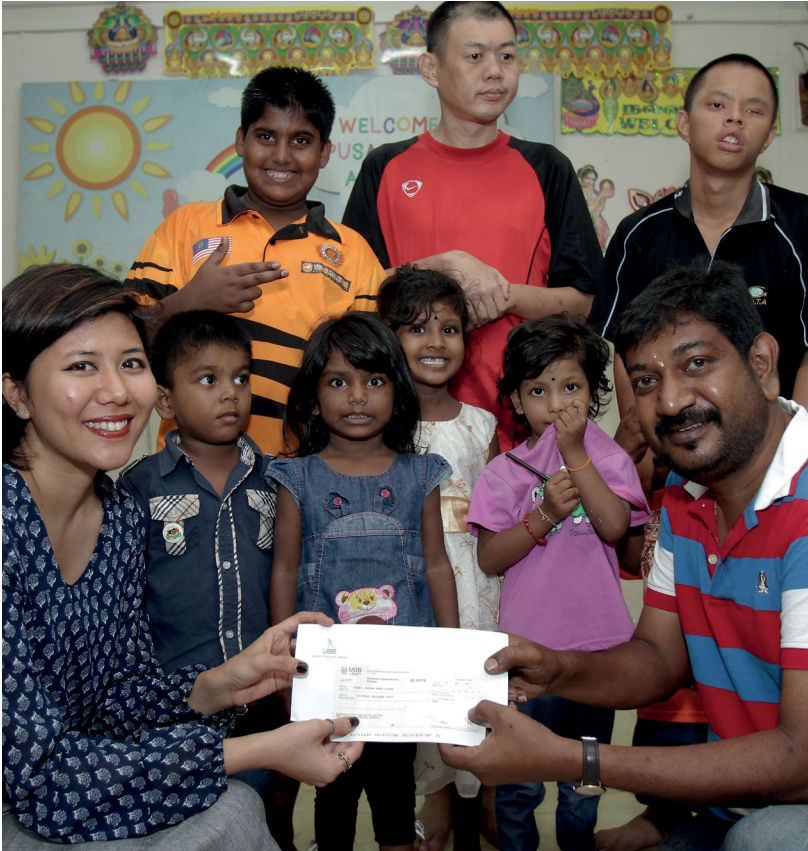


SUSTAINABILITY STATEMENT



STAR MEDIA GROUP ("GROUP OR SMG") HAS PROGRESSIVELY TRANSFORMED OVER THE LAST 46 YEARS FROM A SINGLE-PRODUCT COMPANY INTO A MULTI-CHANNEL MEDIA GROUP. TODAY, WITH A PRESENCE IN CORE BUSINESS ENTITIES SUCH AS – PRINT, DIGITAL & OTT, RADIO, EVENTS & EXHIBITIONS AND TRAINING – WE REMAIN COMMITTED TO DELIVERING THE BEST INTEGRATED MEDIA SOLUTIONS TO OUR AUDIENCES AND CLIENTS. AS WE SET ABOUT OUR DAILY BUSINESS OF HELPING SHAPE SOCIETY THROUGH OUR OFFERINGS, THE GROUP ACKNOWLEDGES THE NEED TO CREATE LONG-TERM SHARED VALUE FOR OUR STAKEHOLDERS AND TO SECURE THE FUTURE OF THE GROUP. IN LINE WITH THIS, WE ARE COMMITTED TO UPHOLDING RESPONSIBLE MANAGEMENT AND SUSTAINABLE DEVELOPMENT ON THE ECONOMIC, ENVIRONMENTAL AND SOCIAL ("EES") FRONTS.



SUSTAINABILITY STATEMENT (CONT'D)

OUR COMMITMENT TO CREATING SUSTAINABLE VALUES

Today, the respective business segments within the Group continue to work together, leveraging on common synergies and resources to embed business sustainability into their organisations. By ensuring sustainable progress throughout the Group, we are providing the momentum for our businesses to strengthen their operational efficiencies and deliver long-term growth.

SCOPE AND METHODOLOGY

This inaugural Sustainability Statement underpins the Star Media Group's commitment to undertaking business in a responsible and sustainable manner through our EES performance. It covers the period 1 January to 31 December 2017 and the Group's key sustainability activities in Peninsular Malaysia only. We focus on the business sustainability activities of specific components of Star Media Group, *namely Star Media Group Berhad and the operating companies within the Group's Print, Digital & OTT, Radio, Events & Exhibitions and Training segments.*

This Sustainability Statement, guided by the Sustainability Reporting Guide and Toolkits issued by Bursa Malaysia, is to be read in conjunction with the rest of Star Media Group's 2017 Annual Report, which highlights other financial and non-financial aspects of our business. To avoid content overlap, certain parts of this Statement may make reference to existing content within other sections of this Annual Report.

