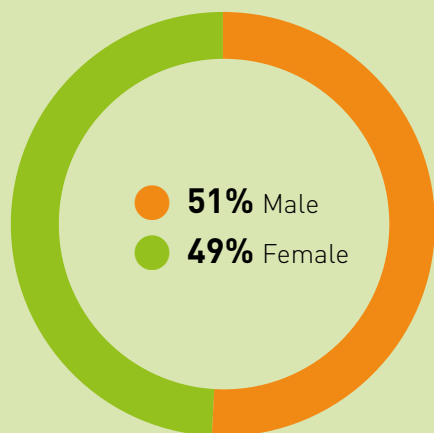


SUSTAINABILITY STATEMENT

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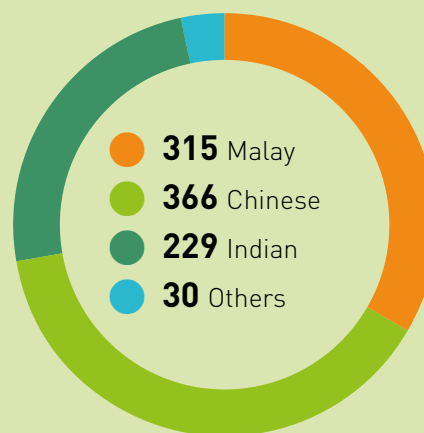
SUSTAINABILITY HIGHLIGHTS 2022

OUR PEOPLE



940 Employees

OUR DIVERSITY



42% women in Senior Management

OUR COMMUNITY



Donated **RM230,000**
to 12 Malaysian social changemakers
nationwide



Awarded grants totaling up to
RM180,000 to support
impact-driven social projects



76 scholarships worth over
RM5.94 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



3,338 tonnes total
reduction of CO₂ emissions



4,504,928 kWh
of solar energy generated from the
Rooftop Solar Generation project
since 2014

SUSTAINABLE DEVELOPMENT GOALS

ECONOMIC



**CONTENT
CREATION,
SOURCING AND
MANAGEMENT**



**ECONOMIC
PERFORMANCE**



**PROCUREMENT
PRACTICES**



ANTI-CORRUPTION



ENVIRONMENTAL



MATERIALS



ENERGY



WATER



EMISSIONS



WASTE



SOCIAL



EMPLOYMENT



**OCCUPATIONAL
HEALTH AND
SAFETY**



**DIVERSITY
AND EQUAL
OPPORTUNITY**



**LOCAL
COMMUNITIES
– Community
Investment**



**LOCAL
COMMUNITIES
– Quality Education**



SUSTAINABILITY STATEMENT (CONT'D.)

REPORTING PRACTICE

OUR REPORTING

APPROACH

ABOUT THIS REPORT

This report has been produced in accordance with Bursa Malaysia Securities Berhad Main Market Listing Requirements, as well as the Global Reporting Initiative (GRI) Standards. As per GRI Standards, the report covers the following principles:

- 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

This report is principally focused on disclosing matters related to Star Media Group Berhad and its print operations, which is a significant part of the Group's business. Unless otherwise specified, this report does not comprehensively cover other operating companies within the Group, such as digital, radio, events and exhibition segments. Our intention is to provide insights into our principal business operations as we seek to present a more comprehensive view of our Economic, Environmental and Social (EES) related matters moving forward.

Within this report, references to 'Star Media Group', 'the Company', 'the Group' and 'we' refer to Star Media Group Berhad and its subsidiaries.

REPORTING PERIOD

In accordance with an annual reporting cycle, the reporting period for this report is from 1 January 2022 to 31 December 2022.

OUR SUSTAINABILITY TOPICS

This report leverages upon GRI standards as guidance to disclose on the Group's identified material matters. Within the current reporting year, Water has been added to our list of existing disclosures. With this addition, this report covers a total of 13 sustainability topics. In terms of exceptions, it should be noted that disclosures within "Content Creation, Sourcing and Management" will be progressively improved over time to ensure adherence to GRI standards.

