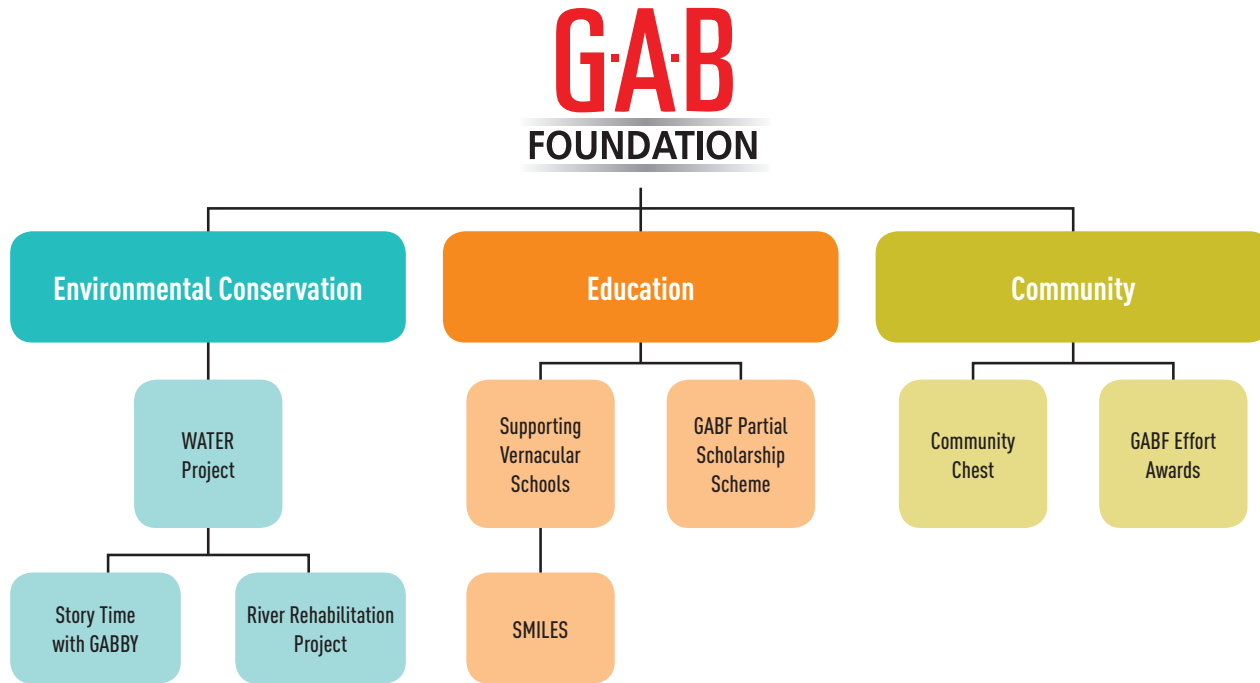


Our Commitment to Enriching Communities



ENRICHING THE COMMUNITY

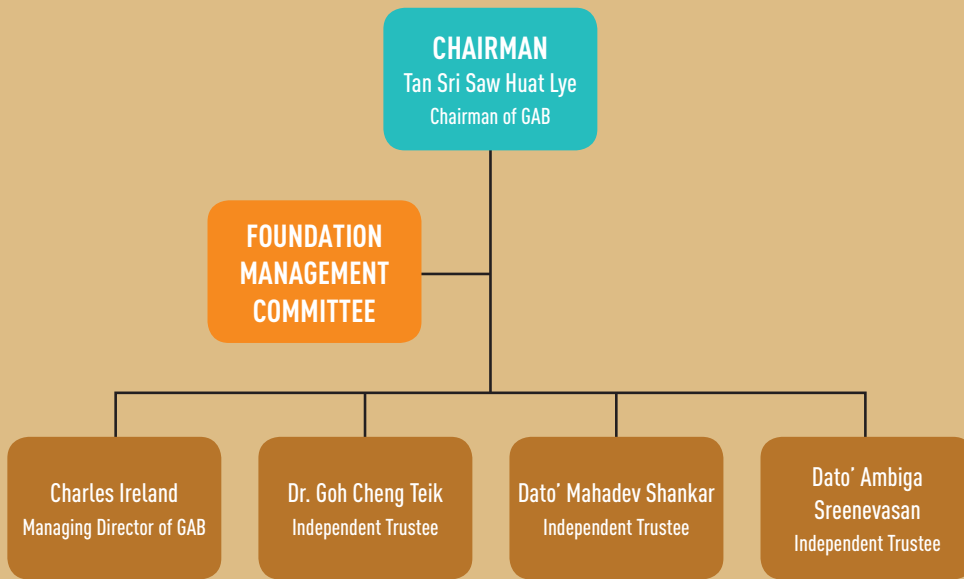
As we pursue our Vision of becoming an icon in business, GAB remains committed to enriching the communities where we operate and building enduring partnerships with them. To this end, we implement community programmes that encompass three main areas, environmental conservation, investments in education and community projects. We monitor our progress in these areas carefully and report this regularly, publicly and transparently to our stakeholders. Over FY09, we continued to roll out several community-enriching programmes.