OUR APPROACH TO SUSTAINABILITY

The Group's commitment towards sustainable growth is reflected at all levels of our organisation. At the leadership level, our Board of Directors and senior management recognises the importance of pursuing an agenda, which upholds good EES practices. Our leadership has committed to investing in measures, which support the sustainable growth of the Group's businesses and which create value for our shareholders.

The Enterprise Risk Management unit, in particular, is tasked with overseeing sustainability matters within the Group. In terms of risk management, there is a Risk Management Committee ("RMC") comprising the respective heads of departments, which meets quarterly. The RMC deliberates on risks identified, controls and risk mitigation strategies arising from the risk assessment process conducted. From there, a presentation of the updates and findings is presented to the Audit Committee every quarter.

On the ground, the various teams within the Group carry out their everyday functions in a manner that makes a positive and sustainable impact on the EES front. With all employees within the Group doing their bit to ensure responsible and sustainable behaviour, we are safeguarding Star Media Group's reputation and strengthening shareholder value.

DISCLOSURE AND EXTERNAL ASSURANCE

While sustainable practices form part and parcel of the daily operations within our respective businesses, we are still at the early stages of developing a formal sustainability policy that encompasses all areas of the Group. As this is our first consolidated Sustainability Statement, it has not been subjected to external assurance. We are in the process of streamlining our sustainability data collection and monitoring activities across the Group and plan to seek external assurance in due course.



SUSTAINABILITY STATEMENT (CONT'D)

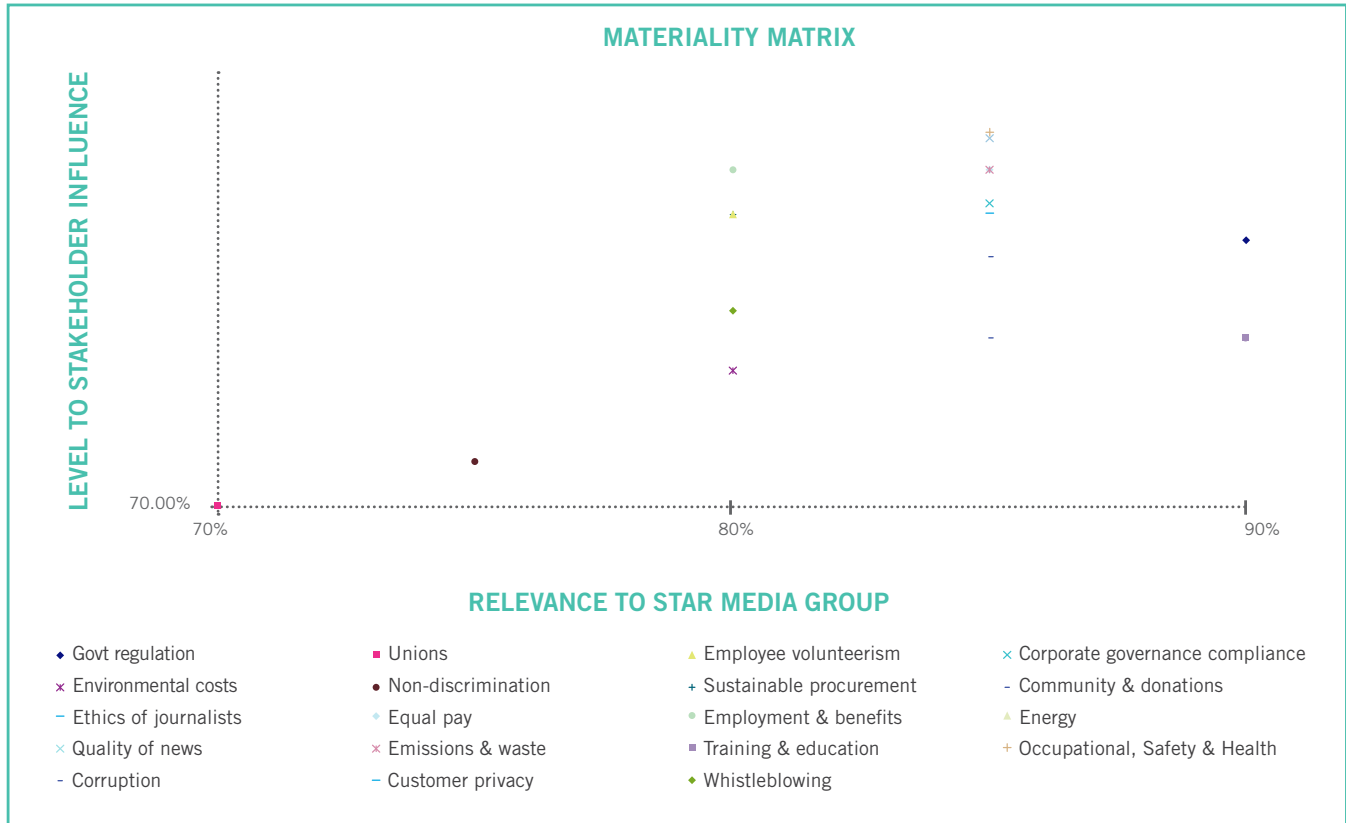
STAKEHOLDER ENGAGEMENT ACTIVITIES

As the Group's businesses and markets evolve, we find ourselves engaging with a growing number of diverse stakeholder groups. Proactive stakeholder engagement is a fundamental component of the Star Media Group's sustainability strategy and we are committed to undertaking continuous activities in this area. Through proactive engagement with our many stakeholders, we are able to respond to their different expectations, meet their changing needs and strengthen our ties with them.