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 303 Water
8. GRI 305 Emissions
9. GRI 306 Waste
10. GRI 401 Employment
11. GRI 403 Occupational Health and Safety
12. GRI 405 Diversity and Equal Opportunity
13. GRI 413 Local Communities

Further, the aforementioned disclosure topics are mapped against the following United Nations Sustainable Development Goals (UN SDGs):

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

SUSTAINABILITY ACROSS THE SUPPLY CHAIN

As a Group, we recognise the salience of promoting sustainable practices across our supply chain. As such, we consistently seek to align with prevailing best practices to provide value to our stakeholders whilst continuously improving our sustainability performance within our business operations and overall supply chain.

MEMBERSHIPS & 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 Malaysian Retail Chain Association ("MRCA")
6. Member of Malaysian Advertisers Association ("MAA")
7. Member of Malaysian Digital Association ("MDA")
8. Member of Commercial Radio Malaysia ("CRM")
9. Council member of Communications and Multimedia Content Forum of Malaysia ("CMCF")
10. Council member of Belt and Road News Network ("BRNN")

AVAILABILITY

This report is accessible to the public via our website - www.starmediagroup.my

EXTERNAL ASSURANCE

This report has undergone an internal assurance process in alignment with our existing approach. Moving forward, we will consider the use of external assurance for our sustainability disclosures in order to enhance our sustainability reporting.

FEEDBACK

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

Level 15, Menara Star, 15, Jalan 16/11, 46350 Petaling Jaya, Selangor Darul Ehsan
 Tel : +603 -7967 1388
 Fax : +603 -7954 6752
 Email: investor-relations@thestar.com.my

SUSTAINABILITY STATEMENT (CONT'D.)

ADVANCING THE SUSTAINABILITY AGENDA

Dear stakeholders,

We are pleased to disclose Star Media Group's sixth sustainability report, which has been prepared in accordance with the Main Market Listing Requirements established by Bursa Malaysia. For the current reporting year, we have continued to utilise the widely recognised sustainability reporting framework of GRI Standards. We are also working towards ensuring full compliance with Bursa Malaysia's Enhanced Sustainability Reporting Requirements, which requires further disclosures in relation to sustainability in the near future.



In FY2022, we have built upon our strengths to ensure that our business remains resilient as Malaysia transitions beyond the COVID-19 pandemic. While challenges and unpredictability remain, we are confident in our ability to deliver value as one of Malaysia's leading news and media organisations. This confidence is supported by our steadfast aspiration to being a sustainable and responsible organisation, and hence our deeply held commitment to our sustainability agenda.

At Star Media Group, we take seriously our responsibility to empower local communities by providing accurate and timely content that allows the public to stay in the know and make informed decisions. We are also humbled to be able to offer continued support to bring meaningful social impact to vulnerable groups within Malaysia. In addition to providing financial contributions, we leverage on our platforms to provide resources and assistance to nurture and empower our communities, thereby contributing to the progress and sustainability of the nation as a whole.

With commitments across the EES spectrum, we remain dedicated to ensuring that our approach and actions in relation to our material sustainability matters are effective and impactful, thus generating value for our people, stakeholders and communities.

SHARING GREATER ECONOMIC VALUE

As a Group, we continually seek to preserve and enhance the value we deliver to our stakeholders. In this regard, we consistently work to strengthen our core business through regular reviews and refinement of our strategic objectives, practices and offerings.

In FY2022, we have continued to focus on evolving new and relevant products to meet market needs. Some of the major initiatives being the introduction of Majoriti 7, a new Malay language weekly focusing on an upmarket lifestyle for the urban Malay segment. This new offering allows us to expand our foray into the Malay market and also serve as an effective platform for businesses to promote their brands directly to their target audiences.

Recognising the growing importance of the ESG agenda globally, the Group has also put in concerted effort to accelerate the ESG momentum amongst businesses and the general public. The three core pillars introduced include a monthly ESG pullout, the ESG Positive Impact Awards, as well as the StarESG Academy offering thought leadership and knowledge sharing programmes.

The Group through its property development subsidiary SMG Land, has also made good progress with an encouraging take-up rate of Star Business Hub units, our maiden industrial freehold project in Bukit Jelutong. With efforts such as these, we are on track in expanding our reach and diversifying our revenue streams.

Beyond our new developments, we continue to maintain and refine our practices to ensure that we act with the utmost integrity and adherence to best practices in our role as the leading source of news in Malaysia. Additionally, we are always keen to ensure that our business considers the needs of our stakeholders by engaging closely with our stakeholders, customers, suppliers and industry peers.

