

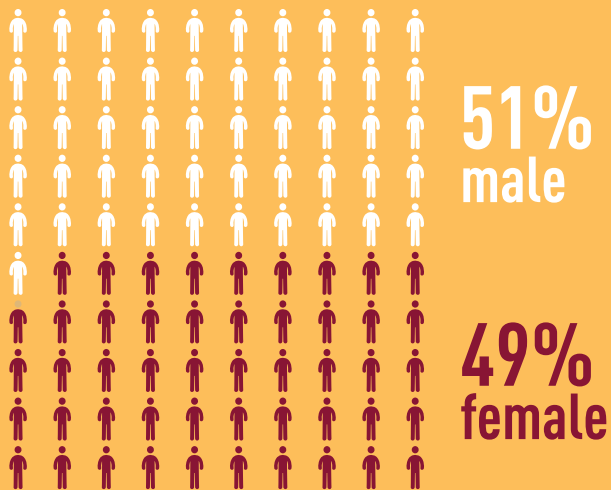
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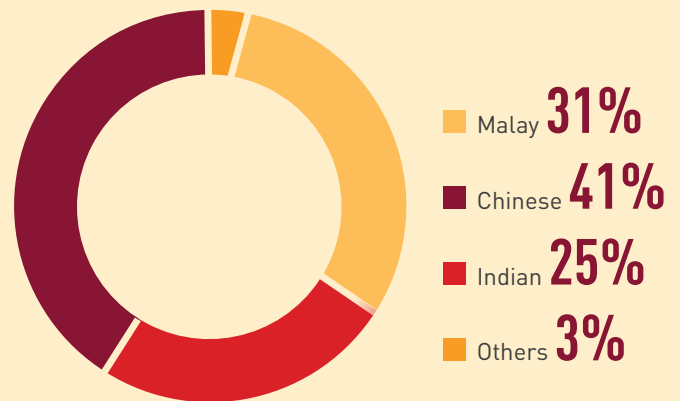


SUSTAINABILITY HIGHLIGHTS 2021

OUR PEOPLE



OUR DIVERSITY



43% women
in senior management

OUR COMMUNITY



Donated **RM722,500**
to 37 Malaysian charities nationwide



Awarded grants totaling up to
RM200,000
to support impact-driven social projects



113 scholarships worth
RM7.82 million
awarded via Star Education Fund

OUR PRODUCTS AND SERVICES



100% of newsprint for
The Star is 'FSC' certified or equivalent



The Star newspaper
100%
printed on recycled newsprint paper



3,061 tonnes
total reduction of CO₂ emissions



4,130,317 kWh of solar
energy generated from the Rooftop Solar
Generation project since 2014

SUSTAINABLE DEVELOPMENT GOALS



ECONOMIC	ENVIRONMENT	SOCIAL
Content Creation, Sourcing and Management Economic Performance Procurement Practices Anti-Corruption	Materials Energy & Emissions Waste	Employment Occupational Health and Safety Diversity and Equal Opportunity Local Communities – Community Investment Local Communities – Quality Education

REPORTING PRACTICE

OUR REPORTING APPROACH



ABOUT THIS REPORT

This report has been prepared in compliance with the Bursa Malaysia Securities Berhad Main Market Listing Requirements, with its content in reference to the Global Reporting Initiative (GRI) Standards. The report also covers the following key principles as guided by the GRI Standards:

- Stakeholder inclusiveness – Capturing stakeholders' expectations and concerns;
- Sustainability performance – Presenting key performance indicators within the wider context of sustainability;
- Material matters – Prioritising the key sustainability issues most relevant to our business;
- Completeness – Reporting on all sustainability topics that are relevant to our Group and in alignment with content requirements.

SCOPE & BOUNDARIES

For the purpose of this report, the content mainly covers Star Media Group

Berhad and its print operations, which is a significant part of the Group's business. It does not extensively cover the other companies operating within the digital, radio, events and exhibitions segments, unless otherwise stated.

This is in line with the Group's primary focus at enhancing elements of its principal operations before exploring other segments of the business. Our intention to expand on the scope of this report remained steadfast as the Group explores ways to include further coverage of our operations in providing a more holistic view of Economic, Environmental and Social (EES)-related matters in the future.

References to 'Star Media Group', 'the Company', 'the Group' and 'we' refer to Star Media Group Berhad and its subsidiaries.

REPORTING PERIOD

The Group follows an annual reporting cycle, and the period covered by this report covers the reporting period from 1 January 2021 to 31 December 2021.

OUR SUSTAINABILITY TOPICS

The disclosures within this report are aligned with specific GRI standards covering the following key material matters. For this year's reporting,

Emission was included as an additional topic-level disclosure which concluded a total of 12 sustainability topics. Likewise, an exception is to be noted for our disclosures under “Content Creation, Sourcing and Management”, where we will continue to work towards aligning it with GRI Standards moving forward.

1. Content Creation, Sourcing and Management
2. GRI 201 Economic Performance
3. GRI 204 Procurement Practices
4. GRI 205 Anti-Corruption
5. GRI 301 Materials
6. GRI 302 Energy
7. GRI 305 Emissions
8. GRI 306 Waste
9. GRI 401 Employment
10. GRI 403 Occupational Health and Safety
11. GRI 405 Diversity and Equal Opportunity
12. GRI 413 Local Communities

Furthermore, the disclosures contained in this report are aligned with the United Nations Sustainable Development Goals (UN SDGs), as noted below:

 ECONOMIC	1. Content Creation, Sourcing and Management – SDGs 8, 12, 16 2. Economic Performance – SDG 8 3. Procurement Practices – SDG 12 4. Anti-Corruption – SDG 16
 ENVIRONMENT	1. Materials – SDGs 12, 15 2. Energy and Emissions – SDGs 7, 8, 12, 13 3. Waste – SDGs 3, 6, 12
 SOCIAL	1. Employment – SDGs 1, 4, 5, 8 2. Occupational Health and Safety – SDGs 3, 8 3. Diversity and Equal Opportunity – SDGs 5, 8 4. Local Communities – SDGs 1, 3, 4, 8, 10, 11

SUSTAINABILITY ACROSS THE SUPPLY CHAIN

The Group has a responsibility to set a positive and progressive example across our supply chain. In addition to ensuring that we stand for best practices in sustainability, we continue striving to improve the sustainability of our supply chains. This is by means of adopting sustainable practices that ensure the value generated as a result of our business activities is shared on an equitable and inclusive platform.

MEMBERSHIPS AND ASSOCIATIONS

1. Member of Malaysian Newspaper Publishers Association (MNPA)
2. Member of Asia News Network (ANN)
3. Member of World Association of Newspapers and News Publishers (WAN-IFRA)

4. Member of Malaysian Press Institute (MPI)
5. Member of the Malaysian Retail Chain Association (MRCA)
6. Council member of Communications and Multimedia Content Forum of Malaysia (CMCF)
7. Member of Malaysian Advertisers Association (MAA)
8. Member of Malaysian Digital Association (MDA)
9. Member of Commercial Radio Malaysia (CRM)
10. Member of Bernama Supervisory Council

AVAILABILITY

This report is made publicly available online via our website - www.starmediagroup.my

EXTERNAL ASSURANCE

We have maintained our approach at attaining internal assurance for the disclosures made in this year's Sustainability Statement. As the Group enhances its sustainability efforts over time, we will consider seeking external assurance for our disclosures to provide further context and additional certitude to our stakeholders on our performance.

FEEDBACK

We welcome your comments, thoughts and remarks, which may be directed to our headquarters.

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 Fax : +603 -7954 6752
 Email: investor-relations@thestar.com.my

A HOLISTIC JOURNEY TOWARDS GREATER SUSTAINABILITY

DEAR STAKEHOLDERS,

It is our great honour to present Star Media Group's fifth sustainability report produced in accordance with the Main Market Listing Requirements put forth by Bursa Malaysia. As commenced last year, we have continued to adopt the reporting framework of GRI Standards, which persists as the leading global benchmark in sustainability reporting.



FY2021 was a year once again filled with a myriad of unique challenges brought on by the Covid-19 pandemic. In the midst of such economic uncertainty, and as we continue to witness many businesses navigate the impact of these unprecedented circumstances, we are starkly reminded that no business can count on a perpetual set of favourable conditions. The unpredictability of life compels us to stay two steps ahead in our efforts to protect the continuity and sustainability of our business operations. Equally importantly, it implies that for any sustainability framework to be effective, the approach must be thoughtful, wide-ranging and holistic in nature, and encompass practices that stretch robustly across the EES spectrum.

As a leading national news and media organisation, we also recognise the importance of supporting the education and wellbeing of underprivileged people and communities across the nation. By providing the resources and support they need for growth, whether through

our content and platforms or through our outreach activities, we can help them achieve their potential, and by extension, contribute to the progress and sustainability of the nation as a whole.

To this end, we are pleased to report that, despite the challenging circumstances of FY2021, we have continued to place appropriate focus on expanding and enriching our sustainability practices across the EES spectrum. Through our persistent and holistic efforts, we continue to solidify the strong foundation upon which Star Media Group is able to maintain sustainable value creation into the future.

SHARING GREATER ECONOMIC VALUE

In ensuring the continuing sustainability and viability of our core business segments, we have continued to review and enhance our strategic business objectives, operational practices and product offerings. Recognising the seismic shift towards digital platforms and mobile applications, we have placed

special emphasis on boosting our technological advancement and digital transformation activities.

In FY2021, our efforts in this area were exemplified by the launch of new digital products and platforms, such as the new Malay online news portal called 'Majoriti'. Such timely and progressive initiatives are designed to meet the evolving needs of our customers, while at the same time enabling us to expand our customer base and supplement our revenue streams.

We have also been agile in identifying and capitalising on other opportunities to diversify our revenue and are pleased to announce our entry into the property development industry in FY2021.

In as much as we look for green new pastures, we also place focus on ensuring our existing business ecosystem remains fertile. We have continued to engage closely with our customers, suppliers, industry peers and other stakeholders across the various industries in which we operate



with the objective of nurturing durable and sustainable relationships for the long term. Furthermore, in our role as a national English language daily, we place immense emphasis on ensuring the quality, accuracy and relevancy of our news and that our content continues to maintain the gold standard in journalism.

MAKING A MEANINGFUL SOCIAL IMPACT

Star Media Group remains committed towards making a meaningful impact to society. This begins with empowering our people and extends beyond our business operations into the communities where we operate.

As a responsible employer, we continue to set the highest standards in terms of employee rights and benefits, occupational health and safety, and workplace diversity. We also adopted precise adjustments in response to the pandemic that underscored our consideration of employee wellbeing, such as digitalising various processes and bridging the technological skill gaps of our employees to nurture a future-ready workforce.

We believe strongly in making contributions to the wider community and initiating activities that may have far-reaching impacts to the collective progress of Malaysian society. Providing education opportunities for underserved communities remains a key pillar in our social framework, and we have been steadfast in rolling out programmes that enhance English language education and provide greater access to learning tools for the underprivileged.

In FY2021, we also highlighted our desire to collaborate with other purposeful social organisations to make a meaningful difference. Under the auspices of Star Foundation, we launched the Star Social Impact Grant, which awards up to RM50,000 to NGOs

and social enterprises to carry out impact-driven and sustainable projects that may better the lives of local communities and the environment we live in.

OPERATING WITH ENVIRONMENTAL CONSCIOUSNESS

Our environmental sustainability framework has become increasingly robust in the past few years. In addition to ensuring compliance with all applicable environmental laws and regulations, we previously identified several key areas in which to focus our efforts and have made significant progress within these scopes during the year under review.

Our mission to support renewable energy sources is epitomised by the rooftop solar facility constructed at our headquarters, which has not only enabled us to generate 447,295 kWh of energy during FY2021, but also contributed a gross revenue of RM528,344 via energy sales to Tenaga Nasional Berhad.

We further expanded our energy monitoring scope during the year to encompass the incidental carbon emissions we generate as a result of our operations, including the fuel we utilise in our vehicles and generator sets. This will enable us to firstly acknowledge the total greenhouse gases we emit and secondly empower us with the insights required to improve our performance each year.

In line with our adoption of sustainable waste management practices and green energy policies, we have continued to upgrade traditional fluorescent tube lighting across all our business premises to energy efficient LED lighting. Besides, at the same time, we are actively engaging with our material suppliers to promote sustainable and responsible sourcing practices that may

help reduce the carbon footprint of our printing activities.