The Stakeholder Engagement Matrix below highlights the stakeholder engagement activities that we implemented in 2017:

Stakeholder	Key Area of Focus	Platforms and Tools Utilised
Shareholders / Analysts	Business direction of the Group and key corporate developments	- Regular shareholder communications/announcements on Bursa Malaysia and Star Media Group's corporate website - Annual General Meetings/ Extraordinary General Meetings - Quarterly and annual statements briefing - Periodic engagements with equity analysts and fund managers
Government / Regulators and Policy Makers	Regulation, compliance and strong relationships	- Meetings, participation in exhibitions, site visits, case studies and sports activities
Customers, Suppliers and Industry Peers / Partners	Business direction, procurement, knowledge sharing and safety procedures	- Meetings, townhall sessions, roadshows, participation in exhibitions and networking lunches/dinners
Employees	Human capital development, safety, governance, corporate developments	- Regular communications via email blasts and quarterly publications - Townhall and dialogue sessions - Training and development initiatives - Social activities via the recreational club - Voluntary participation in CSR programmes
Social Communities	Education and social assistance	- Sponsorships/donations - Engagement during festive occasions, townhall sessions, motivational camps and sports activities

SUSTAINABILITY STATEMENT (CONT'D)

**MATERIALITY MATRIX**

The Group has endeavoured to create a systematic process in order to map the materiality matrix. From the stakeholder engagement activities in 2017, we can identify topics that impact our stakeholders and of which are particularly relevant to the Group's future success.

Materiality assessment, for the Group, is a strategic tool used to identify and prioritise potential EES risks and opportunities. Further, any emerging risks that may affect our business and our stakeholder groups will also be identified.

Apart from the stakeholder engagement activities conducted in 2017, we had also sought feedback to identify sustainability matters that are important to the Group. This feedback was mainly sought from the respective Heads of Departments of the Group. From there, it was followed by a sustainability risk assessment exercise to gauge the impact of the sustainability matters to the Group.

Environmental costs, ethics of journalists, quality of news, corruption and corporate governance compliance ranked high as sustainability matters, which are deemed significant to our stakeholders.

The results of the analysis were then used to plot the materiality matrix.

SUSTAINABILITY STATEMENT (CONT'D)



UPHOLDING GOOD ECONOMIC PRACTICES

THIS SECTION AIMS TO PROVIDE INSIGHTS INTO OUR INTERACTIONS WITHIN THE MARKETPLACE ECOSYSTEM AND DESCRIBES HOW OUR BUSINESS ACTIVITIES INFLUENCE THE ECONOMIC CONDITIONS OF OUR VARIOUS STAKEHOLDERS.

OUR BUSINESS STRATEGY

Star Media Group is continuously reviewing and improving its strategic direction and initiatives in order to ensure sustainable growth for our core business segments, namely our Print and Digital segments. This has enabled us to cater to the ever changing and challenging economic and business environments as well as adopt strategies that ensure we meet the ever-changing demands of our customers.

STRENGTHENING OUR MARKET ECOSYSTEM

Star Media Group acknowledges that the total marketplace ecosystem is important to the Group's sustainable growth. By virtue of our being a key player in the many different businesses that we are involved in, the Group's activities continue to have a tangible impact and create value for the many sectors, markets and communities in which we operate. We are committed to engaging in initiatives that will help us to establish and nurture enduring ties with our customers, suppliers, industry peers and other stakeholders in the marketplace.

SUSTAINABILITY STATEMENT (CONT'D)

The following highlights how the various businesses of the Star Media Group are making a positive impact on various stakeholders:

- **Sustainable Procurement Practices**

The Group strictly prohibits any if its employees from bribery, corruption and any form of unethical behaviour. Whilst we believe that a stringent tendering system for procurement and contract helps, we are confident that the ethical values inculcated in our employees reinforce our efforts to be transparent. The Group has a Procurement Policy in place to guide us in our procurement practices.

The supplier-buyer relationship is regularly reviewed and improved upon to comply with international standards. Our newsprint supplies are sourced from sustainably-managed forests and from environmentally responsible mills. The mills are Forest Stewardship Council ("FTC") certified/ accredited or equivalent, and produce their newsprint from well-managed forests or sustainable sources. The FTC is an international body, which accredits certification to organisations to guarantee the authenticity of their claims. The goal of FTC is to promote environmentally responsible, socially beneficial and economically viable management of the world's forests.