COMMITMENT TO EMPOWERING COMMUNITIES

At Star Media Group, we recognise our ability to generate a positive impact on society and the nation. From our employees to our local communities, we are staunchly focused on creating opportunities where people feel empowered to reach their full potential.

As a responsible employer who values the wellbeing of our employees, we stay committed to creating a safe and nurturing work environment for all our people. This includes upholding high standards in relation to employee rights and benefits, occupational health and safety, workplace diversity, and new flexible working arrangements to ensure our workforce remains competitive, agile and fulfilled.



Beyond our own people, we are also deeply dedicated to creating positive value for our wider community. In FY2022, we have continued our efforts to open up education opportunities for talented underserved youths through the longstanding Star Education Fund and other programmes to enhance English language education and training the next generation of journalists.

In tune with the needs of vulnerable communities, the Group continues to carry out meaningful social initiatives to provide tangible support to those in need. Through Star Foundation, we work hand-in-hand with NGOs and social enterprises to carry out impact-driven and sustainable social projects while also supporting underprivileged children undergo life-changing medical procedures.

OPERATING WITH ENVIRONMENTAL CONSCIOUSNESS

Across our operations, we seek to be responsible stewards of the environment. Our approach to environmental matters is defined by our utmost adherence to all applicable laws and regulations, as well as efforts to ensure that we minimise our environmental impact where possible.

In 2022, we have continued to closely manage and monitor various aspects of our environmental footprint, including our energy consumption, emissions, waste and material usage. Through our approach, we have been able to gain vital insights into our environmental impact whilst continuing to improve our efficiency in terms of the resources we consume. Moving forward, we will seek to improve our data collection and monitoring practices in relation to other environmental metrics, such as those related to our water consumption. By doing this, we aim to ensure that we can identify opportunities for improvement and provide our stakeholders with a more holistic picture of our environmental impact.

IN CONCLUSION

The Group's steadfast commitment towards the sustainability agenda is aptly reflected through our continued inclusion as a constituent of FTSE4Good Bursa Malaysia Index (F4GBM) for the reporting year, following our admission in FY2020. Aside from that, leveraging on the importance of peer-to-peer support and learning, the Group continues to be an active member of the CEO Action Network, a coalition of Malaysian business leaders focused on sustainability advocacy, capacity building, action and performance.

As we move forward in our sustainability journey, we will continue to enhance our existing initiatives whilst adapting to the rapidly evolving EES landscape. Our objective is to ensure that our sustainability-related efforts generate a positive impact on our people and stakeholders, and so we remain dedicated to adapting our approach and practices as and where necessary.

We hope that this Sustainability Report provides you with insights into our sustainability efforts, including our progress and impact for the year.

SUSTAINABILITY STATEMENT (CONT'D.)

SUSTAINABILITY GOVERNANCE

GOVERNANCE &

FRAMEWORK

ON SUSTAINABILITY



At Star Media Group, we have a multilateral sustainability governance structure led by our leaders. This structure provides overall leadership, management and oversight on all sustainability matters. Within this context, our sustainability agenda is led by our Group Chief Executive Officer (GCEO), with guidance provided by our Board of Directors (Board). Our GCEO works closely with key members of our management team to identify gaps and opportunities to address our material sustainability issues.

The GCEO is also responsible for managing and monitoring sustainability-related matters across the organisation, and supports the Board in ensuring that our initiatives are effectively implemented. This includes reviewing and deliberating on sustainability issues, assessing relevant risks that may impact our sustainability performance and reviewing our reporting practices in relation to sustainability.

CODE OF CONDUCT AND ETHICS

The Group adheres to a Code of Conduct and Ethics (Code) that reflects our core values and culture as a company. The Code is applicable to all directors, top management and employees to ensure the professional conduct of our people across all operations.

The Code entails all relevant guidelines in dealing with employees, customers and business associates. It also provides guidance for responsible business conduct and ethics in relation to work environments, company assets, conflicts of interest and other related matters. Policies and relevant governance structures have also been established to support the values and practices promoted by the Code, with relevant documentation updated as and when necessary to ensure that it is fit for purpose and compliant with all applicable laws and regulations.