IN CONCLUSION

Star Media Group recognises that the journey towards sustainability is not a sprint to the finish line, but an ever-evolving voyage that continually adapts in tandem with the present economic, environmental and social landscape. While we have made positive progress on the many ongoing initiatives and projects that we have commenced, we aspire to continually and holistically grow our framework in order to adopt an increasing number of best practices across our organisation and enhance our reputation as a responsible corporate entity.

Being able to remain as a constituent of FTSE4Good Bursa Malaysia Index (F4GBM) for the reporting year, following our admission in FY2020, is an apt reflection of our steadfast commitment towards expanding our sustainability agenda in line with the highest global standards. Besides, in FY2021, the Group was also enlisted as a participant of the CEO Action Network, a coalition of diverse leaders of various Malaysian businesses that focuses on sustainability awareness, initiatives, capacity building and performance. However, the true value of our efforts lies in the positive impact that we can bring to the economy, environment, community and our stakeholders, and it is this objective that inspires us to remain vigilant and determined to continually enhance our approach and practices.

We do hope our Sustainability Statement 2021 provides a clear and impartial account of our sustainability agenda and the various means in which we have made progress during the year.

SUSTAINABILITY GOVERNANCE

GOVERNANCE AND FRAMEWORK ON SUSTAINABILITY

To ensure effective leadership, management, and oversight on all sustainability matters, we have adopted a multilateral governance structure that is spearheaded by the leaders of our organisation. With guidance by our Board of Directors (Board), our sustainability agenda is set forth which lean on the leadership of our Group Chief Executive Officer (GCEO) in working closely with key members of our management to identify and address the various issues that may impact our organisation.

Simultaneously, our GCEO maintains the responsibility of managing and monitoring sustainability related matters within our organisation and supports the Board in ensuring that all initiatives are implemented effectively and responsibly. This includes reviewing and deliberating on sustainability issues, assessing risks which may impact the EES sustainability of our operations and reporting on our sustainability performance to the Board.

Besides, we are currently in the midst of fulfilling our underscored commitment towards implementing a Group Sustainability Roadmap by setting up a Steering Committee, Working Group and Project Management Office (PMO). This integrated setup will allow us to harness the collective efforts of the organisation by combining the involvement and participation of key departments whose scope of operations have direct implications on the Group's sustainability performance.

The establishment of these various teams may enhance the quality of feedback the Board is able to receive when undertaking its oversight and further ensures that we have dedicated the appropriate resources required for the Group to achieve its sustainability objectives.

In further evolving our sustainability roadmap, we aspire to integrate and align existing key risk indicators (KRI) with our sustainability material

matters to present a more integrated and holistic view of our sustainability objectives, approach and progress in the future. Further details of the aforesaid framework will be reported in our future disclosures.

CODE OF CONDUCT AND ETHICS

To ensure that the professional conduct of our people continues to reflect the core values and culture of the Group, we have established a Code of Conduct and Ethics (Code) that all Directors, top management and employees are required to adhere to.

The Code explicates all relevant guidelines in dealing with employees, customers and business associates, and provides guidance for conduct and ethics in the context of work environments, company assets, conflicts of interest and other such matters. All related policies that direct these practices and their governance have been put into place and are regularly updated when necessary to ensure their compliance with the latest regulations and ongoing applicability to the Group's processes.

WHISTLEBLOWING POLICY

The Group recognises that to conduct our operations in a responsible and transparent manner, we must provide a fair and objective platform for all parties to confidentially report and disclose matters pertaining to improper conduct. We have therefore established a Whistleblowing Policy that outlines the necessary procedures and protocols in handling such circumstances effectively and objectively.

All such concerns and communications that disclose information that may evidence unethical activity are taken seriously and without any ill scepticism.



If the raised concerns cannot be resolved through normal reporting procedures and by individual department heads, matters are escalated to either the Head of Internal Audit or Chairman of the Audit Committee. In line with our commitment to advocate the reporting of any such incidences, the identities of whistleblowing individuals are kept highly confidential, and they are also afforded protection against any form of reprisal or retaliation, should the matter be reported in good faith.

Our full Whistleblowing Policy is available on the Star Media Group website at www.starmediagroup.my

ANTI-CORRUPTION POLICY

The Board appreciates the importance of maintaining lawful and ethical behaviour in all its business activities and has established an Anti-Corruption Policy that stipulates key measures and guided points for the Group to manage and address any risks or circumstances pertaining to bribery and corruption.

The policy was developed in full compliance of all applicable laws and regulations, including Section 17A of the Malaysian Anti-Corruption Commission Act 2009 that came into force on 1 June 2020. It also underscores our zero-tolerance stance against all forms of bribery and corruption under any and all circumstances.

Our full Anti-Corruption Policy is available on the Star Media Group website at www.starmediagroup.my



STAKEHOLDER ENGAGEMENT

RECOGNISING THE VALUE AND IMPACT OF STAKEHOLDERS

As we navigate through our sustainability journey, our stakeholders have been a crucial element in aligning our approach and performance towards our EES goals. Through constant, two-way engagements with our stakeholders, we have maintained effective communications in gathering feedback and communicating our commitment in addressing them. Their perspectives serve as the foundation of our sustainability agenda as we structure our efforts based on their areas of concern, focusing on sustainability issues that matter to them.

From time to time, the Group seeks to enhance our stakeholder engagement model with both internal and external stakeholders to increase their involvement in our strategies and better address their needs.

STAKEHOLDER	ENGAGEMENT PLATFORMS
 Shareholders/ Analysts	→ Regular shareholder communications/announcements on Bursa Malaysia including quarterly financial results → Annual general meetings/extraordinary general meetings → Star Media Group's website updates → Investor relations engagement → Analyst briefings → Periodic engagements with equity analysts and fund managers → Annual report and circular/statement to shareholders
 Government/Regulators and Policy Makers	→ Attendance/participation in the Group's events (physical/virtual) → Meetings/discussions (physical/virtual) → Virtual news/information content dissemination platform (through Ministries)
 Customers (Business)	→ Meetings/discussions (physical/virtual) → Town hall sessions → Roadshows/product presentations → Attendance/participation in the Group's events (physical/virtual) → Customer service channels (email and call centre) → Social media (Facebook, Instagram, LinkedIn, Twitter, TikTok, YouTube) → Regular communications via email blasts and monthly newsletters → Sponsorships/donations → Networking lunches/dinners/gatherings → Customer satisfaction surveys → Supplier registration → Training programmes and workshops
 Customers (Consumer)	→ Loyalty programme (for those who subscribe to SMG services) → Reader feedback system (to improve quality of articles) → Star Daily news email alerts → Networking lunches/dinners/gatherings → Customer service channels (email and call centre) → Social media (Facebook, Instagram, LinkedIn, Twitter, TikTok, YouTube) → Regular communications via email blasts and monthly newsletters → Customer satisfaction surveys → Attendance/participation in the Group's events (physical/virtual) → Meetings/discussions (physical/virtual) → Network gatherings (physical/virtual) → Media engagements (press conference) → Training programmes and workshops → Sponsorships/donations

FREQUENCY	KEY INTERESTS	HOW STAR MEDIA GROUP ADDRESSES
→ Ongoing → Annually → Ongoing → Periodic → Periodic → Periodic → Annually	→ Economic Performance → Group's Business Direction/Strategy	→ Quarterly and annual statement briefings → On-demand response to inquiries and meeting requests
→ Ongoing → Ongoing → Ongoing	→ Business Ethics (Regulation and Compliance) → Public-Private Partnerships → Strong Relationships	→ Public-Private Partnerships
→ Ongoing	→ Occupational Health and Safety → Procurement → Group's Business Direction/Strategy → Knowledge Sharing → Business Ethics → Anti-Competitive Practices → Corruption and Instability → Diversity and Equality → Product Innovation → Privacy and Data Security	→ Data-driven solutioning → Refer Material Topics 'Procurement Practices' and 'Occupational Health and Safety'
→ Monthly → Ongoing (for the rest)	→ The Star cover price cost vs no. of pages (content) → Content direction/balanced reporting → Subscription packages → Product safety and quality → Business ethics → Product innovation → Privacy and data security → Access to finance → Opportunities in nutrition and health → Community investment	→ Stringent fact checking processes → Refreshed editorial system → Responsive editorial direction

STAKEHOLDER

ENGAGEMENT PLATFORMS



**Suppliers and
Industry Peers/Partners**

- Visit to supplier for due diligence (physical before lockdown)
- Meetings/discussions (physical/virtual)
- Networking lunches/dinners/gatherings
- Supplier assessment
- Supplier registration
- On-site visit to office/plants/sites etc. (visiting SMG office and vice versa)
- Attendance/participation in the Group's events (physical/virtual)



Employees

- Performance appraisals
- Staff engagement platform (for SMG's 50th Anniversary celebration)
- Town hall sessions
- Union meetings
- Covid-19 alerts and updates
- Regular communications via email blasts and monthly newsletters
- Training programmes and workshops
- Employee feedback forms
- Attendance/participation in the Group's events (physical/virtual)



**Local
Communities**

- Regular communications via email blasts and monthly newsletters
- Customer service channels (email and call centre)
- Social media (Facebook, Instagram, LinkedIn, Twitter, TikTok, YouTube)
- Community-focused initiatives organised by the Company including site visits to NGOs
- Sponsorships/donations
- Media engagements (press conference)
- Attendance/participation in the Group's events (physical/virtual)

FREQUENCY	KEY INTERESTS	HOW STAR MEDIA GROUP ADDRESSES
→ Annually → Ongoing → Ongoing → Bi-annually → Ongoing → Ongoing → Ongoing	→ Group's business direction/strategy → Procurement → Knowledge sharing → Electronic waste → Environmental compliance → Occupational health and safety → Opportunities in renewable energy → Supply chain labour standards and environmental commitments → Economic performance → Business ethics → Anti-competitive practices → Corruption and instability → Financial system instability → Product innovation	→ On-site visit to HQ and printing plant → Refer Material Topics 'Procurement Practices' and 'Occupational Health and Safety'
→ Annually → Annually → Ongoing → At least twice a year → Ongoing → Ongoing → Ongoing → Ongoing → Ongoing	→ Human capital development → Equal employment opportunities → Employment benefits and welfare → Business ethics/governance → Diversity and equality → Occupational health and safety → Corporate developments	→ Diverse workforce → Training and development programmes → Career planning and development → Code of Ethics → Refer Material Topic 'Occupational Health and Safety', 'Diversity and Equal Opportunity' and 'Employment'
→ Ongoing → Ongoing → Ongoing → Ongoing → Ongoing → Ongoing → Ongoing	→ Education → Social assistance → Funding → Publicity → Business ethics → Community investment	→ Education workshops and activities → Star Education Fund scholarships → Funding via Star Foundation → Medical Fund Programme → Wheelchair Programme → Awareness building through editorial campaigns → Refer Material Topic 'Local Communities'

MATERIALITY MATRIX

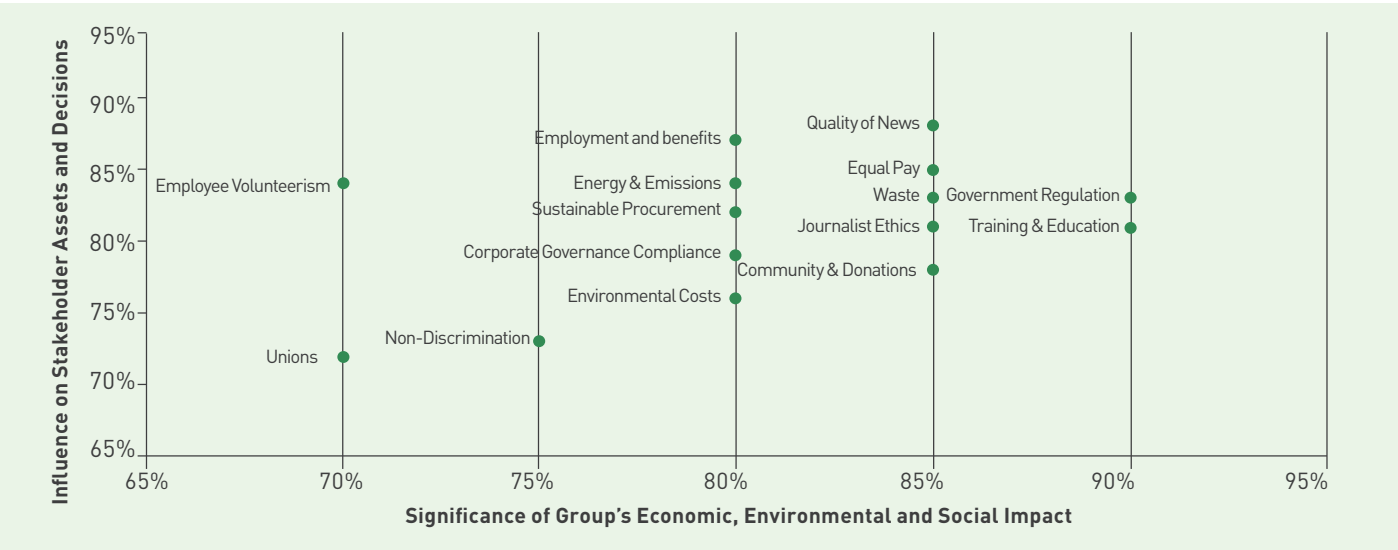
ALIGNING OUR FOCUS ON MATERIAL ISSUES

In FY2021, Star Media Group reviewed its Materiality Matrix with reference to the materiality assessment methodology outlined by the GRI Standards and the materiality assessments from prior years. During the exercise, the Group’s progress on key sustainability matters was taken into consideration, along with the feedback shared by our stakeholders and the ever-changing impact these sustainability issues have on our business.