- **Content Sourcing and Management**

Contents are sourced by identifying global and regional trends, which are then adopted locally to meet the suitability and preference of the local market. Fair and transparent processes are part of the content sourcing practice.

For dimsum (our OTT digital offering), there is a Content Management Committee ("CMC") to oversee the purchase of content. The CMC consists of the dimsum's content team, Chief Marketing Officer, Group Chief Operating Officer and Group Managing Director.

The content team will prepare the Programme synopsis, casts, accolades and production companies on broadcasters. The content selection is also based on subscriber's preference in genre, language and cast, which is derived from the subscription traffic data.

SMG'S ROLE IN THE INDUSTRY

- Member of Malaysian Newspaper Publishers Association ("MNPA")
- Member of Audit Bureau of Circulation ("ABC") - participant in the ABC Media Camaraderie 2017
- Member of Asia News Network ("ANN") - One of the key initiative were the collaboration between 4 ANN members to enhance their epaper subscription. The members were Jakarta Post - Indonesia, The Nation - Thailand, The Philippines Daily Enquirer - Philippines, China Daily Asia Weekly - China.
- Member of the Malaysian Retail Chain Association & council member of Communications and Multimedia Content Forum of Malaysia ("CMCF") - Initiatives include co-organising a legal infringement workshop with Google (July 2017) and organizing an industry dialogue session with YB Dato Seri Hamzah bin Zainudin (Minister of Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan ("KPDNKK") on 14 December 2017. The dialogue is to address the industry's concern in battling piracy. This dialogue was attended by Astro, Media Prima, Iflix, TM and dimsum (Star Media Group).

UPHOLDING GOOD MARKETPLACE PRACTICES

Star Media Group has in place a set of values and several policies to guide us in our day-to-day operations and ensure we uphold good marketplace behaviour. These include but not limited to:-

- Procurement Policy;
- Whistleblowing Policy;
- Code of Ethics;
- Related Party Transaction Policies and Procedures;
- IT Usage and Security Policy;
- Anti-money Laundering & Counter Terrorism Financing;
- Guidelines to a Donation; and
- Human Resource policy.

SUSTAINABILITY STATEMENT (CONT'D)

UPHOLDING GOOD ENVIRONMENTAL PRACTICES

THIS SECTION DESCRIBES OUR INTERACTION WITH LIVING AND NON-LIVING NATURAL SYSTEMS AND HOW OUR BUSINESS ACTIVITIES INFLUENCE THESE.

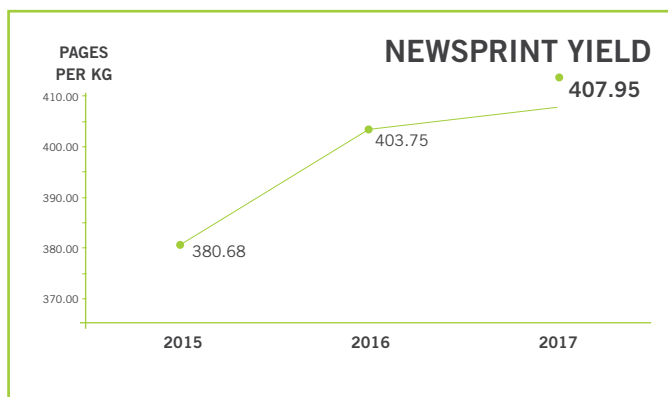
GOOD ENVIRONMENTAL PRACTICES

We are mindful about sustainability from an environmental perspective. In operating our businesses, we are at all times committed to protecting the environment and complying with all applicable environmental laws and regulations. As part of our efforts to protect the environment and minimise our carbon footprint, we promote energy efficiency, green energy and sustainable waste management. We have put the following measures in place to highlight our approach to environmental protection.

PAPER

Previously, Star Media Group used a mixture of both virgin and recycled paper. However, we are now using 100% recycled newsprint as to play our role to support green preservation. Our newsprint meets the ISO 12647-3 requirement to give the best print results.

We started moving gradually from 45gsm to 42gsm in 2014 and now we are fully on 42gsm. Significant increased in yield per kg was noted with 42gsm. We are working closely with manufacturers to ensure we receive least problematic newsprints to avoid wastage during press runs.



** 2017 – Jan - Dec



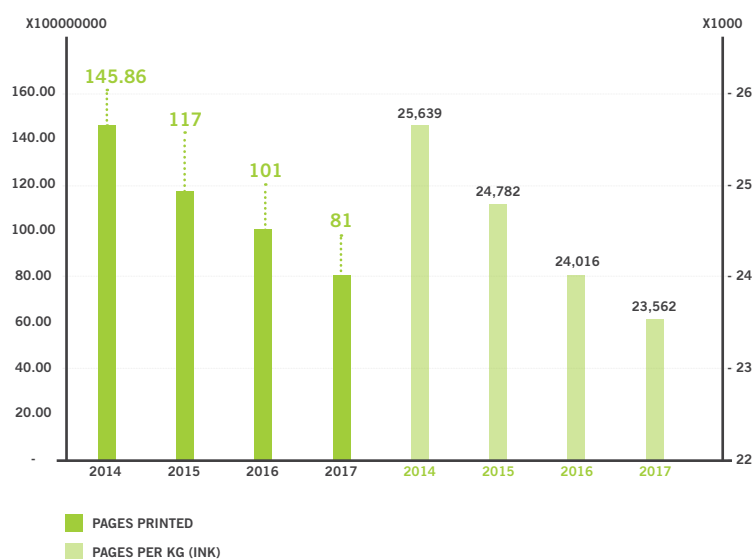
SUSTAINABILITY STATEMENT (CONT'D)