WHISTLEBLOWING POLICY

In order to promote responsible business conduct and transparency, we provide a fair and objective platform where any party can confidentially and safely disclose matters pertaining to improper conduct. This platform is aided by our Whistleblowing Policy, which outlines the relevant procedures in dealing with any submissions received.

All concerns disclosed in good faith through our anonymous and highly confidential whistleblowing platforms are taken seriously and will be escalated if a resolution cannot be found through our normal reporting procedures. Our Head of Internal Audit or Chairman of the Audit Committee will handle any escalation of concerns. In order to encourage 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.

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

ANTI-CORRUPTION POLICY

The Group recognises the salience of ensuring lawful and ethical behaviour across our activities and operations. As such, we adopt a zero-tolerance stance against all forms of bribery and corruption. Our approach is supported by our Anti-Corruption Policy, which complies with all applicable laws and regulations, including Section 17A of the Malaysian Anti-Corruption Commission Act 2009.

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

STAKEHOLDER ENGAGEMENT

PRIORITISING THE INTERESTS OF OUR STAKEHOLDERS

We regularly engage our stakeholders to understand their perspectives on economic, environmental and social issues. Feedback gathered from such engagements enriches our approach to sustainability and ensures that we – as a Group – are addressing sustainability issues that matter to our stakeholders. When and where necessary, we also adapt our stakeholder engagement model to ensure that we can best address our stakeholders' needs whilst maximising their involvement in the formulation of our strategies.

Stakeholder	Engagement Platforms	Frequency	Key Interests	How Star Media Group Addresses
Shareholders/ Analysts	- Regular shareholder communications/ announcements on Bursa Malaysia including quarterly financial result - Annual general meetings/ extraordinary general meetings - Star Media Group's website updates - Annual report and circular/ statement to shareholders	- Ongoing - Annually - Ongoing - Annually	- Economic performance - Group's business direction/strategy	- Disclosure in reports and announcements released to Bursa - On-demand response to inquiries and meeting requests
Government/ Regulators and Policy Makers	- Attendance/participation in the Group's events - Meetings/discussions - News/information content dissemination platform (through Ministries)	Ongoing	- Business ethics (regulation and compliance) - Public-private/ partnerships - Strong relationships	Public-private partnerships
Customers (Business)	- Meetings/discussions - Town hall sessions - Roadshows/ product presentations - Attendance/participation in the Group's events - Customer service channels (email and call centre) - Social media (Facebook, Instagram, LinkedIn, Twitter, TikTok, YouTube) - Regular communications via email blasts and monthly newsletter - Sponsorships/donations - Networking lunches/ dinners/gatherings - Customer satisfaction surveys - Supplier registration - Training programmes and workshops	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'

SUSTAINABILITY STATEMENT (CONT'D.)

Stakeholder	Engagement Platforms	Frequency	Key Interests	How Star Media Group Addresses
Customers (Consumer)	• Loyalty programme (for those who subscribe to SMG services) • Reader feedback system (to improve quality of article) • 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 newsletter • Customer satisfaction surveys • Attendance/participation in the Group's events • Meetings/discussions • Network gatherings • Media engagements (press conference) • Training programmes and workshops • Sponsorships/donations	• Ongoing	• 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
Suppliers and Industry Peers/Partners	• Visit to supplier for due diligence • Meetings/discussions • 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	• 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'

Stakeholder	Engagement Platforms	Frequency	Key Interests	How Star Media Group Addresses
Employees	• Performance appraisals • Staff engagement communications • Town hall sessions • Union meetings • COVID-19 alerts and updates • Regular communications via email blasts and monthly newsletter • Training programmes and workshops • Employee feedback forms • Attendance/participation in the Group's events	• Annually • Ongoing • Periodic • 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 development	• 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'
Local Communities	• Regular communications via email blasts and monthly newsletter • 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	• 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 support via Star Foundation • Medical Fund Programme • Awareness building through editorial campaigns • Refer Material Topic 'Local Community'

