

SUSTAINABILITY STATEMENT

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Economic : Content Creation, Sourcing and Management

Economic : Responsible Procurement Practices

Environment : Energy Management (Renewable Energy)

Environment : Materials

Environment : Waste and Effluent Management

Social : Anti-Corruption

Social : Diversity

Social : Labour Practice and Decent Work

Social : Occupational Health and Safety Measures

Social : Community Investment

Social : Quality Education for a Better Society

This is the third year that Star Media Group is reporting on sustainability in line with the Sustainability Reporting Guide by Bursa Malaysia.

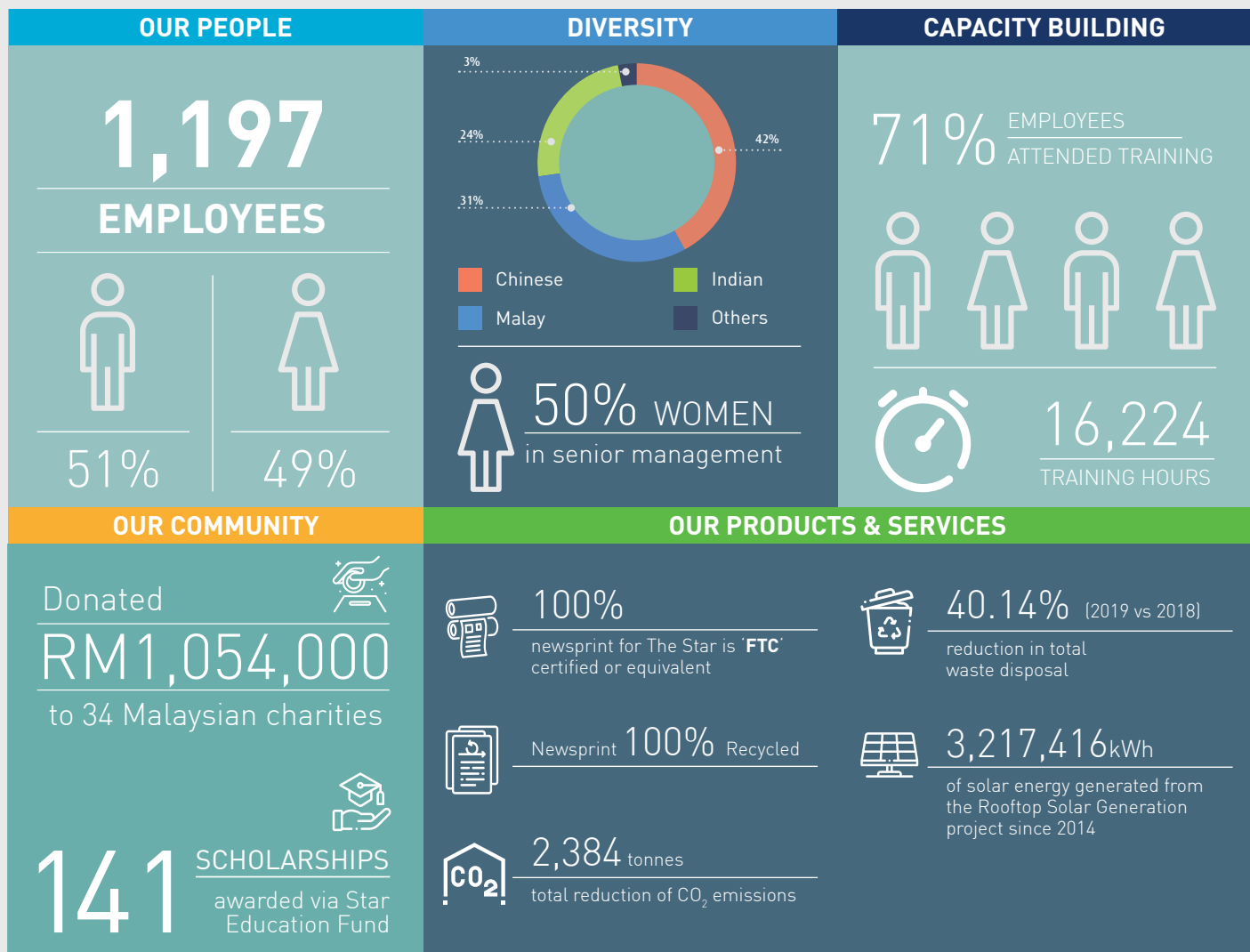
Star Media Group continues to report on its sustainability practices in line with the Sustainability Reporting Guide from Bursa Malaysia. At the same time, we continue to support United Nations Sustainable Development Goals ("SDG"), specifically SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth and SDG 12: Responsible Consumption and Production.