INK

Star Media Group adopt/follow the ISO 12647-3 standard that defines the process control procedures for production of halftone colour separation, proofing and printing of newspaper.

In line with this, we continuously work with our ink suppliers to ensure the inks that we used conform to the ISO 2846-2 standard.

PAGES PER KILOGRAM OF INK AND PAGE PRINTED



ENERGY MANAGEMENT

In December 2015, Star Media Hub embarked on a Chiller retrofit project based on a performance contract, where savings were guaranteed by the contractor. A detailed scientific energy audit was conducted and a revised design was proposed where, a single 389.5 RT, 0.517 kW/RT Trane Chiller was installed to replace the inefficient water-cooled and air-cooled chillers at the Star Media Hub. This new energy efficient chiller system led to an overall improvement in chiller plant efficiency with energy consumption dropping from 1.41 kW/RT to 0.61 kW/RT. With the retrofit and the ongoing optimal operation improvements that followed, the Group saved a total of RM957,050 (63.2%) from the benchmark.

With these savings, a total of 1,649 tonnes of CO₂ emissions was eliminated from the Tenaga Nasional Berhad grid system.

SUSTAINABILITY STATEMENT (CONT'D)

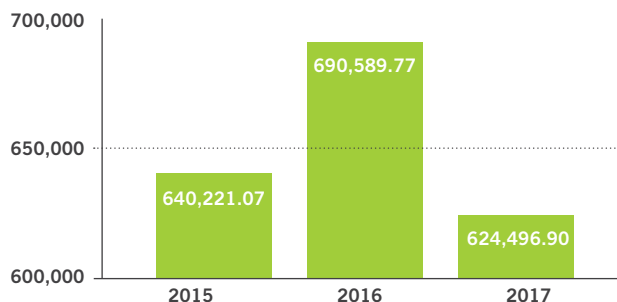
GENERATING RENEWABLE ENERGY

– ROOFTOP SOLAR GENERATION PROJECT

Between 2014 and 2017, the Group sold a total of 2,162,158 kWh of solar energy to TNB from its 500 kWp rooftop solar plant, generating total gross revenue of RM2,553,941. On the green front, the Star Media Group has contributed to the reduction of approximately 1,602 tonnes of CO₂ emissions from the TNB grid system.

Total gross revenue generated for 2017 is RM624,496. The drop in yield is due to lower sunlight hours in 2017 compared to 2016.

SOLAR YIELD 2015 - 2017



** 2017 JAN - DEC

Note: CO₂ emissions are calculated using the Greentech Malaysia online carbon calculator (i.e. 1 MWh = 741 kgCO₂)

SUSTAINABLE WASTE MANAGEMENT

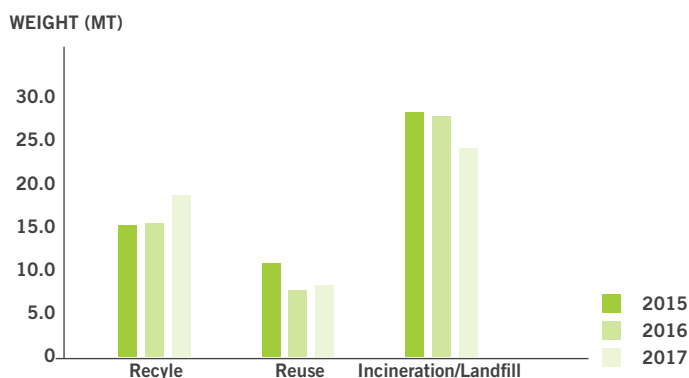
- EFFECTIVE PRINTING PLANT PRACTICES

As part of sustainable waste management practises, our printing plants place an emphasis on recycling and reusing waste in order to minimise landfill or incineration. Licensed contractors have been appointed to dispose our general domestic waste, while other domestic waste such as used printing plates, press spoilage, newsprint brown wrapper/side covers, end cores, paper stripping and test run spoilage are sent to appointed contractors for recycling.

Scheduled waste is collected, stored and disposed by contractors licensed by the Department of Environment ("DOE"). These include Kualiti Alam Sdn Bhd, Kualiti Kitar Alam Sdn Bhd, 3RQ Sdn Bhd, Sage Promaster Sdn Bhd and A&C Technology Waste Oil Sdn Bhd.