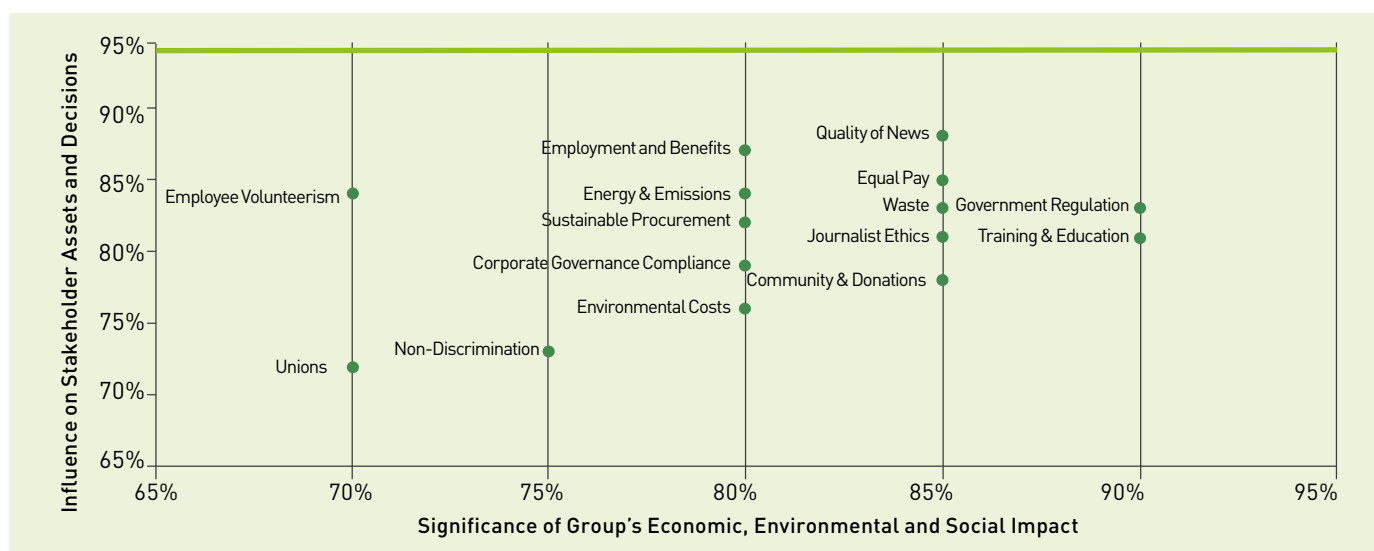
SUSTAINABILITY STATEMENT (CONT'D.)

MATERIALITY MATRIX

REINFORCING OUR COMMITMENTS ON
MATERIAL ISSUES

With reference to the GRI Standards and materiality assessments conducted in prior years, Star Media Group performed a general review on its Materiality Matrix for the current reporting year. Stakeholder feedback and updated regulatory requirements helped us identify sustainability issues that are presently material to our business, alongside the consideration of any additional disclosures which may be of priority during the current year. The outcome of our latest materiality assessment is displayed in the following matrix, which highlights the importance of sustainability issues based on 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

Our report provides insights into the initiatives and progress made in relation to our key sustainability matters. The topics covered are summarised in the table below:

Category	GRI Standards	Topic	Overview of Each Topic
ECONOMIC	-	Content Creation, Sourcing and Management	Approach and measures in place within the Group which facilitate its duty in producing accurate and reliable content.
	GRI 201	Economic Performance	Strategies in place to ensure the achievement of business sustainability whilst ensuring sustainable value creation for our stakeholders through a well-governed structure.
	GRI 204	Procurement Practices	Key activities in ensuring a fair, transparent and efficient means of procurement, with the main focus on supporting local businesses (i.e., suppliers) around our operations.
	GRI 205	Anti-Corruption	Policies and measures adopted within the Group which uphold our zero-tolerance stance towards corruption and bribery.