As indicated in the Management Discussion and Analysis ("MD&A") 2019, with the completion of the digital transformation exercise which was 2 years in the making, 2019 saw concerted efforts to demonstrate clear business outcomes to ensure the organisation remains a healthy and viable business in the coming years.

At the same time, the Group continues to improve on its Economic, Environment and Social ("EES") impacts while putting in place a roadmap for sustainability. As a news and media organisation, creating shared values is embedded within the DNA of the organisation. A large portion of the organisation's resources are dedicated to creating and producing products and services that play the dual role of promoting a nation-building agenda or social causes while creating revenue opportunities for the Group.

We also recognise the unique position and responsibility we have in shaping society at large through our content and platforms. Along that line, we will commit to reflecting our progress and contributions following globally recognised standards in the coming years.

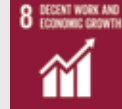
AT A GLANCE



SUSTAINABLE DEVELOPMENT GOALS



CONTENT CREATION,
SOURCING &
MANAGEMENT



RESPONSIBLE
PROCUREMENT
PRACTICES



ENERGY MANAGEMENT
(RENEWABLE ENERGY)



MATERIALS



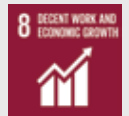
WASTE & EFFLUENT
MANAGEMENT



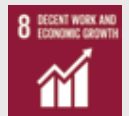
ANTI-CORRUPTION



DIVERSITY



LABOUR PRACTICE
& DECENT WORK



OCCUPATIONAL HEALTH
& SAFETY MEASURES



COMMUNITY
INVESTMENT



QUALITY EDUCATION
FOR A BETTER SOCIETY



GOVERNANCE AND SCOPE

This Statement reflects our progress in moving towards improved reporting and disclosures. We recognise that sustainability is an ongoing process and hope to report on significant improvements in this realm for the next Sustainability Statement.

This Sustainability Statement, guided by the Sustainability Reporting Guide and Toolkits issued by Bursa Malaysia and Sustainable Development Goals guidelines, is to be read in conjunction with the rest of Star Media Group's 2019 annual report, which highlights other financial and non-financial aspects of our business. To avoid repetition, certain aspects of this Statement may make reference to existing content within other sections of the Annual Report.

Sustainability is driven by our management with guidance by our Board which sets the tone and is responsible for our overall business conduct. The Board works with the key management (led by Group CEO) to consider specific issues from strategy through to safety, the environmental and reputation. In addition, the Enterprise Risk Management unit is tasked with monitoring the sustainability matters of the Group including assessing the risks which may impact the sustainability of the operations and report accordingly to Group CEO. The Group CEO and his immediate appointees ensure all sustainability initiatives are implemented effectively and responsibly.

Aligned with the roadmap to sustainability that the Group is currently developing, the intent is to also align the existing key risk indicators ("KRI") with sustainability matters for a more integrated, holistic view of these areas.

Born as "The people's paper", the Group is very much imbued with a sense of being a responsible corporate citizen. As such, a distinctive part of the corporate culture is the ability to create and curate products and services that bring positive impact to Malaysians and contribute to nation-building.

PERIOD COVERED

1 January 2019 - 31 December 2019

SCOPE

Star Media Group is wholly based in Malaysia. It covers mainly Star Media Group Berhad and its print operations, which make up a substantial portion of the Group's business in terms of business and operations. Unless otherwise stated, it does not extensively cover the other operating companies within the digital, video-on-demand ("VOD"), radio, events and exhibitions segments as our focus is to primarily improve on the main operation first before advancing to other areas of the business.

We intend to expand our scope to include the full suite of operating companies within the Group for a more comprehensive view of our material economic, environment and social matters in the coming years.



DISCLOSURE AND EXTERNAL ASSURANCE

For this Sustainability Statement, we have maintained an internal assurance methodology, reflecting the nascent stage of our reporting. We aim to substantially improve assurance measures in the coming report with a longer term aim to seek external assurance within the next few years.



SUSTAINABILITY STATEMENT (cont'd)

STAKEHOLDER ENGAGEMENT

In 2019, we continued our engagement with stakeholder groups to better understand what areas interest and concern them in relation to the business and to align the materiality matters with these areas. Moving forward, we hope to create a more structured approach to stakeholder engagement involving both internal and external stakeholders to facilitate better outcomes.

