Eye Glo Regular*, *Sloan Rub* and *Donna Glucosamine* for pilgrims to use during the course of their pilgrimage. The year also marked the tenth consecutive year of CCM's involvement in this programme, exemplifying our commitment to ensure the wellbeing and good health of our Muslim pilgrims.

Every year, CCM also participates in the Kursus Asas Haji ("KAH") and Kursus Haji Perdana ("KHP"), organised by Tabung Haji in all states for pilgrims to prepare for their Haj. During the KAH, CCM educates pilgrims on our Halal certified products that were included in the health kits and also organised promotional activities. CCM's promotional booths were also set up during the KHP.

### MARKETPLACE

One of our important tenets of corporate responsibility is to ensure our stakeholders are well taken care of. To do this, we often host various activities to strengthen bonds with our loyal customers, suppliers and the community.

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### CCM at Minggu Saham Amanah Malaysia

For the year under review, CCM participated once again at the Minggu Saham Amanah Malaysia ("MSAM") in Perlis with the theme '*Pelaburan Untuk 1Malaysia*'. Among the activities held were the CCM Interschool Showdown, CCM Photo Booth as well as medical check-ups conducted by students from Universiti Sains Malaysia under the CCM JATI (Jalanan Universiti dan Industri) Programme.

### 50th Anniversary Token of Appreciation

In commemoration with our 50th anniversary, CCM made an effort to personally meet and thank our stakeholders who had contributed most towards the growth and development of our businesses through the decades. Courtesy visits were made by the CCM senior management team with the presentation of our 50th Anniversary token.

### CCM Fertilizers Dealers Appreciation Night

CCM Fertilizers held an Appreciation Night for its dealers in conjunction with the Group's 50th Anniversary celebrations. As part of the event, a new Cock's Head Brand organic product range (Max 7 and Super 8) was launched that night. The event was aimed to show our gratitude to all CCM dealers for their continuous support.

### CCM JATI (Jalanan Universiti dan Industri) Programme

Heeding the call from the government to intensify collaboration between universities and industries, CCM collaborated with International Islamic University of Malaysia ("IIUM") and Universiti Teknologi MARA ("UiTM") Bertam to work with pharmacy undergraduates. Through this programme, students from both universities are exposed to entrepreneurship and product knowledge through the training provided by CCM. To date, CCM has launched this programme in Universiti Sains Malaysia ("USM"), Universiti Malaysia Sabah ("UMS") and UiTM Puncak Alam. The aim of our CCM JATI programme is to build and mould entrepreneurial capacity amongst our local graduates and enhance bonds between industry and university. This programme was initiated since 2011.

### Jom Heboh and Pesta Pengguna CCM

Throughout the year under review, CCM Pharmaceuticals aggressively participated in ground events like *Jom Heboh* and *Pesta Pengguna CCM* to build brand awareness for our products, specifically for over-the-counter ("OTC") products. Through these ground events, CCM managed to reach out to customers in Terengganu, Johor, Kelantan, Kuala Lumpur, Kedah, Perak and Pahang, among others. At the same time, we also use this opportunity to enlighten the public on the availability of CCM Pharmaceuticals Halal certified products.

### CCM's Media Roundtable – Introduction to Halal Pharmaceuticals

CCM hold a roundtable for members of the media to better understand Halal pharmaceuticals products. The session was conducted by three notable speakers, Ustaz Dr. Hj. Mohd. Izhar Ariff Mohd Kassim from Universiti Kebangsaan Malaysia ("UKM"), Professor Zhari Ismail from USM and Professor Dr. Wan Azman Wan Ahmad from University Malaya Medical Centre ("UMMC"). The roundtable was held to promote CCM's roles in the Halal sector as well as raising awareness on this new sector of the Halal industry for the benefit of the ummah.

### 10th Malaysia International Halal Showcase (MIHAS)

CCM participated in the Malaysia International Halal Showcase (MIHAS) which served as an ideal platform to showcase the Group's extensive range of Halal certified pharmaceutical products. MIHAS also gave us the opportunity to inform and educate consumers on the availability of Halal pharmaceutical products as well as to raise awareness on the benefits of consuming Halal certified health supplements.

## WORKPLACE

At CCM, we believe that the driving force behind our success is our employees. As such, we strive to provide them with the tools they need to be successful in their careers and at the same time, enjoy a work-life balance.

### Anugerah Majikan 1Malaysia

As a testament to our continuous commitment to put our employees first, CCM bagged the *Anugerah Majikan 1Malaysia* at the Labour Day Awards Presentation in June 2013. This award saw CCM landing the title based on five criteria including the implementation of human capital development, 1Malaysia values, corporate social responsibility programmes, employee turnout and implementation of human capital transformation activities. Our company brought home a trophy, a certificate and a cash prize of RM10,000.

### MyCAP

The year under review also saw us launched the *My Career Acceleration Program* ("MyCAP") for the Company's non-Executive employees to strengthen their skills, competencies and capabilities. MyCAP is an upward mobility programme developed by CCM and aligned with the PEMANDU Workforce Transformation Roadmap to transform the Malaysian workforce. From this programme, it is hoped that our employees will be on track to greater career growth and mobility opportunities. A total of sixty (60) successful employees from various fields had been selected to participate in this programme following written tests and interviews.