The GAB Foundation

With its focus on environmental conservation, educational support and community enrichment, the GAB Foundation continues to make progress to enrich the lives of individuals and communities. Formed in July 2007 to spearhead GAB's CR activities, the GAB Foundation was officially launched on 17 March 2009 by YB Datuk Douglas Uggah Embas, the Minister of Natural Resources and Environment.

Within its three key pillars, the Foundation strives to identify causes that not only contribute significantly to improving and enriching the lives of deserving Malaysian individuals and communities, but which also resonate with GAB's corporate Values of striving for excellence, acting with integrity and having a genuine respect for people, society and diversity.

Structure of the Board of Trustees



Board of Trustees

The management and administration of the Foundation is governed by a Board of Trustees comprising the Chairman of the Board of Directors, Tan Sri Saw Huat Lye, our MD, Charles Ireland and independent nominees including former Deputy Minister, Dr. Goh Cheng Teik and former Court of Appeal judge, Dato' Mahadev Shankar and Dato' Ambiga Sreenevasan who was the former President of Malaysia Bar Council.

The Board of Trustees has the task of overseeing that the GAB Foundation fulfils its charter as a charitable body and carries out the wishes of all donors. The Trustees are to ascertain good governance for the Foundation by ensuring that all funds received are spent in a responsible manner and in accordance with the specific purposes the money was donated for.

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OUR COMMITMENT TO ENRICHING COMMUNITIES

A Resident's Thoughts on the River Rehabilitation Project

"Before, we only knew how to dump rubbish into the river, we didn't think about what would happen afterwards. But now, we've learnt the importance of keeping the river clean. People are willing to go into the river and collect rubbish. This is something no one would have done before. The river used to be smelly and full of rubbish. Now, we are so proud of it. We can now look at it as a sungai (river) not a parit (drain)."

The understanding of the residents on the importance of keeping the river clean has improved and this is reflected in the river's current condition. We have residents going into the river to clear the rubbish voluntarily and they even have a small area to turn the rubbish into compost. We are grateful to the GAB Foundation and GEC for helping us to improve our river as it will also improve the quality of life here."

R. Saravanan – President of Resident's Association

Environmental Conservation Pillar: THE WATER PROJECT

Through the GAB Foundation, we are helping conserve the environment through our WATER (Working Actively Through Education and Rehabilitation) Project which involves rehabilitating rivers and promoting good water usage habits among children.

We chose water conservation as our main environmental focus because clean water is a vital ingredient of our products. Clean water is essential for sustaining life and therefore the main aim of our WATER Project is to protect our water source and supply, ie. our rivers. We decided to start in our own backyard.

River Rehabilitation Project

In December 2007, we initiated a project to conserve the tributary of the Penchala River which runs behind the Sungei Way Brewery. This project engages local communities near the Foundation centre, business entities, Government sectors, service providers as well as local leaders and politicians. Its objectives are to improve the water quality of the river, to increase awareness and to develop a community participation model for larger scale roll-out.

This project is the first-of-its-kind in the country because it engages the community living along the river to help with the river's rehabilitation efforts. Working together with Global Environment Centre (GEC), a non-governmental organisation (NGO), we conducted education and training sessions for residents, business partners and GAB employees to educate them on recycling and composting.