Waste Category	Waste Code	2015	2016	2017
E-Waste	SW 110	0.260	0.190	0.140
Sludge from WWTP	SW 204	4.520	3.880	5.390
Spent Lubricating Oil	SW 305	0.645	0.830	3.400
Spent Non-Halogenated Organic Solvents	SW 322	26.760	25.530	22.590
Container contaminated with schedule waste	SW 409	0.605	0.560	0.536
Used rags and filters	SW 410	14.354	14.560	15.270
Spent activated carbon	SW 411	1.140	1.900	1.250
Ink Waste	SW 417	5.625	3.450	2.210
Total (MT)		53.908	50.900	50.786

SCHEDULE WASTE DISPOSAL COMPOSITION



** This table shows the composition of the Schedule Waste generated



UPHOLDING GOOD SOCIAL PRACTICES

THIS SECTION HIGHLIGHTS OUR INTERACTIONS WITHIN THE SOCIAL ECOSYSTEM IN WHICH WE OPERATE.

LABOUR PRACTICES AND DECENT WORK

Star Media Group has several diversified businesses through which we provide employment opportunities and establish meaningful collaboration with our customers, partners and the communities we operate in.

HUMAN RESOURCES STRATEGY

Human capital development continues to be a priority within the Group and is driven by the Group's Human Resources Strategy ("HR"). Apart from prioritising talent sustainability across the Group's various platforms; our HR Strategy also mandates the provision of a conducive and supportive workplace environment to help the 1,800 employees across the Group be more productive and innovative. Our employment practices are underpinned by the principles of fair treatment for our employees and a balance between performance, pay and participation.



OUR WORKFORCE

As at 31 December 2017, group-wide we have a staff strength of 1,784 employees spread over 7 operating companies.

ENTITY	HEADCOUNT
Star Media Group Berhad	1,314
Star Media Radio Group Sdn. Bhd.	109
SMG Business Services Sdn. Bhd.	166
Leaderonomics Sdn. Bhd.	65
SMG Entertainment Sdn. Bhd.	62
I. Star Ideas Factory Sdn. Bhd.	17
Star Property Sdn. Bhd.	40
MyStarJobs Networks Sdn. Bhd.	11

SUSTAINABILITY STATEMENT (CONT'D)

OUR APPROACH TO DIVERSITY

The Group's policies and initiatives such as recruitment, retention, training and development, as well as Group-sponsored corporate and social activities are all implemented in a manner that does not discriminate against ethnicity, gender, age, disability, or status. The Group employs, appoints, promotes, develops and rewards its employees through the principles of meritocracy and fairness, achieved through the implementation of an annual appraisal system. We are committed to hiring and promoting people based on company-defined criteria. All these measures ensure that the Star Media Group family remains a well-balanced, safe and harmonious one.

EMPLOYEE ENGAGEMENT

We continue to prioritise employee engagement activities to communicate with and unify our employees. Engaged employees are more satisfied with their work, tend to stay longer, and are more productive and committed. Employees are encouraged to pursue their ideas with a passion and collaborate with others to make their ideas a reality through transfers and intra-company secondments. The Group also has in place mechanisms to manage and resolve employee grievances to ensure these are addressed at the lowest levels possible and escalated accordingly if necessary.

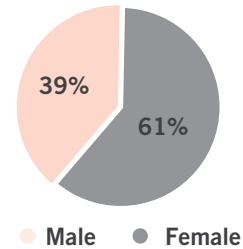
EMPLOYEE PRACTICES AND BENEFITS

Our success is due to the dedication, skill and efforts of our employees. On the Group's part, we continue to implement several initiatives to ensure our people achieve their full potential and are able to give of their best. This includes competitive pay and benefits, retirement benefit schemes and long service awards. Having a good staff retention scheme, coupled with the right hiring is essential to build a workforce that is balanced in terms of experience and energy.

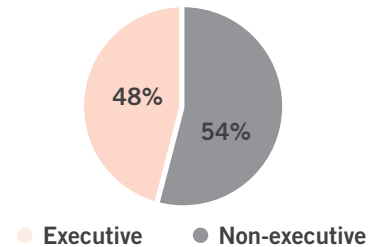
In 2017, we continued to uphold our tradition of recognising employees who have served the Company diligently. In conjunction with the Company's 46th anniversary, a total of 83 employees were recognised for their worthy contributions and given long-service awards.