Through our annual materiality assessment, we aim to evaluate the relevance of key sustainability matters identified previously as well as to pinpoint additional disclosures that may be material to the Group in the upcoming year. As a result, we have acknowledged and taken into consideration the issue of emission within our disclosures for the current year. The issue is presently addressed alongside our initiatives on energy conservation and will be further explored as a standalone key sustainability matter in the future.

Likewise, the following matrix has been maintained which was resulted from the analysis on each sustainability matter against its significance to stakeholders and impact to the Group from an EES perspective.

MATERIALITY MATRIX



OUR SUSTAINABILITY TOPICS AND THEIR RELEVANT GRI TOPIC-LEVEL STANDARDS

In the following sections of the report, our initiatives and achievements over the reporting period in each key sustainability matter are further elaborated. As an overview, the topics covered are summarised in the table below:

Category	GRI Standards	Topic
Economic	-	Content Creation, Sourcing and Management
	GRI 201	Economic Performance
	GRI 204	Procurement Practices
	GRI 205	Anti-Corruption
Environment	GRI 301	Materials
	GRI 302 and GRI 305	Energy and Emissions
	GRI 306	Waste
Social	GRI 401	Employment
	GRI 403	Occupational Health and Safety
	GRI 405	Diversity and Equal Opportunity
	GRI 413	Local Communities

CONTENT CREATION, SOURCING AND MANAGEMENT

MAINTAINING OUR REPUTATION AS A PROVIDER OF TRUSTED INFORMATION



8 DECENT WORK AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

WHY IT MATTERS

Our status as the leading provider of English language news for the Malaysian public has been established by virtue of the immense trust that our readers place in the accuracy and integrity of our content. We therefore appreciate the important role that the continued reliability and accountability of our information plays in the sustainability of our media organisation.

As a mass medium that is able to reach all corners of the country and impact the national zeitgeist, we also bear a moral duty to ensure any and all content we produce and publish meets the highest levels of credibility and veracity at all times. We therefore place great emphasis on the responsible sourcing, management and creation of content and at the same time ensuring that we display the high standards of journalistic integrity and freedom of expression that is expected from us as a leader within the industry.

OUR APPROACH

Governance and guidelines for Content Teams

We have put into place an effective and comprehensive framework that empowers our content teams to deliver accurate and properly vetted news and content at all times. This includes strict and well-defined guidelines and standard operating procedures (SOPs) that govern all aspects of our content creation, sourcing and management, including:



Guidelines on house style, columnist and contributor selection and remuneration



Adherence to core journalistic principles of double (or more) verification, fact-checking and the right of response



At least two layers of copy-clearing and scrutiny prior to publishing, whether online or in print



A senior team dedicated to the approval and extra vetting of sensitive stories



Consultation with either the internal legal team or a retainer law firm for potential defamation lawsuits with relevant stories



Strict guidelines for content on vulnerable audiences, especially children, which includes maintaining anonymity to protect their identity

We have also established controls to address sensitivities towards the '3Rs' i.e. race, religion and royalty. To this end, an external consultant has been specifically engaged to provide an extra pair of trained eyes to analyse content that touches on these three subjects. As an extra level of scrutiny, content deemed potentially problematic is shared with a team of the most senior editors for inspection prior to publishing.

The above guidelines are further accompanied by our adherence to essential journalistic principles, such as the protection of sources and redacting suspect names in crime reports, along with absolute compliance with laws of the land (such as the Child Act, etc.) and additional consultation with civil society to prevent accidental use or misuse of potentially offensive terms and phrases.

Leveraging feedback to stay relevant

As a media outlet that serves the needs of the people, we recognise the importance of keeping our fingers on the pulse of society so that we may grow and evolve in tandem with the ever-shifting media landscape and the evolving

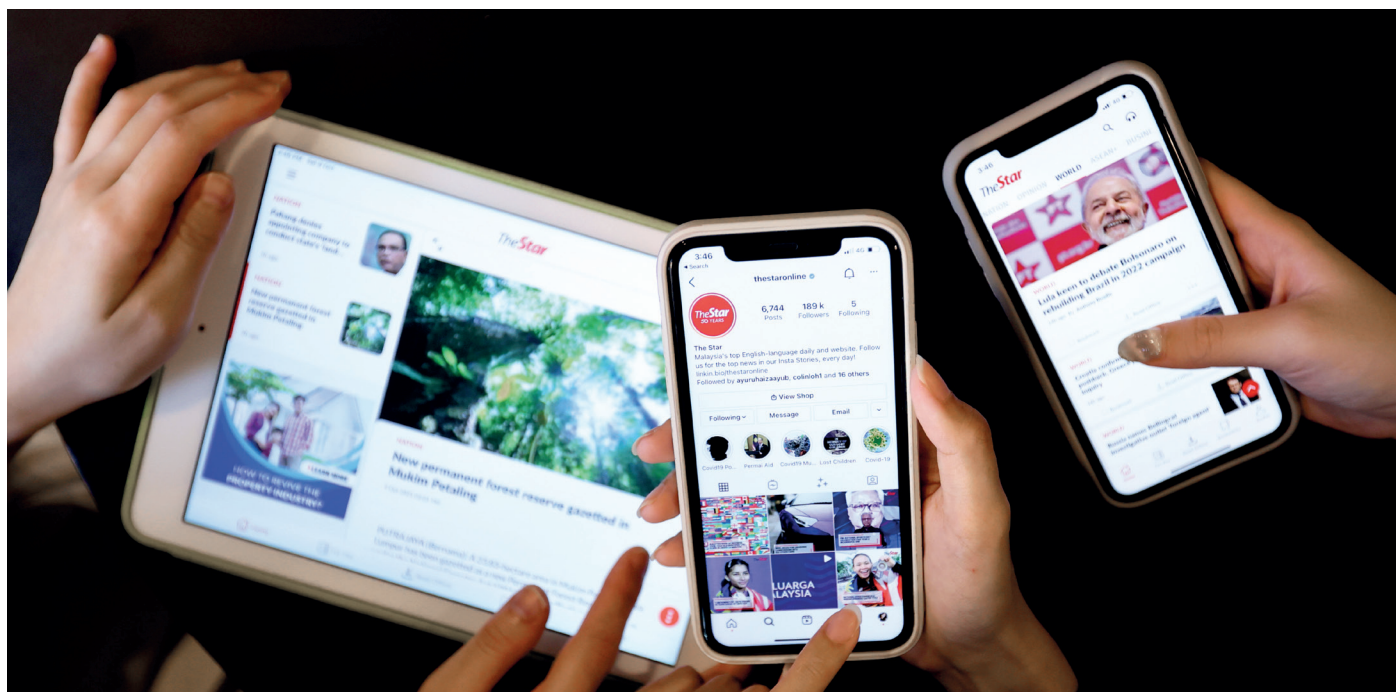
requirements of our audience. We thus provide a wide variety of means through which our readers, viewers and followers are able to provide us with feedback, comments and suggestions.

These channels include letters to the editor, social media comments, emails, panel discussions, forums, conferences, market research and direct feedback received during roadshows. By analysing this feedback, we are consistently able to gain valuable insights on how we can adapt and improve on our content direction or delivery and thus enhance the value we provide to our customers and to society in general. Our Chief Content Officer bears the responsibility in making the final call on which feedback we receive should be addressed and the action that should be accordingly taken.

Meanwhile, specific content-related issues are handled by the relevant desk head, while we also have a dedicated customer support team in place to attend to technical or other issues via phone or email.

Strategic alliance towards content creation

In line with the ambition of Star Media Group and its constant innovative approach towards delivering in-depth and objective media content, the Group has formed a media platform alliance with three other local media providers in FY2021, namely Sin Chew Daily, Sinar Harian and Astro Awani. The alliance which was named "Media in Arms" was established with the goal of enacting a platform whereby expertise, knowledge, experiences and resources among the members can be efficiently shared and utilised. This approach is also to facilitate the development of quality, comprehensive and dedicated content with the opportunity to acknowledge various inputs gathered from different perspectives as potentially shared by each member of the alliance. As a start, the media alliance worked on assessing and deliberating the circumstances surrounding Undi 18, which became our maiden joint report when completed.



ECONOMIC PERFORMANCE

SUSTAINING ECONOMIC VALUE DEVELOPMENT AND DISTRIBUTION



WHY IT MATTERS

As much as the sustainability of our organisation relies on our continued purveyance of high-quality news and content that meets the needs of our audience, it is equally tied to our ability to deliver profitability and growth that meets the discerning expectations of our stakeholders. To ensure our consistent profitability, we must keep a close eye on a diverse range of internal and external influences, such as operational, technological, social and marketplace developments, that may impact our ability to create sustainable economic value and adopt the right business strategies that reflect the current environment.

While the media industry landscape has transformed tremendously in recent times, Star Media Group has remained agile and responded to this evolution through a triple pronged approach that emphasises digital transformation, revenue diversification and the safeguarding of our unrivalled quality and credibility. Through the implementation of insightful strategies within these three focus areas, we have been able to streamline our activities and accrue meaningful contributions to our revenue streams that have placed us on course to deliver robust economic results well into the future.

OUR APPROACH

Oversight on operational and financial performance

A key component of our emphasis in ensuring ongoing fiscal sustainability is an operational and financial review and oversight process that is frequent and multi-faceted. While management reports are reviewed by the Group Chief Executive Officer and submitted for further information to the Board each month, key operational and financial related matters that require discussion and deliberation are raised

during quarterly Audit Committee and Board of Directors meetings so that they may be addressed in a timely and efficient manner.

Strategic KPIs to monitor performance

To ensure that we stay on track to meet our business sustainability objectives, we undertake strict monitoring of the Key Performance Indicators (KPIs) that we have put into place and regularly review our strategic performance to determine if necessary or pre-emptive adjustments are required.

Overview of strategic and operational KPIs, including but not limited to:

Print & Digital business:

- Circulation volume of our printed newspaper and e-Paper
- Comparison of monthly revenue against budget
- Monthly page views and unique visitors to our digital portals

Radio business:

- Comparison of monthly revenue against budget
- Ranking of our radio stations amongst all other Malaysian stations
- Listenership growth in Sweep 1 and 2 every year.

Leveraging on digital transformation and existing assets to diversify operations

Following our efforts last year, when we launched TheStar.com.my paywall and other new value-added digital products and platforms, we have continued to make further progress in our digital transformation during FY2021. The highlight of the year was the official launch of our new Malay language online



news portal 'Majoriti'. Touted with the tagline of 'Reflection without Prejudice', Majoriti will serve as an important asset for the Group to grow its audience and clout amongst Malay language readers in Malaysia.

As the pandemic impacted our ability to hold our regular slate of physical events, we nevertheless organised and undertook various virtual fairs and events to maintain our continuous close engagement with customers and stakeholders.

Addressing technological skill-gaps to enable digital transformation

During FY2021, we persisted in prioritising the digital competencies of employees in our bid to develop a future-ready workforce that empowers our evolution into new digital products and applications. Our efforts are focused on first identifying the gap between their existing skills and the required technological skills, before resolving this discrepancy through either self-learning programmes or via physical or virtual classroom-oriented training.