The Stakeholder Engagement Matrix below highlights the stakeholder engagement activities that we implemented in 2019:

STAKEHOLDER	ENGAGEMENT PLATFORMS		KEY INTERESTS	HOW WE ADDRESSED
Shareholders / Analysts	- Regular shareholder communications / announcements on Bursa Malaysia including quarterly financial results - Updates on Star Media Group's corporate website - Annual General Meetings / Extraordinary General Meetings - Analyst briefings - Periodic engagements with equity analysts and fund managers - Annual Report and Circular/ Statement to shareholders - On-site visits to HQ, radio stations and printing plant	- Ongoing - Ongoing - Annual - Periodic - Periodic - Annual - Annual	- Group's business direction - Key corporate developments	- Quarterly and annual statement briefings - On-demand response to inquiries and meeting requests
Government / Regulators and Policy Makers	- Meetings, case studies and sports activities - On-site visits to HQ, radio stations and printing plant - Attendance / participation in the Group's events	- Ongoing - Ongoing - Ongoing	- Regulation and compliance - Strong relationships	Public-private partnerships
Customers (Business)	- Meetings, town hall sessions, roadshows, participation in exhibitions and networking lunches / dinners - Product presentations - On-demand requests - On-site visit to HQ and printing plant	- Ongoing - Ongoing - Ongoing - Ongoing	- Business direction - Procurement - Knowledge sharing - Safety procedures	- Data-driven solutioning - Refer Sustainability Matters 'Responsible procurement practices and Occupational health and safety measures'
Customers (Consumer)	- Qualitative and quantitative market research participation - Feedback sessions during onground events and exhibitions - Customer Service channels (Email and call centre) - Social media (Facebook, Instagram, LinkedIn, Twitter)	- Periodic - Ongoing - Ongoing - Ongoing	- The Star cover price cost vs no. of pages (content) - Content direction / balanced reporting	- Stringent fact-checking processes - Refreshed editorial system - Responsive editorial direction - Refer Sustainability Matter 'Content creation, sourcing and management'