SERVICE TIERS	RECIPIENTS
15 year's continuous service	37 employees
25 year's continuous service	46 employees

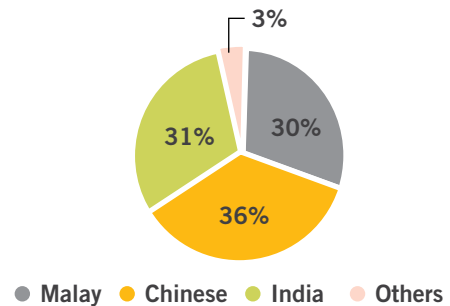
Employee Gender Composition



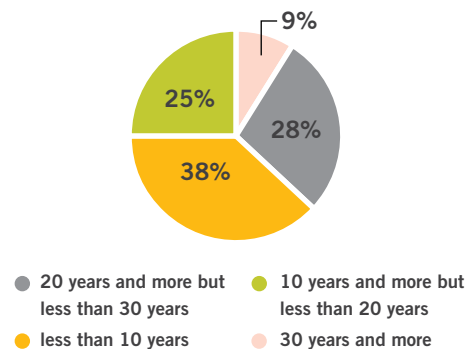
Employee Category Composition



Employee Ethnicity Composition



Years of Service Profile



SUSTAINABILITY STATEMENT (CONT'D)

TALENT DEVELOPMENT AND SUCCESSION PLANNING

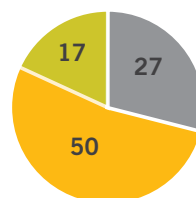
One of the Group's primary human capital initiatives is our focus on attracting and retaining talent and then helping them to develop their skills to drive the Group's success. To this end, we are committed to bringing on board talent with the appropriate competencies as well as the relevant experience and qualifications. We provide continuous support by way of employee training and development and encourage them to take ownership of their personal growth. Other than serving the immediate needs of the Group, these efforts are helping us to establish a strong pool of talent and a pipeline of successors for the Group.

Star Media Group has developed and implemented a competency framework across the Group to identify and outline specifically the required standards of knowledge, skills, and behaviours required for successful job performance. The competency assessment serves to evaluate the competency levels of all employees as well as identify their competencies and skills gaps.

Our efforts begin right at the onset of the career path process when students come on board for their internships. Our well-defined internship programme is very popular among interns and has been certified as a Structured Internship Programme ("SIP") by Talent Corp.

One of our initiatives, the StarTRACK 3.0 graduate trainee programme, which aims to create well-rounded media practitioners, continues to win multiple awards. The year in review saw us recruiting six fresh young graduates straight out of the tertiary institutions and putting them on a year-long rotation exercise with the various entities within the Group.

PROGRAMS	NO. OF STAFFS TRAINED
Internal Programs	844
External Programs	271
InBase Programs (under HRDF)	86



INTERN PROFILE

- POLYTECHNIC INSTITUTION
- PUBLIC UNIVERSITIES
- PRIVATE UNIVERSITIES

EFFECTIVE OCCUPATIONAL HEALTH AND SAFETY MEASURES

We remain committed to providing the best working environment for all employees of the Group and the communities that we operate in. SMG has been practicing strict compliance to all safety, health and environmental requirements, namely to the Occupational Safety and Health Act 1994 and Environmental Quality Act 1974 and its regulations.

Each work location has its own Occupational Safety and Health ("OSH") Committees. The locations carrying out printing operations has an additional committee called Environmental Performance Monitoring and Compliance Committee ("EPMC").

Location and Composition of OSH Committees

LOCATION	CHAIRPERSON	SECRETARY	MGT. REP.	EMP. REP.
Star Northern Hub (Bayan Lepas, Penang)	1	1	6	6
Menara Star (PJ, Selangor)	1	1	5	5
Star Media Hub (Shah Alam, Selangor)	1	1	5	5

Location and Composition of EPMC

LOCATION	CHAIRPERSON	SECRETARY	MEMBERS
Star Northern Hub (Bayan Lepas, Penang)	1	1	7
Star Media Hub (Shah Alam, Selangor)	1	1	5

SUSTAINABILITY STATEMENT (CONT'D)



Safety and Health Activities

The OSH Committees are tasked to organize and carry out various safety awareness, improvements and legally required training and activities;

- a. Basic Fire Fighting
- b. First Aid Competency course
- c. Safe Chemical Handling
- d. Chemical Spill
- e. Emergency Response
- f. Safety Campaigns
- g. Quarterly safety inspections and committee meetings
- h. Annual location Fire Drills.

Environmental Activities

All scheduled waste are recorded and stored before being disposed/recycled by a Department of Environment (“DOE”) registered contractor. Quarterly EPMC meetings are conducted in compliance to the latest Guidelines for Self Regulation required by DOE.



SUSTAINABILITY STATEMENT (CONT'D)

Safety Practices

All high risk activities are governed by safe operational procedures derived from Hazardous Identification, Risk Assessment and Risk Control ("HIRARC") exercises. Contractors are to submit their safe work method and attend safety briefing conducted by the Safety representative before the commencement of any work. In addition to that, all workplace accidents, incidents and near-misses are reported and investigated to prevent recurrence.

SOCIETY/COMMUNITY

Since our inception in 1971, we have been deeply entrenched in society and are an active member of the many communities where we live and work. We remain committed to strengthening our relationships with multiple stakeholders so that we can prosper together. The manner in which we give back to society goes beyond pure philanthropy as we endeavour to deliver meaningful initiatives with lasting outcomes to a diverse group of beneficiaries.