Continual assessment of the quality and delivery of our products and services

As part of our mission to uphold the

quality and credibility of our news and content, while ensuring our continued relevance to the needs of society, we consistently reach out for definitive feedback from our subscribers and customers. This is achieved by conducting regular surveys to gauge their content preferences, likelihood to subscribe and their impression towards the pricing of our packages.

At the same time, we also engage daily with customers and subscribers via our social media platforms, call centres and email to receive feedback on our content, promotions and subscriptions. To further enhance the level of customer service we are able to provide our customers, we are pleased to have deployed a Live Chat service on WhatsApp during FY2021 that provides even greater convenience and accessibility for customers who wish to reach out to our team.

Streamlining operations to mitigate against the impact of Covid-19

In addressing the impact to our business caused by the ongoing uncertainties of the pandemic, we have embarked on various cost saving and restructuring measures to re-strategise and optimise our operations, including manpower rationalisation and realignments where necessary.

During FY2021, a strategic review of our mid- to long-term business direction was undertaken and it was decided that we would cease the operations of Dimsum Entertainment on 30 September 2021. This decision takes into account the challenging business landscape for the video-on-demand model in Malaysia and has allowed Star Media Group to prioritise its resources on other new ventures and opportunities that will further strengthen its position in the industry. The Dimsum Entertainment team has since been redeployed to other business units within the Group to work on various ongoing and new projects in the pipeline.

OUR PERFORMANCE

For the financial year ended 31 December 2021, the Group recorded a total revenue of RM187.11 million, a decline of 4.7% from RM196.42 million in FY2020. Despite the decrease in revenue, the Group managed to narrow its FY2021 losses to RM25.58 million from RM54.10 million in FY2020, if the one-off items which include the reversal of compensation income of RM50.54 million as well as the impairment of assets of RM71.64 million were excluded. For further details, kindly refer to the economic performance of the Group in the Financial Highlights section of this report.

PROCUREMENT PRACTICES

DRIVING SUSTAINABLE PRACTICES AND SUPPORTING THE LOCAL ECOSYSTEM



WHY IT MATTERS

As a leading entity within the national media industry, we not only provide Malaysians with news and content, but also play a role in representing Malaysia to the world. Consequently, we take great honour in promoting a proud 'Made in Malaysia' mentality and place great emphasis on supporting and engaging local suppliers in the course of undertaking our business activities. At the same time, we consider our local procurement policy to be a key strategy for us in ensuring a sustainable and eco-friendly supply chain, helping to support the national economy and nurturing amity amongst the local community.

We believe that our contributions in this aspect can be meaningful, as engaging suppliers for the purchase of raw materials, the production of marketing collaterals and the undertaking of consultancy services forms a core component of our business operations. In addition to our commitment to local procurement, we have also progressively enhanced our oversight towards our suppliers and increased our expectation for high standards of quality and sustainability amongst entities in our supply chain.

OUR APPROACH

Our overarching approach to procurement abides by the comprehensive guidelines set forth by our Procurement Policy, which sets distinct parameters and regulations that empower us to achieve the high ethical and progressive standards we have set for the Group.

Advocacy for responsible suppliers

We believe in prioritising the engagement of suppliers that undertake their business activities in an environmentally conscious and sustainable manner, as it not only reflects the ethos of Star Media Group,

but also often results in higher quality products and services. In engaging suppliers for the printing of our daily newspaper, which requires the highest volume of raw materials, we place emphasis on ensuring our suppliers provide us with materials that have been produced in accordance with top international standards.

- **Newsprint Supplies** – Our newsprint supplies are exclusively sourced from sustainably-managed forests and from environmentally responsible mills.

We ensure all mills are Forest Stewardship Council (FSC) certified (or equivalently accredited) and obtain their raw materials from well-managed forests or sustainable sources.

- **Printing Ink Suppliers** – Our printing ink suppliers are ISO14001 certified, which indicates that they have undertaken initiatives to reduce the environmental impact of ink production and seek to continually improve their performance in this respect.

Prioritising local vendors

Star Media Group maintains a strict policy that gives precedence to the engagement of local vendors, with our definition of a "local vendor" being a supplier whose business operations and manufacturing plants are based in Malaysia. We only engage non-local suppliers when deemed absolutely necessary, such as in cases where there is an absence or a lack of qualified local vendors for a material or service that we require.

Based on the total purchase orders issued during 2021, we are proud to report that a total of 89% of all procurement was through local vendors, with overseas vendors making up the remaining 11% of our procurement activities during the year.

Digitising our procurement processes

In light of the increased adoption of remote working protocols and the need to reduce physical interaction in the office due to the Covid-19 pandemic, we have further simplified and enhanced our digital procurement processes during FY2021. The introduction of an automated procurement system has allowed for paperless operations with regard to the procurement of supplies and has enabled us to increase the efficiency of our remote working practices.

The new system also provides real-time access to valuable information for individual departments and the Procurement Department team, such as details on the purchase orders, approvals and status of each requisition.

Decentralised and autonomy procurement framework

To enhance efficiency and increase transparency, we leverage on a decentralised procurement process that provides specific guidelines and practices that departments must follow when initiating requisition requests. This process is facilitated by our Procurement Department team, which maintains visibility of the entire process via our digital automated procurement system.

When it comes to the sourcing of suppliers, the team maintains an Approved Suppliers List, a catalogue of suppliers that have been approved by the Group, that eases the responsibility of individual departments to source their own suppliers while further ensuring that the Group only engages responsible vendors with sustainable practices. This procedure of sourcing for suppliers is usually initiated through the request for quotations exercise in our procurement system or alternatively, it may be done via open tender procedures for larger projects.

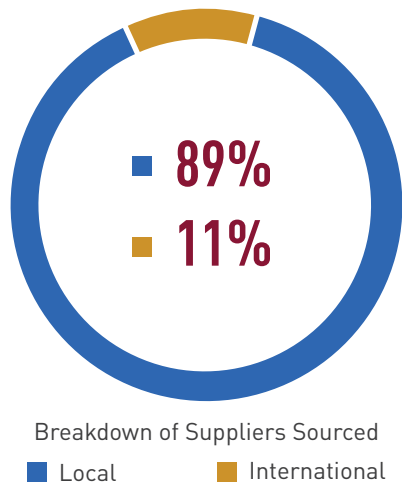
Assessment and enhancement

While we have many processes in place to ensure we engage only with responsible suppliers, we also conducted regular reviews and assessments on our suppliers to verify that their high standards are being maintained. This assessment is carried out periodically by the Procurement Department and focuses on major vendors that supply essential materials and services, such as newsprint or ink suppliers and the storage warehouse companies that store our newsprint. Full assessments are carried out once every six months, while an internal quarterly review is also undertaken for strategic suppliers and/or critical supplies such as newsprint.

We also take measures to safeguard the ongoing effectiveness of our policies and practices in relation to procurement. This is exemplified, with periodic meetings conducted at the Group's headquarters to discuss the latest developments and ascertain if our existing policies require updating to respond adequately to the needs of the current internal and external environment.

OUR PERFORMANCE

For the year under review, we had recorded a total of 547 active vendors. Of this total, 487 vendors were made up of local vendors while 60 vendors were based overseas. This represents a one percent increase in our ratio of local to international vendors, which increased from 88% last year to 89% this year.



ANTI-CORRUPTION

ZERO-TOLERANCE AGAINST ACTS OF BRIBERY AND CORRUPTION



WHY IT MATTERS

As part of our robust approach towards good corporate governance, Star Media Group maintains a strict zero-tolerance stance against any and all forms of bribery and corruption and advocates a high level of ethical business conduct amongst all employees at all times. As a media industry leader, we appreciate the importance of maintaining a reputation of integrity and transparency and recognise that any instance of corruption will significantly impact our credibility and our relationships with stakeholders.

In line with this, any suspected incident of non-compliance with our rules and practices is taken with the utmost seriousness, with a thorough investigation being conducted and stern action undertaken where appropriate to set an example and dissuade future such acts amongst other employees. Trust is at the very core of our relationship with our stakeholders, and we aspire to repay this trust by upholding the highest standards of business and moral integrity.

OUR APPROACH

Our efforts to prohibit any and all instances of corruption is spearheaded by an overarching Group Anti-Corruption Policy, which was crafted to address the specific conditions of the industry we operate in and to ensure full compliance with all regulatory requirements.

Training and awareness

The Group recognises the importance of conducting regular training programmes to ensure awareness and compliance by all employees towards practices and measures stipulated in our Anti-Corruption Policy. We aspire to have all our employees undergo such training but have faced some limitations in our efforts due to ongoing Covid-19 related restrictions and protocols during FY2021. Nevertheless, we have successfully

completed online training on this subject for all employees with access to online platforms and will provide a physical training session for all remaining employees in early 2022.

Given our limitations, we prioritised our Anti-Corruption training activities during the year for employees and departments who are deemed to have greater exposure to the risk of bribery and corruption. A risk assessment with the objective of identifying such job functions and scopes was undertaken through active collaboration with relevant heads of department, and all employees that completed the training were required to acknowledge a declaration form that is compiled and monitored by our Group People Department (Group People). As it now stands, the only employees who have yet to be trained also happen to have the lowest risks of exposure to potential bribery or corruption.

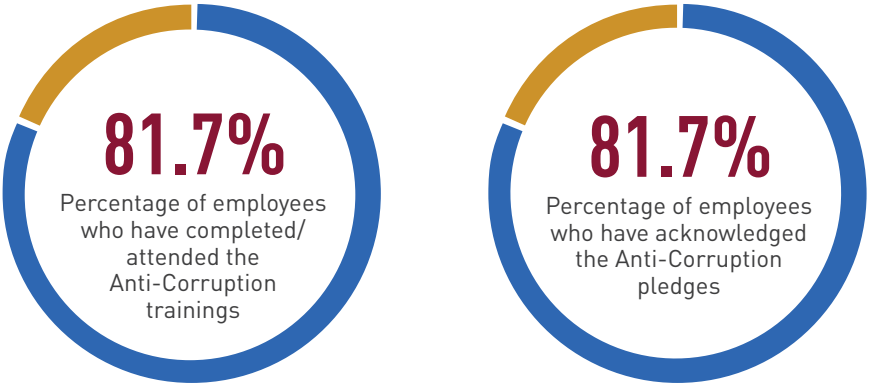
Key policies and procedures

Star Media Group utilises multiple means to promote the effective communication of our Anti-Corruption Policy to our employees, suppliers and stakeholders, as well as to the general public. An abridged policy statement is posted in various locations around our business premises and the full policy is made readily available on our website. At the same time, all employees are required to sign a declaration form upon completing their Anti-Corruption Policy training, with Group People charged with keeping track of employee pledges. When it comes to our vendors, we insert clauses that reflect our zero-corruption stance, and to safeguard the Group's corporate liability, within all contracts with third parties. Any updates to the Group's Anti-Corruption measures or policy are efficiently communicated via email to all employees.

The Group has also put into place a Whistleblowing Policy that provides detailed procedures to facilitate the safe and confidential reporting of any instances of corruption, with this process being communicated to employees during their Anti-Corruption Policy training. Currently, all such whistleblowing reports are first directed to the Internal Audit Department/Audit Committee Chairman, following which Group People is tasked with investigating the veracity of the report. If the matter reported involves a member of Group People or its operations, an alternate department will be deployed to investigate the matter. A summary of findings from any review or investigation undertaken is reported back to the Internal Audit Department/Audit Committee, which will make the decision on appropriate action(s) that need to be taken.

OUR PERFORMANCE

While pandemic related restrictions prevented us from providing Anti-Corruption training to our entire workforce, we are pleased to have completed the training programme for a significant majority of our employees. The remaining 18.3% who did not complete online training during the year are scheduled to undergo a physical training session in March 2022.



MATERIALS

RESPONSIBLE MATERIAL CONSUMPTION



WHY IT MATTERS

As the publisher of the most highly circulated English newspaper in Malaysia, we remain cognisant of the large amounts of raw materials we utilise each day in undertaking our print runs, and the potential impact our consumption of these materials may have on the environment. We have therefore put into place rigorously-implemented policies to ensure that we consistently procure and utilise our materials in the most environmentally conscious manner feasible.