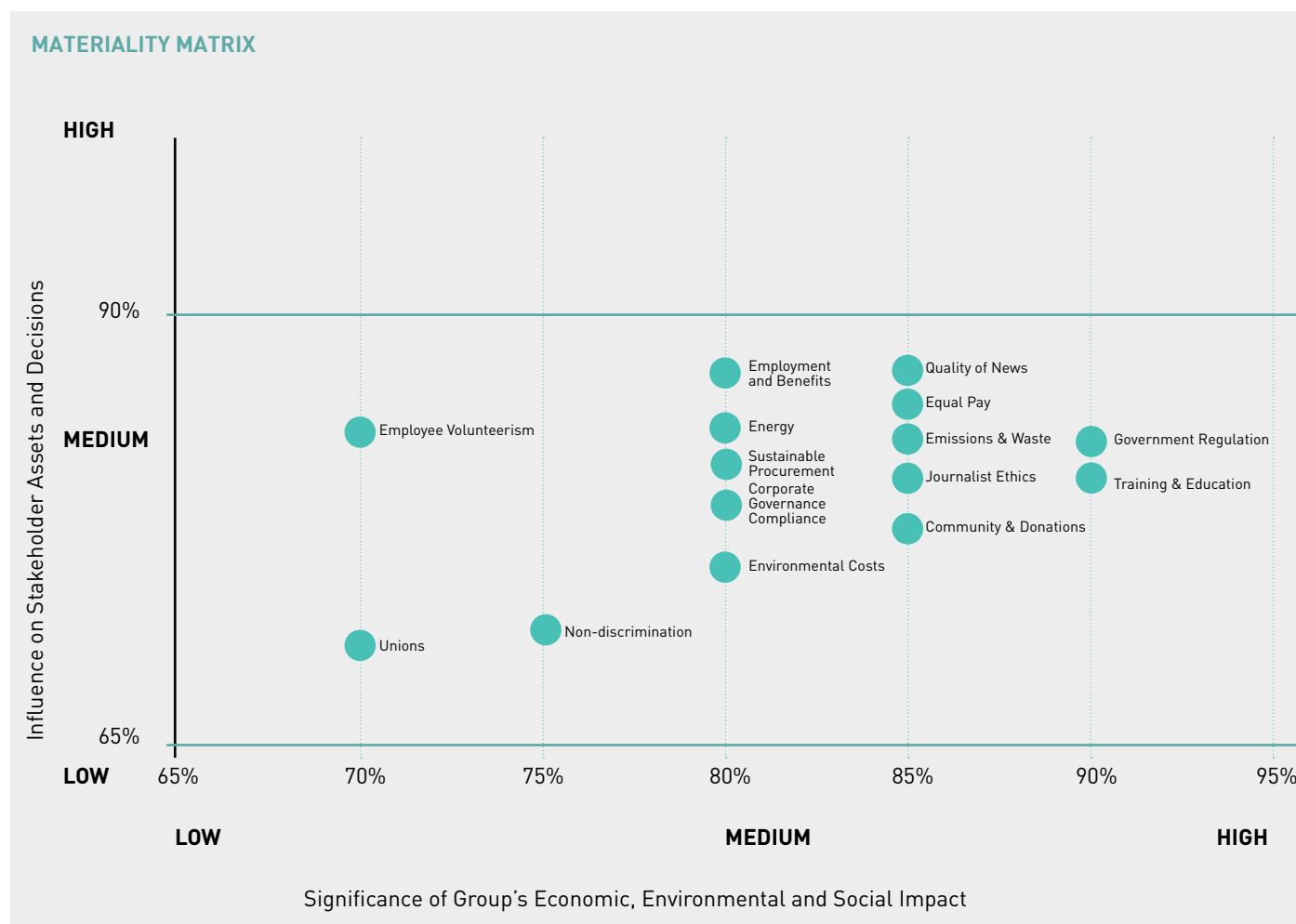
STAKEHOLDER	ENGAGEMENT PLATFORMS		KEY INTERESTS	HOW WE ADDRESSED
Suppliers and Industry Peers / Partners	- Meetings, town hall sessions - Participation in exhibitions - Networking gatherings - Product presentations	- At least once a year - Ad-hoc - At least once a year - At least twice a year	- Business direction - Procurement - Knowledge sharing - Safety procedures	- On-site visit to HQ and printing plant - Refer Sustainability Matters' Responsible procurement practices and Occupational health and safety measures'
Employees	- Regular communications via email blasts and quarterly publications - Townhall and dialogue sessions - Social activities via the recreational club - Union meetings	- Ongoing - At least twice a year - At least once a year - At least once a year	- Human capital development - Safety - Governance - Corporate developments	- Diverse workforce - Training and development programmes - Career planning and development - Code of Ethics - Refer Sustainability Matters' Diversity, Labour practice and decent work and occupational health and safety measures'
Local Communities	- Site visits to NGOs - Community-focused events organised by the Group - Sponsorships/ donations - On-site visit to HQ and printing plant	- Ongoing - Ongoing - Ongoing - Ongoing	- Education - Social assistance - Funding - Publicity	- Education workshops and activities - Funding via Star Foundation - Medical Fund Programme - Wheelchair programme - Awareness building through editorial campaigns - Refer Sustainability Matter 'Community investment and Quality education for a better society'

SUSTAINABILITY STATEMENT (cont'd)

MATERIALITY

To determine materiality, Star Media Group worked closely with its department heads as well as external stakeholder groups. Feedback obtained via these sessions were mapped against the Group's business priorities and direction as well as risk considerations.

Following this, a risk assessment exercise was carried out to gauge impact of the sustainability matters to the Group.

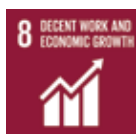


OUR SUSTAINABILITY COMMITMENTS

1

CONTENT CREATION, SOURCING AND MANAGEMENT

UPHOLDING OUR RESPONSIBILITY AS THE FOURTH ESTATE



As a media company, content creation forms the foundation for the Group. As custodian of the preferred source of English news for Malaysians, we have the responsibility to ensure the content we produce and publish is accurate, credible and truthful.

The content teams are guided by strict and clear guidelines and standard operating procedures that ensure we are able to consistently deliver accurate and credible news and content. This includes guidelines on house style, columnists and contributor selection, as well as remuneration, among other things.

There is also a recurring feedback loop from readers, viewers and followers that allows for the content team to adapt, adjust and improve on content direction in order to better meet the

expectations of our audience. This occurs through social media engagements, letters to the editor, emails, content team's participation in panel discussions, forums, conferences, market research and direct feedback through roadshows.

For dimsum entertainment (our video-on-demand ("VOD") offering), there is a Content Management Committee ("CMC") to oversee the purchase of content. The CMC consists of dimsum entertainment's content team, Chief Marketing Officer and Star Media Group's Group CEO. Content 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.