The Foundation also successfully created excellent working partnerships with the Petaling Jaya City Council (MBPJ) and various Government departments such as the Department of Environment, Drainage and Irrigation, Department of National Unity and Integration and the Fisheries Department, all of whom pooled their resources for the betterment of the community. For instance, the Drainage and Irrigation Department installed rubbish and grease traps at various locations along Sungei Way, while we jointly organised a river carnival with the MBPJ. Residents too have shown tremendous commitment in that they are willing to physically wade into the river to remove trapped rubbish. The construction of a recycling and composting centre for the community is another tangible illustration of the project's success to-date.



Several other measurements are spelling out the project's success so far. Where initial biodiversity studies of the river had shown that no aquatic life was present, recent evidence indicates that certain fish species are being spotted more frequently than before such as snakes, catfish, eels and even tortoises. Birds, including herons, have also been sighted, indicating that the rehabilitated river has started to become a food source for these creatures.

Going forward, GAB will continue to create awareness about the project and get the upstream community in the SS3 and SS9A areas involved. We will also continue with our water quality, solid waste management and biodiversity studies to ensure the river is on the right track to being fully rehabilitated. We see habitat creation practices continuing and will soon make available a River Care Cabin for public use. The River Care Cabin will carry interactive exhibits, resources and equipment to deliver water and river education to communities and schools. Today, a dedicated website

(www.waterproject.net.my) provides background information on the river rehabilitation project as well as highlights the progress thus far.

Story Time with GABBY

The Foundation's Story Time with GABBY initiative aims to engage and educate children about the importance of responsible water conservation through storytelling sessions. A water toolkit for local communities incorporating three storytelling modules (i.e. water cycle, water pollution and water conservation) was specially developed by professionals in the field of child development to facilitate these storytelling sessions.

As at September 2009, 18 storytellers (including childcare workers and kindergarten teachers) have been recruited and trained to carry out storytelling sessions in English, Bahasa Malaysia, Tamil and Chinese. Public sessions have been held at selected community centres, welfare homes, kindergartens and schools at over 57 venues and for about 600 children.

Following each session, parents and children are interviewed by a Measurement and Evaluation Consultant to gauge each session's effectiveness and to help storytellers improve future sessions. Approximately 90% of the parents interviewed responded that the water cycle and activities section generated the most interest, while 95% of the children were able to recap and implement knowledge and content material from previous modules. Overall, 80% welcomed the extensive use of art and craft, props, visualisation and good mix of interactive participation.

Going forward, the GAB Foundation will focus on reaching out to community centres and schools in different states. A GABBY Club is currently being set up to continuously engage the children who have undergone the storytelling sessions. The club will play its part in constantly reminding children about the importance of conserving water via a quarterly newsletter that will carry articles, quizzes, cartoons, short stories and puzzles.



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OUR COMMITMENT TO ENRICHING COMMUNITIES

Education Pillar

We believe that education is the foundation of any community and therefore it is important that we assist children to reach their highest potential through our programmes. We created the SMILES programme for Tamil vernacular schools under the GAB Foundation, and the Dragon Mission initiative under GAB for Chinese education. The GAB Foundation's Partial Scholarship Scheme too is providing opportunities for those intending to pursue higher education.

SMILES

On 18 September 2008, the Foundation officially launched the SMILES (Supporting Malaysian Indian Learning, Education & Sports) programme aimed specifically at the Malaysian Indian community. The SMILES programme represents the Foundation's, as well as GAB's, long-term commitment to contributing towards the betterment of the Malaysian Indian community.

The first SMILES-supported initiative was the Total Immersion Camp (TIC). This intensive 21-day English proficiency programme, run by an NGO, the Tamil

Foundation, provides students who are transiting from vernacular Tamil schools to mainstream secondary schools with the essential language skills they need to assimilate in their new environment.

Through fund-raising initiatives, we successfully raised a total of RM230,000 for the SMILES programme, all of which was donated to the Tamil Foundation to fund projects specifically aimed at helping Tamil school children. Of the total amount collected, RM150,000 of these funds went towards sponsoring 280 Year Six Tamil school students enrolled in the TIC. Pre and post-evaluation tests conducted for these 280 students at the first TIC showed a marked improvement in their English proficiency.

The objectives of the TIC programme draw strong parallels with GAB's own corporate philosophy; a philosophy that revolves around the passion and desire to give one's best and a belief in providing people with the opportunity, tools and resources they require to make that ambition a reality. It is our hope that this programme will equip Tamil school students with the necessary English language skills to help them adjust to the new medium of instruction. We also hope it will

instil in them the confidence and desire to complete their secondary education.