Star Foundation

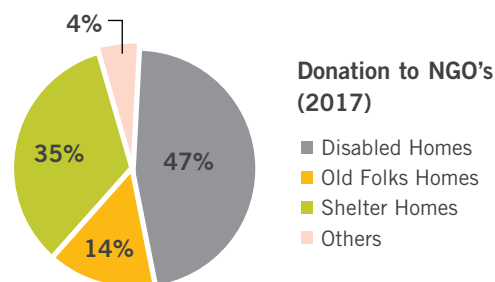
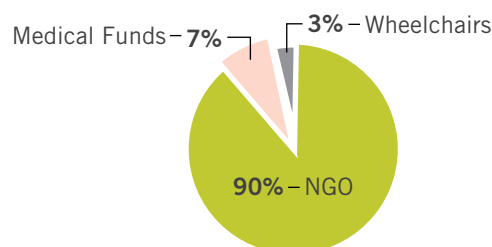
Star Foundation is the charitable arm of Star Media Group, which is tasked with raising, receiving and administering funds for various causes as per its charter. Star Foundation donated approximately RM856,000 in 2017 to various non-profit organisations nationwide including co-sponsoring three vans for three non-profit organisations which are from Pahang, Melaka and Selangor. Financial contributions were also provided to assist organisations in their operating expenses, upgrading of facilities and running of existing programmes. Since it was established in 2004, the foundation has donated more than RM16 million to various NGOs.

Star Golden Hearts Award 2017

Our everyday interactions with the community as a media company have brought us closer to the people at the grassroots level. In reinforcing our stance on promoting a moderate, harmonious and united nation, the Star Golden Hearts Award was launched in 2015 to recognise everyday Malaysians who go out of their way to help a fellow Malaysian – strangers from different ethnic backgrounds – without expecting any reward or recognition.

This award programme under the Star Foundation rewards and acknowledges unsung heroes; people from all walks of life, who have demonstrated great commitment to charity work, built bridges between communities and promoted racial harmony and unity. Their

Star Foundation Donation 2017



remarkable deeds were featured in The Star to inspire more Malaysians to emulate their feats and how they have exemplified the true spirit of Malaysians.

In 2017, Star Golden Hearts Award received over 100 nominations. A judging committee headed by Tan Sri Lee Lam Thye, was formed to assist in selecting 10 most deserving award recipients. Tan Sri Datuk Seri Joseph Kurup, Minister in the Prime Minister's department was the guest of honor during the ceremony.

Wheelchair Programme

As part of the Group's commitment in being a responsible corporate citizen and playing an active role in community development and nation building, Star Foundation launched the Wheelchair Programme to donate wheelchairs to those in need. Since the start of the programme, more than 90 wheelchairs were distributed to individuals and NGOs in need of wheelchairs.

SUSTAINABILITY STATEMENT (CONT'D)



Medical Fund Programme

Introduced in 2015, the Medical Fund Programme is an initiative under Star Foundation established to assist underprivileged individuals and families with the cost of their medical treatments. Their plights are highlighted in The Star, which enables the public to be actively involved and respond through donations.

We are entrusted to manage public donations on top of contributions from Star Media Group Berhad. The first public funding exercise received an overwhelming response from the public, where approximately RM100,000 was collected to aid Erinna Natasha, 9, who suffered from Refractory Focal Epilepsy to proceed with her surgery at Ara Damansara Medical Centre (ADMC).

Star Foundation also donated close to RM30,000 to Naviineth a/l Siva, 9, suffering from severe Crohn's disease; and around RM20,000 to Nisanthiny a/p Baturalay, 22, who suffered from Complex Cyanotic Heart Disease. She underwent a procedure at Universiti Malaya Medical Centre (UMMC) where an Atrial Flow Regulator was used to treat her heart disease.

SOCIAL-RELATED AWARDS AND ACCOLADES

For our good work on the human resource and community fronts, we received the following recognition. The details of these can be found on our Awards and Accolades page on pages 68 to 73 of this Annual Report.

TOWARDS A SUSTAINABLE FUTURE

As a conscientious corporate citizen, the Star Media Group remains deeply committed to balancing out its good Economic performance with responsible Environmental and Social considerations. Even as we set our sights on delivering a sustainable performance on the EES fronts, we will endeavour to ensure that the notion of sustainability becomes embedded within our working culture in a more prominent manner. To this end, the Group is committed to integrating the sustainability agenda into our overall strategy and operations in a more distinct manner for the long-term as we acknowledge this is key to the success of our business. Going forward, we will focus our efforts on delivering a more comprehensive Sustainability Statement come the next reporting cycle.

In all that we undertake, we will work hard to deliver true and sustainable value as well as establish enduring ties with our diverse stakeholders so that Star Media Group strengthens its reputation as a model for responsible corporate behaviour.