By adopting a responsible and sustainable approach to material utilisation, we are able to remain fully compliant with all applicable environmental laws and regulations, and further enhance our goodwill with government regulators, our customers and stakeholders. At the same time, we recognise our duty as an industry-leading corporate citizen to play an exemplary role in protecting our planet for future generations.

OUR APPROACH

Our monitoring and management of the responsible utilisation of raw materials is overseen by the Print Production and Print Administration Department, which has established the following measures and guidelines:

Utilisation of 100% recycled newsprint paper

One of our key ongoing initiatives to utilise materials responsibly has been to print The Star newspaper on fully recycled newsprint paper. At the same time, we ensure that the recycled newsprint we procure allows us to meet ISO 12647-3 requirements, which is the top international graphic technology standard for the type of printing process we employ, namely Coldset Offset lithography on newsprint.

In line with our ISO 12647 certification, we have established various process control procedures that enable us to accurately verify the quality of our raw newsprint materials, maintain efficient printing practices and produce a high-quality finished product.

Reduction of press run wastage

Making the most efficient use of our raw materials during our print runs is an important priority to us. Not only have we established a variety of process controls to ensure optimal production efficiencies and minimise inaccuracies that may lead to wastage, we also believe in working closely with newsprint manufacturers to procure materials with the exact requirements that enables us to maximise utilisation and minimise press run wastage.

We have set annual KPIs that are used to measure our ongoing performance in waste management. This allows us to identify issues with the newsprint that need to be addressed. If it has been determined that there are serious issues with newsprint quality that may lead to downtime or affect print quality, the Production Department will escalate their concerns to the Procurement Department that oversees the purchase of all our newsprint from manufacturers so that the matter can be rectified, and wastage can be avoided.

Eco-friendly ink usage

As ink is the second most important material used in our print presses, we have placed great emphasis on ensuring that we only use environmentally-friendly and responsibly-produced ink materials that meet the international ISO 2846-2 standard for ink quality. The Procurement Department, which is responsible for sourcing inks that meet our exact requirements, frequently engages third party ink specialists to independently test the colour value and evaluate the transparency of inks from various suppliers to ascertain if they



meet the ISO 2846-2 standards that we require to maintain our newspaper quality.

Concurrently, we maintain close working relationships with ink suppliers so that we may stay updated on the latest industry developments and discover new ink formulations that may be more efficient or better for the environment.

Oversight on efficiency of raw material utilisation

Having put all the above processes and practices into place, we are further committed to keeping a close eye

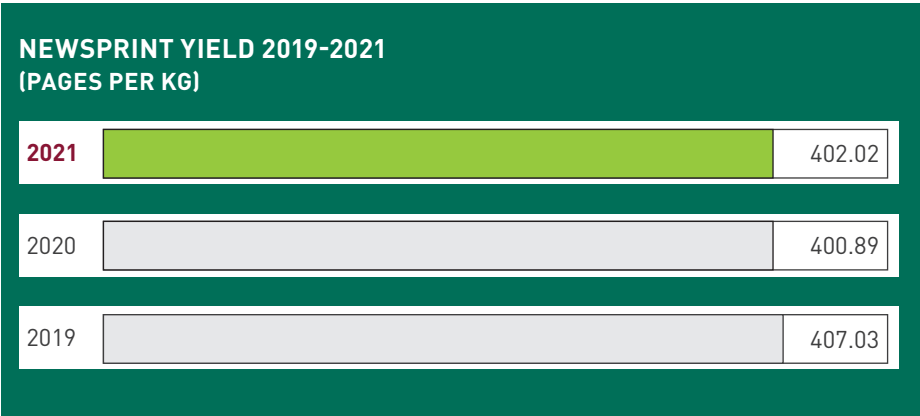
on our performance by tracking and monitoring how efficiently our raw materials are being utilised during our production processes. To do this, we track the quantity of materials input into production and compare it against the output volume of end-products and the waste generated or defects produced during the production process.

This empowers us to efficiently calculate our yield per kilogram of raw material and use this figure as the metric against which to measure our future results. Our close monitoring also underscores our commitment towards improving

our year-on-year performance, and we are continuously seeking to identify other new measures we can undertake to enhance our material consumption and increase the sustainability of our operations.

OUR PERFORMANCE

In FY2021, we successfully improved our newsprint yield per kg by 0.28%, which increased from 400.89 pages/kg in FY2021 to 402.02 pages/kg in the current year under review. For a representation of our performance over the last three years, please refer to the chart below:



ENERGY AND EMISSIONS

OUR EFFORTS IN ENERGY CONSERVATION AND EMISSION REDUCTION



WHY IT MATTERS

Star Media Group is proud to have established a robust energy conservation framework that reflects our innovative approach to mindful energy consumption and management. While our day-to-day operations, including the printing of our daily newspaper, utilise a significant amount of energy, we have balanced this consumption via our pioneering rooftop solar energy generation project, which has enabled us to generate sustainable and renewable energy over the years. At the same time, we have continued to undertake significant measures to reduce our consumption of energy wherever possible and have also begun to calculate our overall carbon emissions with a view to enhance our performance each year.

We believe that it is our responsibility to step up and play a leading role in protecting the planet for the people, and we remain committed to ensuring that we leave a positive impact on the environment and within the communities in which we operate.

OUR APPROACH

Our rooftop solar generation project

Since its installation in 2014, our 500kWp rooftop solar plant has been a prime example of our advocacy for the use of renewable energy and reflects our steadfast commitment towards enhancing energy sustainability within the organisation. We believe that increased adoption of renewable energy sources in the corporate sector can play an important role in reducing our reliance on fossil fuels.

The solar plant is managed by our Facilities Department, which assigns a solar chargeman to manage and monitor the system. The energy that we produce via our solar plant is entirely sold back to Tenaga Nasional Berhad at 100% of the market energy rate and this continues to meaningfully contribute to the Group's annual revenue.

General energy efficiency initiatives carried out during the year

We aspire to continually enhance and optimise our energy consumption each year through the implementation of a wide range of holistic energy efficiency initiatives. During the year under review, we:

- Upgraded 71 traditional fluorescent tube lighting to energy efficient LED lighting. This project was undertaken by the Facilities Department and was overseen by the high tension chargeman.
- Replaced beyond-repair air-conditioner units with upgraded inverted models that consume less energy.



Energy and emission monitoring

To ensure that we make steady progress towards our goal on efficient energy utilisation, our Energy Management Team has continuously performed its key role of monitoring and assessing our energy practices. Besides, the team is also tasked to constantly review and recommend additional energy conservation initiatives that we may adopt to further enhance our practices. Alongside our Energy Management Team, the Facilities Department (for Star Media Hub) and the Building and Property Services Team (for Menara Star) are also tasked to support and facilitate the monitoring of energy consumption and its conservation initiatives at each designated locations. For FY2021, the following measures were taken under the supervision of the teams:

01

Revised the operating hours for our air compressors from between 2pm and 2am to 10am and 2am.

02

Maintained our chiller system operation hours as per reported last year i.e. from 5pm to 2am.

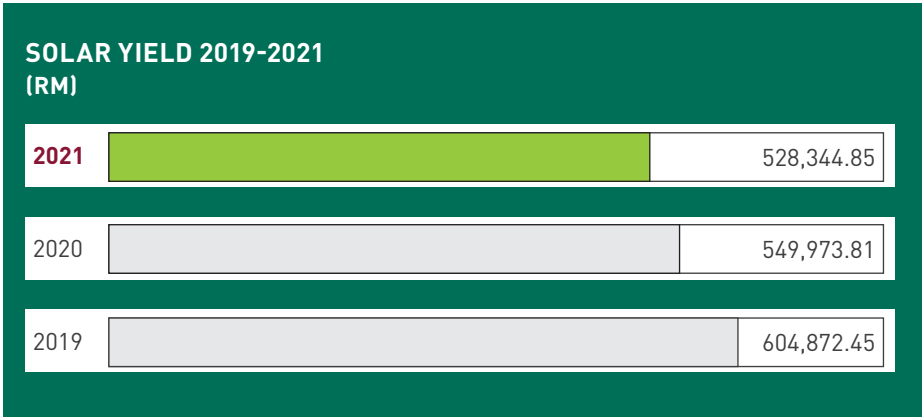
03

Installed Digital Power Meters (DPMs) at all locations to enhance our monitoring of energy usage.

The DPMs that we have installed will play an important role in the next stage of our journey, which is to expand our energy monitoring scope to encompass the incidental carbon emissions we generate as a result of our operations, including the fuel we utilise in our vehicles and generator sets. Hence, for the current year, we have embarked on computing our greenhouse gases emissions for both Scope 1 (i.e., due from the fuel we used in our vehicles and generator sets) and Scope 2 emissions (i.e., the incidental emissions from our electricity consumption). Through better understanding and acknowledgement of the impact in emissions that we generate from our energy consumption, we are empowered to set clear objectives and KPIs to reduce our carbon footprint and drive greater energy sustainability into the future.

OUR PERFORMANCE

The Group continues to achieve the following positive results during FY2021 from our efforts to promote efficient energy consumption and adopt the use of renewable energy.



Solar initiative gross revenue:

RM528,344.85

Total reduction of CO₂
emission from TNB Grid system:

331.44 tonne

Total kwh solar energy generated:

447,295kWh

Total energy saved from energy
conservation initiatives:

**1840kWh/month
(Average)**

Our performance on electricity and fuel consumption alongside its associated carbon emissions record for the current year are reflected below:

YEAR	2021	
Total Fuel Consumption by Company Owned Vehicles and Generator Sets (litre)	Petroleum	Diesel
	36,438.57	2,229.71
Total GHG (CO2e) Emission (Scope 1) (tonnes)¹	88.57	5.68

YEAR	2021
Total Electricity Consumption (mWh) ²	6,724.723
Total GHG (CO2e) Emission (Scope 2) (tonnes)³	3,933.96

¹ Scope 1 emissions are derived from our consumption of petrol-powered company vehicles and diesel generator sets. The computation is based on emission factor published by Intergovernmental Panel on Climate Change (IPCC) 2007 and IPCC AR5.

² The total electricity consumption reported is only for our operations at Star Media Hub and Menara Star.

³ Scope 2 emissions are computed based on emission factor published by Institute for Global Environmental Strategies 2021 List of Grid Emissions Factor.



WASTE

PROACTIVE AND RESPONSIBLE WASTE MANAGEMENT



WHY IT MATTERS

The irresponsible generation of excessive waste and the improper disposal of unavoidable production waste can have a devastating impact on our planet. We are therefore extremely mindful of any and all waste that we produce as a result of our operations, especially during the course of printing our daily newspaper.

To ensure best practices in waste management are adopted across the Group, we have developed a robust guiding framework that empowers us to reduce the amount of waste we produce, to adopt recycling practices where possible and to minimise the potential environmental impact of incidental waste that we inevitably generate when undertaking our business operations. In line with our mission to protect the environment for future generations, we are constantly and proactively seeking and adopting new practices and processes that may help us further improve our performance each year.

OUR APPROACH

Compliance with laws and regulations related to waste management

The formation of our Environment Performance Monitoring Committee (EPMC) underscores our commitment towards ensuring full adherence with all applicable laws and regulations pertaining to waste. The EPMC was established in compliance with the Guidelines for Self-Regulation as mandated by the Department of Environment (DOE) and maintains the responsibility for managing all waste-related matters within our operations. The formation of the EPMC provides valuable support for the Group in ensuring that we stay updated on the latest regulatory requirements and that we are able to rapidly and effectively initiate identified initiatives to enhance our waste management practices.

Dedicated approach towards waste management practices

We have established stringent protocols to ensure the proper management, disposal and storage of both general domestic waste and scheduled waste that we generate. Licensed contractors have been appointed to properly dispose our general domestic waste that cannot be recycled, while scheduled waste is collected, stored and suitably disposed by contractors licensed by the DOE. As per the requirements of the Environment Act, scheduled waste is collected on a weekly basis and monitored via the DOE's Electronic Scheduled Waste Information System (ESWIS) system.

A designated competent person is tasked to manage and oversee the extraction, safekeeping and disposal of scheduled waste, which is safeguarded in properly sealed and labelled containers, and stored in access-restricted areas to protect from any potential spillage, misappropriation or unauthorised access. In the rare instance of spillage, we have an Emergency Response Team, complete with a representative trained in handling chemical spillage, who will act swiftly in remedying the situation. All scheduled waste is disposed to licensed contractors within 180 days of its generation.