2

RESPONSIBLE PROCUREMENT PRACTICES

GEARING FOR SUSTAINABILITY THROUGHOUT THE SUPPLY CHAIN



A significant portion of Star Media Group's procurement activities involve local suppliers. From the purchase of raw materials, to production of marketing collateral and enlisting consultancy services, we continue to prioritise local suppliers across the Group. Where instances of procuring beyond local borders occurred, it has been on the basis of availability and capability.

The Group is also guided by our Procurement Policy that sets the parameters for our 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.

SUSTAINABILITY STATEMENT (cont'd)

STAR MEDIA GROUP'S ROLE IN THE INDUSTRY

- Member of Malaysian Newspaper Publishers Association ("MNPA")
- Member of Asia News Network ("ANN"), World Association of Newspapers and News Publishers ("WAN-IFRA") and Malaysian Press Institute ("MPI")
- Member of the Malaysian Retail Chain Association
- Council member of Communications and Multimedia Content Forum of Malaysia ("CMCF")

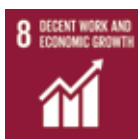
Star Media Group has in place guidelines and policies to guide us in our day-to-day operations, ensuring we always hold ourselves to a high standard and comply with the relevant rules and regulations:-

- 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.

3

ENERGY MANAGEMENT (RENEWABLE ENERGY)

OPTIMISING CONSUMPTION AND MINIMISING ENVIRONMENTAL FOOTPRINT



Star Media Group's rooftop solar generation project was launched in 2014 with its 500 kWh rooftop solar plant. Since then, it has proven to not only reduce CO₂ emissions from the TNB grid system, but created an alternative revenue stream for the Group. Since launch, the initiative has generated a gross revenue of RM3.8 million for the Group.



SOLAR YIELD 2017-2019 (RM)



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

In 2019, we recorded a dip in yield as a result of poorer weather conditions.

4

MATERIALS



PAPER & INK

The Star newspaper, Malaysia's leading English daily, is printed each day on 100% recycled newsprint, meeting the ISO 12647-3 requirement for best print results.

Compliance with this standard also subjects us to the pre-defined process control procedures for production of halftone colour separation, proofing and printing of newspaper.

Our move to 42gsm since 2016 has also significantly increased the yield per kg compared to previous runs on 45gsm, thereby increasing efficiency and productivity of the printing process. We continue to work closely with newsprint manufacturers to procure the most efficient products that minimise press run wastage.

In addition, we work with our ink suppliers to ensure compliance to the ISO 2846-2 standard.

THE STAR
NEWSPAPER

100%

PRINTED ON
RECYCLED
NEWSPRINT

NEWSPRINT YIELD 2017-2019 (Pages Per KG)



SUSTAINABILITY STATEMENT (cont'd)

5

WASTE & EFFLUENT MANAGEMENT



EFFECTIVE PRINTING PLANT PRACTICES

As part of sustainable waste management practices, our printing plant place an emphasis on recycling and reusing waste in order to minimise landfill or incineration. Appointed licensed contractors 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.

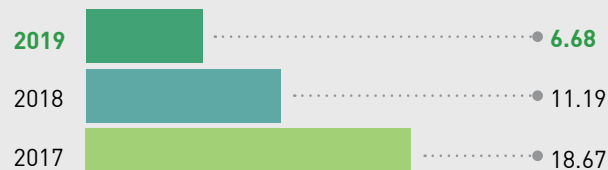
Scheduled waste is collected, stored and disposed by contractors licensed by the Department of Environment ("DOE") and done on a weekly basis, as per the requirements of the Environment Act.

Quarterly Environment Performance Monitoring Committee ("EPMC") meetings are conducted in compliance with the latest Guidelines for Self Regulation required by DOE.

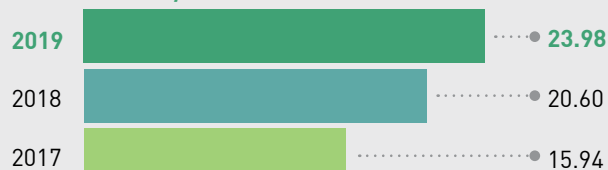
WASTE CATEGORY	WASTE CODE	2017	2018	2019
E-Waste	SW 110	0.14	0.19	0.22
Sludge from WWTP	SW 204	5.39	3.67	5.69
Spent Lubricating Oil	SW 305	3.40	2.25	1.51
Spent Non-Halogenated Organic Solvents	SW 322	22.59	18.76	7.20
Container contaminated with schedule waste	SW 409	0.54	0.44	0.41
Used rags and filters	SW 410	15.27	8.94	5.17
Spent activated carbon	SW 411	1.25	1.65	1.80
Ink Waste	SW 417	2.21	2.57	1.03
Total (MT)		50.79	38.47	23.03