Reading Corners

The SMILES reading corners act as a supplementary factor in assisting students to further improve and expand their English language proficiency. The reading corners consist of storybooks, reference books, bookshelves and furniture. It is our hope that through the setting up of these reading corners, we are able to cultivate an interest in reading English among Tamil school children. Some RM80,000 of the initial RM230,000 raised for SMILES went towards setting up reading corners in six Tamil schools in Kuala Selangor and Mukim Ijok. The Foundation received thank you letters from the principals and teachers of these schools, while principals from other schools have approached us to consider setting up these reading corners at their schools.

"Saya selaku Guru Besar sekolah ini mengucapkan ribuan terima kasih di atas sumbangan GAB Foundation, di mana sumbangan anda memberi faedah yang amat berguna kepada murid-murid sekolah kami".

Madam Manimoli - Guru Besar,
SJK (T) Ladang Tuan Mee



“Since its inception in 2007, the GAB Foundation has raised and contributed RM600,000 to help Tamil school children”.

Renuka Indrarajah
 Director, GAB Foundation Management Committee

English Enrichment Programme (EEP)

In 2009, the Foundation lent support to the English Enrichment Programme (EEP), an extension of the TIC. As a programme, the EEP has the opportunity to have a greater impact because students are coached from Year One onwards. The EEP aims to provide students with additional lessons over and above their regular curriculum. Students participating in this programme will go through an additional three-hour English lesson each week for a period of 12 months. To-date, over 500 students in 15 schools in the Klang Valley, Rawang, Malacca and Pahang are benefiting from this sponsorship.

Moving forward, we will continue to support the EEP programme through follow-through efforts until the children have completed their Year Six studies. We also plan to increase the number of schools and children that we sponsor under the EEP.

GAB Foundation Partial Scholarship Scheme

Our Partial Scholarship Scheme aims to assist deserving Malaysian students who are embarking on or are already pursuing higher studies at the certificate, diploma or undergraduate study levels in recognised Institutions of Higher Learning. By playing a stronger role in encouraging children to excel in education, the GAB Foundation hopes to help these children realise their full potential.

First opened to the public in January 2009, the Scheme attracted tremendous response with hundreds of applications sent in. Candidates were shortlisted based on a set selection process. Under the scheme, the following amounts are disbursed to successful applicants at the beginning of each financial year, until the completion of their studies, or for a maximum of four years:

- RM10,000 per year per successful applicant for undergraduate studies;
- RM5,000 per year per successful applicant for diploma or advanced diploma courses;
- RM3,000 per year per successful applicant for certificate courses.

“I’m happy to be selected for the scholarship. It has always been my father’s dream to see me pursue my education in a local university”.

Tan Aik Keat, scholarship recipient pursuing a medical degree at Universiti Malaya



OUR COMMITMENT TO ENRICHING COMMUNITIES

Dragon Mission

We went down to the ground to work closely with coffee shops and supermarkets nationwide and received tremendous support from these two channels. The response to GAB's Dragon Mission was simply overwhelming. The number of outlets participating in this year's Dragon Mission campaign increased from 3,302 refreshment outlets in FY08, to a total of 6,166 refreshment outlets, 1,539 pubs and bars and 247 superstores in FY09.

Following the success of the initial Dragon Mission campaign, Dragon Mission FY09 was kicked off on September 26, 2008 with a bigger target. The programme saw GAB raise more than RM2.8 million in support of Chinese education. Dragon Mission has today evolved into a fully fledged corporate responsibility programme which sees the campaign expanding its remit to include extra-curricular activities aimed at the development of well-rounded Malaysian Chinese youth. Our current brand initiatives, namely Tiger Sin Chew Chinese Education Charity Concert (CECC) and the Guinness Torch Fund (GTF), have now been aligned under the Dragon Mission umbrella.

Community Pillar

Currently, we engage the community through our GAB Foundation activities that include our River Rehabilitation Project, Story Time with GABBY, SMILES and Dragon Mission. Come the new financial year, we will step up our community activities and actively get our staff involved in independent community projects. Going forward, GAB pledges to work with the community through education and engagement activities for their betterment.