Adopting responsible recycling practices

We believe that recycling is an important practice that can have a long-lasting positive impact on our planet, and thus we continually aim to expand and intensify our recycling initiatives. All general domestic waste produced that can be recycled is collected and sent to appointed contractors that are able to effectively recycle them for future reuse. These recyclable waste products include, but are not limited to, printing plates, press spoilage, newsprint brown wrappers or side covers, end cores, paper stripping and test run spoilage. We pay close attention in monitoring

our recycling activities to ensure that all recyclable waste is being accounted for. Recyclable products are stored separately and weighed during storage, upon collection and reweighed prior to disposal.

We also emphasise the importance of recycling internally amongst our workforce and especially at our printing plant. One of our initiatives includes the recycling of cleaning cloths that have been tainted with ink or chemicals. Instead of merely disposing and replacing them with new ones, we have appointed a contractor that is able to deep clean these cloths so that they may be returned and reused by our production team. We consistently remain on the lookout for any new measures that we can adopt to increase our recycling practices and enhance the environmental sustainability of our operations.

No. of accidents relating to scheduled waste in FY2021:

ZERO

OUR PERFORMANCE

For the current reporting period, our performance in managing waste is reflected as below.

Total Waste by Scheduled Waste Categories

Waste Category	Waste Code	Total Waste Generated (MT)		
		FY2019	FY2020	FY2021
Waste Containing Mercury Compounds	SW 109	-	-	0.19
E-Waste	SW110	0.22	-	0.01
Sludge from WWTP	SW204	5.69	-	2.93
Spent lubricating oil	SW305	1.51	0.19	1.71
Spent non-halogenated organic solvents	SW322	7.20	5.44	3.20
Containers contaminated with scheduled waste	SW409	0.41	0.39	0.39
Used rags and filters	SW410	5.17	3.63	2.86
Spent activated carbon	SW411	1.80	1.66	1.59
Ink waste	SW417	1.03	2.78	1.43
Total		23.03	14.09	14.31

Total Scheduled Waste by Disposal Composition (MT):

	Recycle	Reuse	Incineration/ Landfill
2019	6.68	7.13	9.22
2020	3.82	0.39	9.88
2021	4.57	0.39	9.35

EMPLOYMENT

INSPIRING AND
EMPOWERING
OUR MOST
VALUABLE ASSET –
OUR PEOPLE



WHY IT MATTERS

As an organisation whose sustainability and profitability rely on the news and content that we produce, Star Media Group recognises the fundamental importance of all our various employees that work together to generate content across all our various media platforms. Our people represent our brand, our values and our purpose – they are the primary drivers of our success and are our most valuable assets.

We therefore place significant emphasis on nurturing a workplace that is not only inspiring, inclusive and rewarding, but also one that provides valuable opportunities for personal and professional development. By doing so, we are able to create a harmonious and motivated working culture, while at the same time attracting and retaining the best talents to propel us forward towards achieving our business objectives in the long term.

OUR APPROACH

While the Covid-19 pandemic continued to impact the economy and the industry in which we operate, our ongoing commitment towards safeguarding the wellbeing of our people remained steadfast as we continued to foster a workforce that functioned with optimal efficiency. The following are some of the initiatives we undertook for our employees during the year.

A holistic suite of thoughtful benefits and assistance

The Group takes great pride in providing remuneration packages that are competitive with market standards, a fact that is exemplified by our minimum wage for all workers, including unionised office helpers whose monthly salaries are being set at RM1,500, which is above the regulatory requirement of RM1,200. We also offer our employees a wide

range of medical and leave benefits, especially for new parents. Along with 90-day maternity and 3-day paternity leaves, we provide a grant of RM1,000 to assist new mothers and have designated special nursing room facilities in the office for their comfort. For our executive level employees and above, we have established a flexible benefit system through which they are able to claim health screenings, holiday packages and smart electronics.

We further recognise the importance of maintaining healthy engagement with our workforce and, while our Group People initiatives during FY2021 were streamlined due to the pandemic, we persisted with key initiatives that supported employee welfare. We upheld constant communication and updates with regards to the ongoing pandemic situation and provided additional medical support in the form of covering payments for medical bills that exceeded insurance caps for significant cases such as terminal illness. We also continued to carry out reward programmes to celebrate the achievements of our people, such as the long service awards that we issue to honour our long-serving employees.

Transparent platform for employees' feedbacks

We continue to uphold our strong tradition of maintaining robust and cooperative relationships with the unions to which our employees belong, namely the National Union of Journalists Malaysia (NUJM) and the National Union of Newspaper Workers (NUNW). This helps us to ensure our employees have an effective platform to make their voices heard and that we, by staying attentive to their requirements, are able to foster a workplace that is favourable to both our employees' and the Group's collective success.

Our commitment towards encouraging open lines of communication is further

underscored by our establishment of a grievance mechanism. While general complaints are directly reported to Group People, we have thoughtfully provided a separate grievance process for employee-sensitive matters, such as those related to promotions or salary increments. In addition, this is further supported by our whistleblowing procedures and channel which provide a means to submit a complaint or grievance anonymously.

Focus on professional development for our people

The loyalty of our people, as evidenced by the significant number of employees who receive long service awards each year, is a prime reflection of our commitment towards providing our workforce with valuable opportunities to grow their professional competencies and progress their career within the Group. To this end, we employ a variety of methods to identify and plan training and development programmes for employees, including via recommendations from their Heads of Departments, by means of performance appraisals, as well as through the provision of ad-hoc training as and when required.

Supported by detailed training needs analysis conducted by Group People, we are empowered to provide bespoke training and development opportunities that address the needs of each individual's role within the organisation while complementing their own personal ambitions. In the spirit of continuous improvement, we conduct evaluation exercises at the end of each training programme to gauge its reception, relevance, quality and effectiveness, while at the same time keeping track and monitoring the participation of employees in each training programme via our SAP system. During FY2021, our human capital development initiatives were focused on programmes to

enhance sales, digital and marketing competencies, along with other technical-related workshops.

Ensuring ethical labour practices

Within our business, we have maintained a strong stance in enforcing ethical labour practices, with our internal policies and procedures governing our proper conduct on this matter. We strictly enforce the inhibition of employment of underaged workers, forced or unpaid labour and any form of coercion to work which includes harassment or bullying. Concurrently, we also support the right of our employees to form and negotiate collectively, in a lawful and peaceful manner, i.e., in which we have always supported a constructive relationship with the unions of our employees. With all under consideration, our commitment towards human rights as guided by the International Bill of Human Rights lays another tier to our well-defined foundation for responsible employment practices across the Group. In overall, deterrence of any unethical labour practices is further reinforced by the

active role of Group People in ensuring oversight and control.

OUR PERFORMANCE

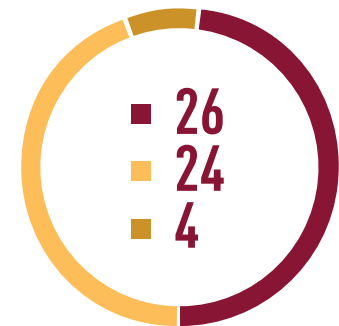
We hope that our efforts during the year have showcased our high level of appreciation towards our employees by creating an inclusive environment that supports a well-balanced working life and equal opportunities for career and personal growth. Overall, our holistic approach aims to strike an ideal balance between ensuring employee welfare and sustaining the success of our businesses. Although turnover of employees was unavoidable during the year, we nevertheless ensured all critical new hires were swiftly undertaken. With consideration that we had managed to sustain a positive rate for recruitment, our turnover rate had been satisfactory given the current market and industry landscape. During the year, the Group has also observed zero cases of non-compliance over our labour practices, and no incidents were noted pertaining to any violations to human rights.

Total workforce headcount by entity

Entity	Headcount	% of total
Star Media Group Berhad	673	72.13%
SMG Business Services Sdn. Bhd.	121	13.0%
Star RFM Sdn. Bhd. (1988)	53	5.68%
Rimakmur Sdn. Bhd. (Suria)	33	3.54%
Star Media Radio Group Sdn. Bhd.	19	2.04%
I.Star Ideas Factory Sdn. Bhd.	4	0.43%
Star Property Sdn. Bhd.	12	1.29%
Magnet Bizz Sdn. Bhd.	18	1.93%
Total	933	100%

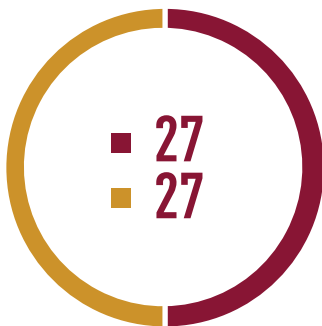
RATE OF EMPLOYEE HIRE

Total New Hires in 2021



Total New Hires By Age

■ Under 30 ■ Between 30- 50
■ Over 50

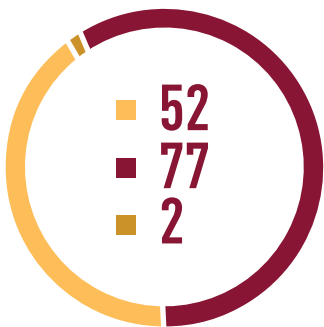


Total New Hires By Gender

■ Female ■ Male

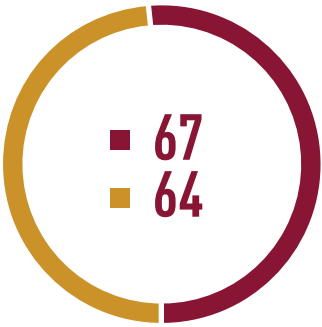
RATE OF EMPLOYEE TURNOVER

Total Employee Turnover in 2021



Total Employee Turnover By Age

■ Under 30 ■ Between 30- 50
■ Over 50



Total Employee Turnover By Gender

■ Female ■ Male

Total number of recipients of long service award (15 years/25 years):

15 years – 30 pax
25 years – 37 pax

Number of trainings (internal & external) conducted:

55 sessions

Number of learning hours across training initiatives:

1,292
learning hours

Number of employees trained:

519



OCCUPATIONAL HEALTH AND SAFETY

PRIORITISING THE WELLBEING OF OUR PEOPLE



WHY IT MATTERS

The health and safety of our employees remains a priority for Star Media Group. We believe that by delivering a secure working environment that prioritises the physical safety, security and wellbeing of our people, we can foster greater loyalty, dedication and goodwill amongst our workforce. Furthermore, empowering our workforce to focus on their job functions without the distractions of discomfort or potential hazards enables them to function more efficiently and contribute more to the success of the Group.

At the same time, any potential safety or health violation may negatively impact our reputation or disrupt our working schedules. Given the important role that health and safety plays within our sustainability framework, we continually aim to ensure the adoption of best practices, to maintain full adherence to all regulations and to persistently enhance our efforts wherever possible.

OUR APPROACH

Our efforts to achieve the highest levels of occupational health and safety are driven by our efforts in three key focus areas, i.e. ensuring compliance with leading industry standards, adopting stringent control measures and procedures, and establishing strong governance structures. By leveraging on our efforts within these three pillars, we are well-equipped to maintain strong oversight over our overall objectives while at the same time ensuring our ability to craft workplace-specific policies and action plans when required.

Strict compliance with rules and regulations

The primary endeavour within our health and safety framework is to ensure compliance with all rules, regulations, and guidelines as required by law, including but not limited to the following

Malaysian acts:

- Occupational Safety and Health Act 1994 (OSHA);
- Environmental Quality Act 1974 and its regulations;
- Fire Services Act 1988; and
- Factories and Machinery Act 1967.

In addition to these external regulations, we have also developed our own set of internal policies and procedures, such as the Safety Manual and Work Instructions, that provide more specific guidelines to our operations and work environments. These guidelines were developed in accordance with MS 1722:2011 Occupational Safety and Health Management Systems standards and are periodically reviewed and updated when required.

Adopting stringent control measures and procedures

We have implemented safe operational procedures for all high-risk activities to ensure we undertake the appropriate health and safety precautions at all times, especially when carrying out potentially hazardous tasks. These SOPs were derived following our Hazard Identification, Risk Assessment and Risk Control (HIRARC) exercises. We expect similarly high standards of safety practices from our contractors and require them to submit their safe work methods and attend safety briefings conducted by our health and safety representatives before commencing work.