SCHEDULE WASTE DISPOSAL COMPOSITION (MT)

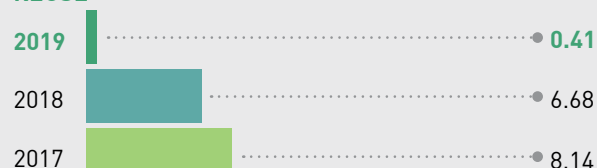
RECYCLE



INCINERATION/LANDFILL



REUSE



6

ANTI-CORRUPTION

FIGHTING CORRUPTION THROUGH ORGANISATIONAL CULTURE AND ACCOUNTABILITY



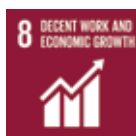
The Group strictly prohibits any of its employees from bribery, corruption and any form of unethical behaviour. Whilst we believe that a stringent tendering system for procurement and contract helps, we are confident that the ethical values inculcated in our employees reinforce our efforts to be transparent.

The Group is also in the midst of strengthening its policies and practices, in line with the requirements of Section 17A of the MACC Act pertaining corporate liability for bribery offences.

7

DIVERSITY

WHERE DIVERSITY IS THE NORM

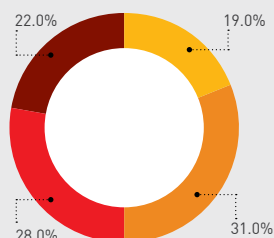


The Star's ability to commit to its tagline of "The people's paper" is also attributed to the diversity of our people across the group, mirroring the diversity of Malaysians as a whole. Diversity as defined by the Group cuts across race, gender, age, disability or status.

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 celebrates diversity.

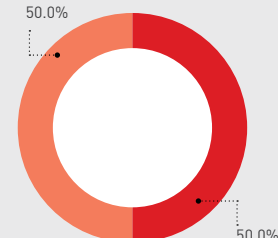
WORKFORCE AGE COMPOSITION

30 years old and below 41-50 years old
31-40 years old 51 years old and above



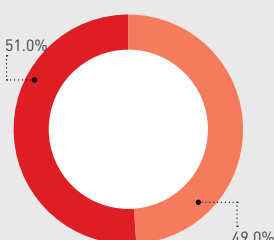
WOMEN IN SENIOR MANAGEMENT

WOMEN MEN



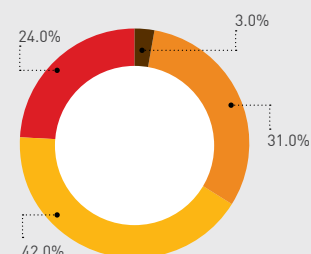
EMPLOYEE GENDER COMPOSITION

MALE FEMALE



WORKFORCE ETHNICITY COMPOSITION

CHINESE MALAY
INDIAN OTHERS



SUSTAINABILITY STATEMENT (cont'd)

8

LABOUR PRACTICE AND DECENT WORK

BUILDING ON A CULTURE OF MUTUAL RESPECT, INTEGRITY AND COMMITMENT TO EXCELLENCE



The success of the Group to date is attributed to the commitment and dedication of our people - our STARS. Our employment practices are underpinned by the principles of fair treatment and a balance between performance, pay and participation.

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 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.

1,197 STARS

ACROSS 9 OPERATING COMPANIES

WORKFORCE

ENTITY	HEADCOUNT
Star Media Group Berhad	839
Star Media Radio Group Sdn. Bhd.	24
Rimakmur Sdn. Bhd.	35
Star RFM Sdn. Bhd.	55
SMG Business Services Sdn. Bhd.	143
SMG Entertainment Sdn. Bhd.	57
I.Star Ideas Factory Sdn. Bhd.	13
I.Star Events Sdn. Bhd.	4
Star Property Sdn. Bhd.	27

PRACTICES & BENEFITS

We continue to implement several initiatives to ensure our people achieve their full potential and are able to give 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 2019, we continued to uphold our tradition of recognising employees who have served the Company diligently. In conjunction with the Company's 48th anniversary, a total of 51 employees were recognised for their worthy contributions and given long-service awards.

We were also able to once again successfully conclude the 14th Collective Agreement with National Union of Journalists (NUJ).

SERVICE TIERS	RECIPIENTS
15 years continuous service	27 employees
25 years continuous service	24 employees



Recipients of the long-service award together with Star Media Group's senior management team and board.