Fire safety continues to be a key priority, especially at our printing plants. In line with our adherence to the Fire Services Act 1988, we have prioritised and successfully completed the annual renewal of our Fire Certificate for all our premises. In line with our compliance, comprehensive precautionary measures in place are constantly checked and upkept. These include fire hydrants, water sprinklers, water tankers, fire extinguishers and fire alarm systems,

amongst others. In specific to regular maintenance, fire extinguishers are maintained and replaced on an annual basis by a third-party vendor, while our fire systems are inspected every three months by their respective original equipment manufacturer.

We also recognise the importance of ensuring the proper maintenance of our heavy machineries, such as the hoisting systems and pressurised vessels. To this end, we have appointed an external consultant that is tasked with ensuring our ongoing compliance with all recommended regulations put forth by the Department of Safety and Health (DOSH). The consultant also acts as a liaison with DOSH officials during the inspection and the annual certificate renewal process, which is handled by the Facilities Department at Star Media Hub and assisted by the Building and Property Services Team.

As always, we continued to organise regular health and safety trainings for our staff, which includes the following undertaken during FY2021:

- Annual Audiometric Test;
- Chemical safety (undertaken once every 2 years);
- Scheduled waste;
- Safety induction for new employees and third parties, such as contractors, in which a permit to work will be issued upon completion of the briefing; and
- Hearing conservation (specifically for Star Media Hub).

The Group has once again successfully conducted a noise risk assessment during the year with the assistance of a third-party consultant. We recognise the importance of protecting our employees from afflictions caused by high levels of noise in our production areas and have previously installed a noise haven booth to provide auditory relief when needed. We have also ensured that any employees found with hearing

impairment are referred to Group People for follow-up medical inspection by an occupational doctor.

Lastly, in order to ensure the convenience of access and safety for any differently-abled individuals, the Group has also installed and maintained ramps, chair lifts in auditoriums and accessible toilets at our business premises.

Robust governance structures in addressing health and safety matters

Star Media Group continues to leverage on its three major Occupational Safety and Health (OSH) committees to provide oversight and governance on all health and safety matters. As per OSHA requirements, these committees are based in our office premises that have 40 or more employees i.e. at Menara Star, Star Media Hub and The Star Pitt Street.

These committees comprise of a 50/50 balance of representation from management and employees, and maintain the responsibility for recording, managing, investigating and addressing all incidents, accidents, near misses and property damages across the Group. Our OSH Committees are supported by two Emergency Response Teams (ERTs), which are separate working groups located at Menara Star and Star Media Hub that monitor, manage and act upon all emergency health and safety matters that occur on site. The Group has outlined an organisational chart that delineates the roles of our OSH Committees and ERTs, with one member of each ERT invited to participate in all OSH Committee meetings. Besides that, we are also currently in the midst of revamping the structure and organisation of our ERTs due to recent reductions in our manpower.

Addressing the risks and impacts of Covid-19

Our Covid-19 task force, which was established in 2020, has continued

to play its important role under the oversight of Group People, in safeguarding our employees during the uncertainties of the pandemic. The task force is charged with mitigating the impact of the pandemic to our operations and spearheads all day-to-day matters pertaining to Covid-19, including but not limited to:

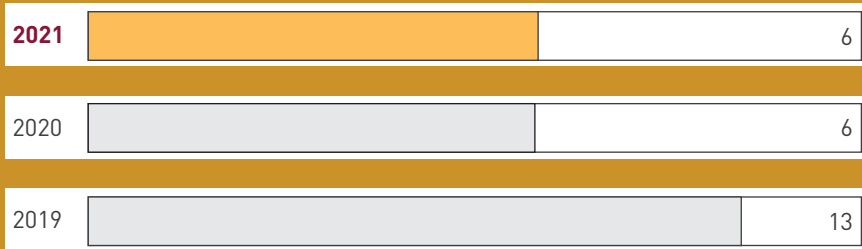
- Constantly monitor local news and key developments pertaining to the pandemic in order to provide useful and timely updates and SOPs for employees;
- Enforce and monitor the provision of personal protective equipment (PPE), such as masks, gloves, sanitisers etc. to employees identified by Heads of Departments as having higher risks of exposure due to the nature of their work; and
- Carry out rigorous internal contact tracing and testing should any employees or internal parties be identified as close contact with a Covid-19 positive patient or have tested positive themselves.

In addition, we have maintained our flexible working arrangements, whereby employees are split into teams and come into the office on a rotation basis. This is to support social distancing and therefore create a safe workplace.

OUR PERFORMANCE

Star Media Group has continued to treat health and safety as one of our chief priorities across our operations and we aim to achieve exemplary performances year upon year. To this end, we are pleased to report that we have successfully maintained the number of incidents that have occurred to a bare minimum and most importantly that we have had zero lost man-days due to injury during FY2021.

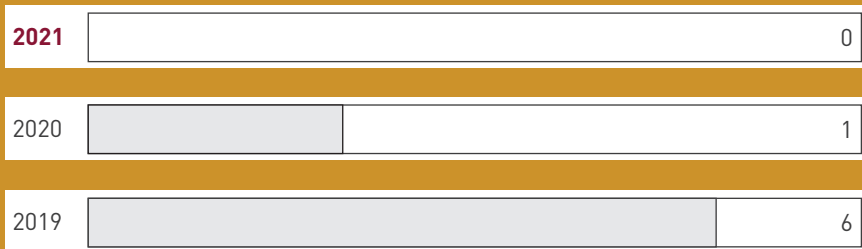
NUMBER OF ACCIDENTS/INCIDENTS



Percentage of management representation within OSH Committee:

50%

TOTAL LOST TIME INJURIES/MAN-DAYS



DIVERSITY AND EQUAL OPPORTUNITY

ADVOCATING
EQUALITY AND
INCLUSIVENESS
WITHIN OUR
WORKING
ENVIRONMENT



WHY IT MATTERS

We recognise the value of promoting diversity and equal opportunity amongst our workforce as a fundamental strategy to enhance the value we are able to provide our people, customers and stakeholders. A diverse yet harmonious workforce is better equipped to bring a wide range of different ideas, experiences and viewpoints to the table, which in turn will allow our teams to make more innovative and better-informed decisions. At the same time, our commitment to providing equal opportunities to all employees regardless of their background ensures that all our talents are evenly recognised and rewarded for their efforts, and thus remain motivated to give their best for the Group. Correspondingly, we place great emphasis on enshrining the merits of diversity and equality within our practices so as to better harness these benefits and enrich the overall performance and sustainability of our business.

OUR APPROACH

At the core of our approach to diversity and equal opportunity is our commitment towards treating all employees equally and without any bias with regard to their age, gender, race, religion, nation of origin, sexual orientation, political and any other affiliations. We have ingrained these responsibilities within our recruitment practices and at all levels of our operations.

Transparent and objective employee recruitment and career progression

We have established a recruitment policy that clearly reflects our principles in this matter and dictates the importance of treating all potential candidates equally and without any discriminatory bias. We therefore utilise strict evaluation criteria that focuses on assessing prospective new hires solely on their merits and suitability for their job roles.

A similarly impartial approach is applied when evaluating employees for promotion and career progression opportunities within the Group. Our well-established practice of providing equal prospects for all demographics has empowered us to achieve a diverse representation across our organisation, both amongst our employees as well as within our governance bodies.

Fair and merit-based training initiatives

With training and development being an important tool for us to strengthen the competency of our workforce and enhance the long-term sustainability of our business, we recognise the magnitude of employing a purely merit-based and non-discriminatory approach when allocating such opportunities for our people. While we also focus additional resources to provide opportunities for young talents to fast track their career progression, our overall approach to training needs is one that allocates opportunities based purely on job scope, career development requirements and the need to acquire new skill sets due to technological advancements. Our Group People is tasked with ensuring our training initiatives reflect our policies and principles, and unbiasedly providing our talent with the resources they need to develop their skill set, regardless of their background.

Proper structure for reporting issues on discrimination

While all efforts are made to ensure our policies and practices on diversity and equal opportunity are effectively adopted and adhered to across the Group, we recognise the importance of implementing effective mechanisms for employees to highlight potential practices that may be contrary to our accepted code of conduct. This is especially important given the fact that we have various divisions operating with some level of autonomy in different locations around the country. We have

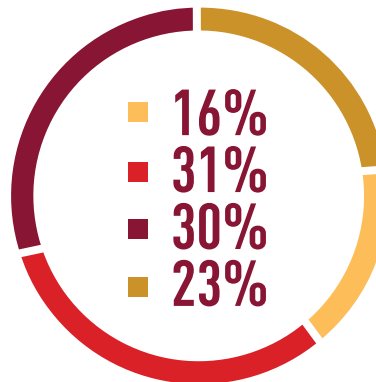


thus established a Whistleblowing Policy and grievance mechanism that provides a safe and confidential platform for employees to report incidents or issues related to unfair treatment or discrimination. Issues that cannot be resolved through standard reporting procedures will be escalated to Group People or any other governance body within the Group, such as our Audit Committee, if necessary.

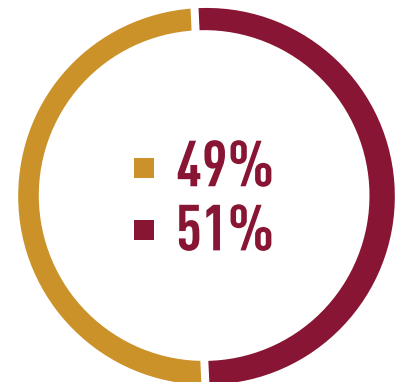
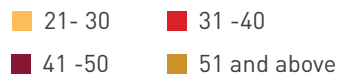
OUR PERFORMANCE

Star Media Group continually aspires to achieve high standards of professionalism in the fair and unbiased treatment of our employees. In line with this, we keep a close eye on the KPIs that reflect the composition and diversity of our workforce so that we can identify areas for improvement and implement the necessary policies for course correction.

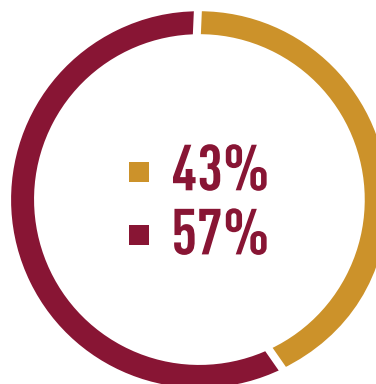
To this end, we are pleased to report that we have continued to maintain a workforce that is appropriately diverse in terms of age, gender and race, and will continue to uphold our established principles and policies to preserve a working culture that is inclusive and free from discrimination.



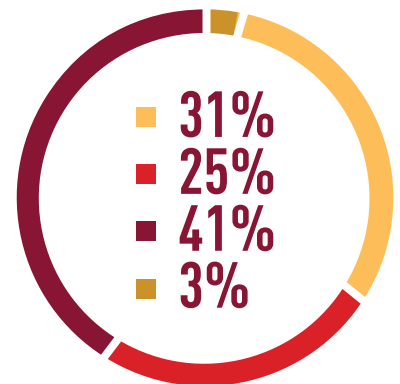
Workforce Age Composition



Employee Gender Composition



Women Representation in Senior Management



Workforce Ethnicity Composition



COMMUNITY INVESTMENT

AMPLIFYING OUR SUPPORT FOR THE COMMUNITY

1 NO POVERTY

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

WHY IT MATTERS

In our role as a news outlet that keeps society abreast of the state of the nation, we are privy to a first-hand understanding of the ongoing difficulties faced by underprivileged individuals and communities. While it is imperative that we use our clout as a media organisation to raise nationwide awareness on such community issues, we also consider it our duty to contribute as much resources as possible to affect positive change within these segments of society. To this end, we are proud to extend our resources each year to a wide variety of non-governmental organisation (NGOs), while at the same time undertaking various ongoing and new initiatives that are aimed at improving the quality of life for many needy Malaysian communities and groups. In doing so, we are able to contribute to the sustainability of not just our own organisation, but also of the various charitable organisations around the country that we regularly support.

OUR APPROACH AND PERFORMANCE

Since its establishment as our charitable arm in 2004, Star Foundation has been responsible for raising, receiving, and administering funds for social causes. Star Foundation manages both public donations as well as contributions from Star Media Group and is governed by a Board of Trustees that meets at least twice a year to review and approve applications for donations that have been vetted by the Star Foundation team. Highlights of some of our key community investment activities carried out during FY2021 are as detailed below.

Providing support and contributions to NGOs

A primary objective of Star Foundation is to offer financial support to a wide variety of NGOs across the nation to assist them with their operational expenses, and upgrading of facilities.

During FY2021, we contributed a total of RM722,500 to 37 NGOs nationwide in the following categories:



The following is a list of NGOs that we provided assistance and support to during the year:

- Yayasan Orang Buta Malaysia
- Persatuan Kasih Sejati
- Rumah Kebajikan Rita
- The Spastic Children's Association of Selangor and the Federal Territory
- Pertubuhan Rumah Anak Yatim Berkat Kasih
- Pertubuhan J/K Pengurusan Rumah Orang-orang Tua Seri Kembangan, Selangor
- Persatuan Kebajikan Misi MahaMetta Kuala Lumpur dan Selangor
- Persatuan Sukarelawan Berkat Kasih Johor Bahru, Johor
- Johore Association for Mentally Retarded Children
- Pusat Jagaan Warga Istimewa Kempas, Johor Bahru, Johor
- Persatuan Kebajikan Orang Kurang Upaya Xi Le Er Malaysia
- Yayasan Rotary Pontian, Johor
- Pertubuhan Rumah Perlindungan Wanita/Kanak-kanak (Didera) Seremban Negeri Sembilan
- Pertubuhan Kebajikan Amal En Xin Negeri Sembilan
- Pertubuhan Kebajikan Amal Charis Mantin Negeri Sembilan
- Persatuan Kebajikan Shemariah
- Pertubuhan Kebajikan Kanak-kanak Yatim & Miskin Wawasan Port Dickson, Negeri Sembilan
- Persatuan Kebajikan Kanak-kanak Yatim Rumah Visi (Vision Home), Ipoh, Perak
- Pertubuhan Pengurusan Rumah Anak-anak Yatim Dan Miskin 'Anning' Ipoh, Perak
- BOLD Association for Children with Special Needs, Penang
- Persatuan Orang Pekak Terengganu
- Sunshine Cottage Welfare Society, Kulim, Kedah
- Pusat Jagaan Orang Tua Jireh
- Kelab Belia Transformasi Jalan Dutamas
- Edspace Projects Sdn. Bhd.
- Pertubuhan Kebajikan Yesuvin Mahligai (YM) Selangor
- Persatuan Rumah Kanak-Kanak Ini Disayangi (K.I.D.S) Selangor
- Pusat Jagaan Rumah Orang-Orang Tua (PKK) Simee
- Hope Mission Welfare Society of Teluk Intan Perak
- Majlis Pusat Kebajikan Semalaysia, Daerah Batang Padang, Rumah Sejahtera Bidor
- Majlis Pusat Kebajikan Semalaysia, Daerah Tanjong Malim, Rumah Sejahtera
- Hospis Malaysia
- Persatuan Hospice Ark, Johor Bahru, Johor
- Pertubuhan Perkhidmatan Hemodialisis Nor Kasih Larut Matang dan Selama, Perak
- Yayasan Pendidikan Insani
- Kelab Kiwanis Kluang Mandarin, Kluang, Johor
- Perak Association for the Intellectually Disabled

Wheelchair Programme

Our Wheelchair Programme, which was initiated in 2017, has continued to be a beacon of hope for individuals in need of mobility support. Star Foundation accepts applications from both individuals as well as NGOs and performs due diligence before seeking approval from the Board of Trustees. During FY2021, 16 eligible applicants were selected to receive wheelchairs under this programme, raising our all-time total to 227 units.

Medical Fund Programme

The objective of our Medical Fund Programme is to provide financial support to underprivileged individuals aged 21 years and below who are suffering from chronic illnesses. Such cases may be brought to our attention through hospitals or by the patients themselves. Following due diligence by the Star Foundation team, consultations with our panel of doctors and a review by our Board of Trustees, approved beneficiaries will have their surgery costs covered and also receive a small donation to support their convalescence. We then leverage on the reach of our platforms to publish stories on these individuals in order to raise funds both from the general public as well as from corporate entities.

Backed by generous public donations, Star Foundation was able to support two young children with congenital heart conditions during FY2021. One of the surgeries was completed in the year with a cost of RM35,775 while the second surgery had to be postponed to February 2022 due to unforeseen medical circumstances. We are pleased to report that the collective efforts of Star Foundation along with rallying support from the nation have brought about marked improvements in the health and wellbeing of these recipients.

Star Social Impact Grant

In our mission to continually expand the scope of our support to the community, we are pleased to have launched a new initiative in FY2021 that is aimed at

backing purposeful social organisations in their mission to carry out impact-driven and sustainable projects that may better the lives of local communities and the environment we live in. The response to this programme has been immense, with over 100 applications received during the 6-week application window. The following are the four organisations and their respective projects that were successfully awarded a grant of RM50,000 each during the year:

VISION TO TRANSFORM
Economic Recovery Programme for Vulnerable Communities to Increase Income and Improve Livelihood
HOPES MALAYSIA WELFARE ASSOCIATION
Rural Crop Diversification via Vermiculture Project
SELANGOR AND FEDERAL TERRITORY ASSOCIATION FOR THE MENTALLY HANDICAPPED (SAMH)
SAMH Agriculture Project to Empower the Mentally Handicapped through Farming Skills
PERTUBUHAN PEMBANGUNAN WANITA TAMARAI PULAU PINANG
Button and Hook - Learn In: Empowering Women through Tailoring Skills

Star Golden Hearts Award
Since its launch in 2015, the Star Golden Hearts Award has been one of our most highly anticipated initiatives each year, as it recognises the contributions of ordinary Malaysians who have gone



above and beyond to make meaningful contributions to society. The winners are selfless individuals or organisations who have made a positive impact to society and promoted national unity among the people.

In FY2021, we received 450 nominations and selected ten deserving winners, including two that received the coveted Gamuda Inspiration Award. We are pleased to have received feedback from the winners that the publicity exposure provided by The Star has subsequently helped them garner more support from the general public, be it in terms of donations or volunteers.

Helping those afflicted by crises
In addition to our ongoing community support initiatives undertaken each year, we also sought out opportunities to provide coverage for those most afflicted by the pandemic and offer financial support to underprivileged Malaysians who were struggling to make ends meet.

We played our role in this endeavour by leveraging on our media strengths to publicise the efforts of NGOs serving needy communities during the Covid-19 pandemic and flood crisis. These publicity efforts were successful in rallying more Malaysians to support the NGOs directly

through the provision of donations or by volunteering their time.

Star Foundation also collaborated with Carlsberg Malaysia and NGO partner MyKasih Foundation to contribute RM200,000 to help underprivileged Malaysians in a Chinese New Year food aid charity campaign entitled “Celebrate Prosperity, Cheers for Tomorrow”. A total of 400 families received RM500 each, which was debited into their MyKad via MyKasih’s cashless aid distribution and enabled them to purchase essential items at participating outlets near their locations. The beneficiaries were located across six states, namely Johor, Kedah, Pahang, Perak, Selangor and Terengganu.

Another community support endeavour undertaken during FY2021 was a flood relief initiative carried out by our Suria DJs and staff. Dubbed #misibantuanbanjirsuria, the initiative saw both Suria DJs and staff members participating in post-flood clean-up operations in Pahang, which was one of the states most affected by floods in December 2021. The team also provided essential supplies inside the “beg bantuan Suria” to 100 households of affected victims.

QUALITY EDUCATION

DRIVING EDUCATION FOR ALL

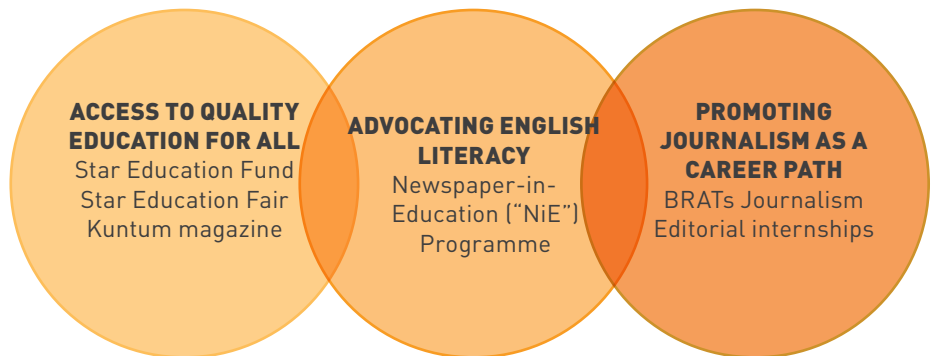


WHY IT MATTERS

Our mission to empower educational progress and English language literacy has been a key facet of our sustainability approach for many decades. News and education are fundamentally linked, and as a leading national media company, we consider it our duty to nurture a society that is well-informed, keen to learn and well-versed in language. We also play a significant role in promoting journalism amongst Malaysian youth. While these efforts do benefit our organisation in the long run, as it ensures our ongoing relevance to society and sustains the demand for our content, we are primarily driven by the prospect of making a lasting and meaningful change in the lives of those that participate in our programmes.

OUR APPROACH AND PERFORMANCE

Our initiatives within the realm of education can be categorised into three broad categories, and we consistently develop and execute a variety of programmes and initiatives under each of these themes. Some of our longest running initiatives, such as our Star Education Fund and Kuntum magazine, have been supported and sustained by the Group for more than 20 years.



Star Education Fund

Since 1994, Star Education Fund has provided an invaluable helping hand to aspiring students aged 17 to 25 who require scholarships to undertake their desired field of study. The fund is managed by a dedicated unit that helps to ensure a comprehensive range of courses from various credible educational institutions is available under the programme, ranging from diploma courses to professional certifications across both arts and science curriculums. The unit is also responsible for undertaking a fair and transparent review of each application according to a set of predefined guidelines so that funds may be distributed in the most impartial manner possible.

Two tiers of scholarships are provided, with Tier 1 being fully sponsored by Star Media Group with the caveat that students will be bonded to the Group following completion of their studies, and Tier 2 being a collaborative sponsorship effort between us and 30 private tertiary institutions that we are currently partnered with. In FY2021, we provided scholarships to 113 deserving students with a total combined value of RM7.82 million.

113 scholarships worth
RM7.82 million
provided to worthy students

62.8% (71) of scholarships awarded to females
while **37.2% (42)** awarded to males

Newspaper-in-Education ("NiE") programme

Recognising the potential of our newspaper as an excellent platform to reach students across the country, we continue to leverage on The Star to deliver quality educational content.

Since 1997, The Star's NiE programme has supported English language teaching and learning in primary and secondary schools nationwide. Through our teacher and student workshops, annual contests and monthly English language resources for classroom use over the years, participants of the programme showed marked interest in the language and progress in their proficiency.

Within the nine issues of the NiE resource published in 2021, we offered students educational, interactive and stimulating content that was curated by experienced English language specialists. Our content was also devised in accordance with the national syllabus of Malaysia and was endorsed by the Ministry of Education.

Our NiE programme is continuing its role of promoting the use of English language through a weekly activity page in StarEdu, an education pullout in Sunday Star. These activities are suitable for use individually and in groups, at home and in the classroom, across varied proficiency levels. Parents and teachers are encouraged to work on the activities with their children and students.

A platform for budding young journalists

Supporting the ambitions of young aspiring journalists is an initiative

that is close to our hearts as a media outlet, and the BRATs Young Journalist Programme run by our NiE team has been the platform through which we have undertaken our efforts in this area for many years. The BRATs programme empowers the journalistic development of students aged 14 to 22 by providing guidance and mentorship and giving them the opportunity to write and submit articles for publication in StarEdu.

Students keen on joining the programme are required to submit essays before being potentially selected. All articles produced by these selected students throughout the year-long programme will be vetted by our NiE team, and those deemed to be worthy of publication will be published.

Students who display the most potential or enthusiasm will be given a valuable chance to participate in our one-month editorial internship programme, where they will have the opportunity to assist and accompany senior journalists during their daily job routines. Due to the ongoing pandemic, this internship programme is currently on hold but will resume as soon as circumstances permit.

Supporting frontliners with Kuntum Bersamamu

Continuing on from our efforts last year, we once again distributed complimentary copies of our educational magazine Kuntum to the families of frontliners, such as healthcare workers, police and firefighters. In FY2021, we distributed a total of 8,980 copies across 16 drop points across Malaysia.



GRI

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