TALENT DEVELOPMENT AND SUCCESSION PLANNING

An annual appraisal system ensures that promotions, developments and rewards are carried out based on meritocracy and fairness. This ensures the Star Media Group family remains a well-balanced, safe and harmonious one.

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 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.

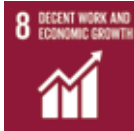
PROGRAMMES	NO. OF STAFF TRAINED
Internal Programmes	681
External Programmes	198

SUSTAINABILITY STATEMENT (cont'd)

9

OCCUPATIONAL HEALTH AND SAFETY MEASURES

TOWARDS A SAFE, ACCIDENT-FREE ENVIRONMENT



For our people to perform and deliver their best, a safe, hazard-free environment is a must. That said, in 2019 we recorded a slight increase in work-related incidents and lost-time injuries. This was due to injuries occurring outside of the work premise but involving company activities. Employees have been advised to pay proper attention to safety even when they are out of the company's premise. No casualties were reported at workplace in 2019.

WORK INCIDENTS



SAFETY & HEALTH ACTIVITIES

A Road Safety campaign was carried out at Star Media Hub, the Group's print production facility, to advise and remind employees on the importance of being careful on the road.

Employees that may be exposed to excessive noise levels underwent audiometric testing to establish baseline hearing levels for these employees and thereon after conduct annual screenings to monitor any potential hearing loss.

In conjunction with World OSH Day 2019 and Workplace Accident-free Week organised by the Selangor State Safety and Health department, Star Media Group held several safety-related activities throughout the week. This included a fire extinguisher and personal protective equipment use demonstration, as well as a fire drill. In August, we held a First Aid refresher training for our First Aid team which was conducted by St. John's Ambulance Malaysia.





OSH COMMITTEE

Minimum **12** PersonsEACH WORK
LOCATION

OSH COMMITTEE

40%COMPRISES
MANAGEMENT

Fire Evacuation Drill



SAFETY PRACTICES

At Star Media Group we strive to comply with all safety, health and environmental requirements as required by law, namely the Occupational Safety and Health Act 1994 and Environmental Quality Act 1974 and its regulations. At the same time, the Group complies with the Fire Services Act 1988 which enables us to obtain a valid Fire Certificate for all our premises.

Each work location has its own Occupational Safety and Health ("OSH") Committees, while our printing facilities have an additional committee called Environmental Performance Monitoring and Compliance Committee ("EPMC").

All high risk activities are governed by safe operational procedures derived from hazardous identification, risk assessment and risk control ("HIRARC") exercises. Contractors are required to submit their safe work methods and attend safety briefings 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.

Road Safety Campaign In Star Media Hub

SUSTAINABILITY STATEMENT (cont'd)

10

COMMUNITY INVESTMENT

PRACTISING WHAT WE PREACH



While our primary role as a news and media company is to inform, entertain and educate, the United Nation's goal of 'Leaving No One Behind' is one that closely resonates with us as an organisation. As a citizen watchdog, we are also very much aware and attuned to the challenges faced by vulnerable communities and recognise that we are in a good position to be able to extend assistance that may contribute to the improvement in quality of life for many Malaysians.

RM1.054M
DONATED TO VARIOUS SOCIAL CAUSES

34 CHARITIES SUPPORTING MARGINALISED AND VULNERABLE COMMUNITIES
IN THE AREAS OF

EDUCATION

11

SOCIAL WELFARE

11

HEALTH

8

INFRASTRUCTURE

4

STAR FOUNDATION

Star Foundation donated RM1.054 million in 2019 to various non-profit organisations nationwide including sponsoring the build of three orang asli homes in Negeri Sembilan and Selangor. Financial contributions were also provided to assist organisations in their operating expenses, upgrading of facilities and running of existing programmes.

WHEELCHAIR PROGRAMME

As part of the Group's dedication and commitment to extending assistance to marginalised communities, Star Foundation continued its ongoing efforts through the Wheelchair Programme by providing wheelchairs to those in need. In 2019, 30 wheelchairs were donated to individuals and NGOs desperately in need of mobility support, making it a total of 200 wheelchairs distributed since the programme's inception in 2017.



Some of the recipients of Star Foundation's financial assistance

MEDICAL FUND PROGRAMME

Introduced in 2015, the Medical Fund Programme is an initiative under Star Foundation established to support underprivileged individuals suffering from chronic illnesses by sponsoring their medical treatment and care. Approved medical cases 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.

In 2019, Star Foundation supported medical costs for Nur Syiffa Nasuha Mat Arif, a 10 year old girl diagnosed with Tetralogy of Fallot, a congenital heart defect and was in need of a correction surgery that would help normalise the oxygen level in her body so that she can enjoy a better quality of life. The surgery and convalescence expenses costed approximately RM55,000. German Motors Sdn Bhd and Liqui Moly Asia Pacific contributed RM27,500 towards the procedure while remaining costs were borne by excess donations collected from cases previously supported under Star Foundation's Medical Fund Programme.

This collective effort between the public and corporate have brought about marked improvements in recipients' health and wellbeing, which truly changes their lives for the better.

SUSTAINABILITY STATEMENT (cont'd)

11

QUALITY EDUCATION FOR A BETTER SOCIETY

A BETTER FUTURE COMES WITH KNOWLEDGE



Education has been a mainstay on the Group's agenda from both a business and social perspective for decades. From the initial days of The Star newspaper there was a realisation that literacy among Malaysians and continued interest in journalism as a career path were both critical to ensuring the sustainability of the business. The former would ensure continued demand for English content while the other would ensure continued supply of quality news and content.

At the same time, the Group has also been in a privileged position to offer access to quality education for the underprivileged through specific programmes organised. As such, the Group divides this matter into three broad themes, with subsequent programmes and initiatives that deliver on the commitments:

ACCESS TO QUALITY EDUCATION FOR ALL

- Star Education Fund
- Star Education Fair
- KUNTUM magazine & workshops

ADVOCATING FOR ENGLISH LITERACY

- Newspaper-in-Education ("NiE") Programme
- English for Better Opportunities ("EBO") Campaign

JOURNALISM AS A SUSTAINABLE CAREER PATH

- BRATs Journalism
- Editorial internships

STAR EDUCATION FUND

Through Star Education Fund, the Group has helped some 4,050 deserving underprivileged students from across Malaysia go through tertiary education and open their pathways for a bright future.

In 2019, the Fund awarded scholarships to 141 students amounting to RM9.15 million scholarship value.

The Star Education Fund is managed by a dedicated unit that helps ensure a wide variety of disciplines offered by credible institutions are available under the programme. This ranges from Diploma certification to professional certificates covering both arts and sciences and across different disciplines. The unit also reviews each application according to a predefined set of guidelines that help ensure fair and equitable distribution of the scholarships. For the full list of partner institutions and the subsequent scholarships available, refer to <https://sites.thestar.com.my/edufund>.

SCHOLARSHIPS

141

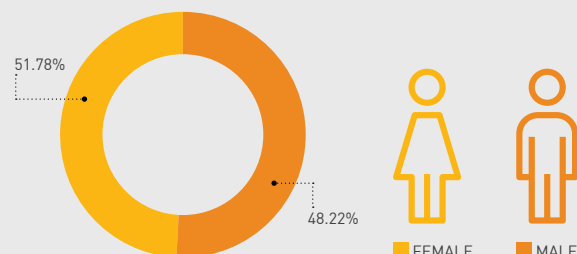
AWARDED
IN 2019

SCHOLARSHIPS

RM9.15M

SCHOLARSHIP
VALUE

GENDER BREAKDOWN OF 2019 RECIPIENTS





A group shot of Star Media Group's management team, partners, alumni and Star Education Fund 2019 scholarship recipients

NEWSPAPER-IN-EDUCATION PROGRAMME (NiE)

Now in our 23rd year, Star Media Group's Newspaper-in-Education programme has penetrated thousands of Malaysian classrooms to inject fun and engaging English language lessons through the newspaper as a medium of instruction.

Each year, the programme is managed by a dedicated NiE team that oversees the planning, production and execution of the programme according to the strict guidelines set by the Education Ministry.

The programme entails the NiE pullouts for secondary school students, the Step Up pullouts for primary school pupils, a young journalist platform known as BRATs and a segment called Earn Your Band 6 that helps students sitting for the Malaysian University English Test (MUET) ace the examination.

Written by a team of experienced English language specialists, the pullouts are available to schools that subscribe to the programme. The publication of NiE, at 20 copies annually, and Step Up, at 11 issues annually, follow the national school syllabus.

The cooperative effort between Star Media Group, corporate sponsors and schools – to utilise the newspaper as an educational resource – saw a total 34 NiE teacher workshops carried out for almost 900 teachers and 12 NiE student workshops involving almost 600 students.

SUSTAINABILITY STATEMENT (cont'd)

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