Category	GRI Standards	Topic	Overview of Each Topic
ENVIRONMENTAL 	GRI 301	Materials	Key practices in place at managing our approach towards responsible material sourcing and consumption.
	GRI 302 and GRI 305	Energy and Emissions	Our approach at managing energy consumption which includes implementing energy efficient initiatives, embracing renewable energy and acknowledging our carbon emissions.
	GRI 303	Water	Our efforts and approach in managing our water usage, including relevant initiatives and data to reflect our present consumption of water.
	GRI 306	Waste	Efforts on ensuring compliance with relevant environmental laws regarding waste management and adoption of recycling practices in our operations.
SOCIAL 	GRI 401	Employment	Initiatives and measures in place to safeguard the well-being and welfare of our people.
	GRI 403	Occupational Health and Safety	Key implementation of industry leading health and safety measures in ensuring a safe and hazard-free working environment.
	GRI 405	Diversity and Equal Opportunity	Practices guided by our policies and guidelines in ensuring diversity and equal opportunities within the Group.
	GRI 413	Local Communities - Community Investment Local Communities - Quality Education	Efforts at helping the underprivileged community through our social initiatives spearheaded by Star Foundation. Programmes that advocate and support the provision of quality education for the society.

SUSTAINABILITY STATEMENT (CONT'D.)

CONTENT CREATION, SOURCING AND MANAGEMENT UPHOLDING THE PEOPLE'S TRUST



WHY IT MATTERS

Our ascension to becoming the leading provider of English news in Malaysia was built upon a robust reputation for delivering trustworthy and accurate information, news and content to our readers. Consequently, the sustainability of our media organisation's success is predominantly reliant on the continued reliability of our content.

At the same time, our vast reach and ability to shape national conversation through our news reporting gives us the added moral obligation of ensuring the accuracy of our content and credibility of our sources at all times. Immense emphasis is therefore placed on ensuring that content sourcing, management and creation is undertaken conscientiously and with the highest standards of journalistic integrity.

OUR APPROACH

Guidelines for content teams

Delivering accurate and credible news content every day requires a comprehensive guiding framework. This includes strict and clear guidelines, along with well-defined standard operating procedures (SOPs) for our content teams to diligently follow. These include:



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 before a piece is published, 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 complement these guidelines with the additional ethical obligations of responsible journalism, upholding definitive principles such as the protection of sources and withholding of private identities in news reports. We simultaneously adhere strictly to laws governing personal privacy, such as the Child Act, and often consult with civil society to avoid the use of potentially offensive terms and phrases.

We have implemented measures to handle sensitivities surrounding the '3Rs', which are race, religion, and royalty. We also have a consultant with the expertise in analysing content related to these three topics to provide an additional level of review. Potentially controversial content is also reviewed by our most experienced editors before publication.

Engaging readers to stay relevant

In a bid to continually improve our content and adapt to the evolving needs of society and our readers, we place importance on obtaining feedback from our readers, viewers and followers. A variety of channels are utilised to accrue comments, opinions, suggestions, including via letters to the editor, email, panel discussions, forums, conferences, market research and direct feedback during roadshows.

In this digital era, social media channels have become an important platform to engage with consumers. Our dedicated teams managing our presence on Facebook, TikTok, Instagram and other social media platforms actively use these channels to gauge readers' feedback in real time on top of daily engagement. All content related feedback is handled by the relevant desk head, while our customer support channels are dedicated to resolving technical or other issues via phone or email.

Further underscoring our responsibilities

We have implemented various other guidelines and policies to further bolster our commitment towards providing media content that is responsible for not only our readers, but society as a whole.

One example is our initiative to contribute positively to the nation's social growth and progress via numerous and consistent stories about women empowerment. Spearheaded by SMG's Chief Content Officer Esther Ng, who is the chairman of the World Editors Forum (Asian Chapter) in 2022, we had the privilege of publishing more than 50 articles throughout the year, which we trust would have brought about positive influence in the lives of Malaysian women. In a similar vein, we always seize the opportunity to run stories that serve public interest and benefit readers, such as exposes on the modus operandi of con artists, scams, dangerous malwares, and the like.

On a more general note, we remain guided by our policy to refrain from naming minors and victims of sexual abuse in our written or visual content so as to protect such vulnerable segments. Likewise, we are ever mindful about the sensitivities when reporting on suicide cases, and will dedicate paragraphs on mental support organisations in any such story.

In upholding our role as the Fourth Estate, we remain steadfast in our commitment in providing in-depth and objective content. To that end, the Media in Arms alliance formed in early 2022 with Sin Chew Daily, Sinar Harian and Astro Awani is further strengthened with Tamil newspaper Malaysia Nanban coming on board to share resources and collaborate on diversified news content. In the year, the alliance leveraged on their respective audience reach and carried out an online survey aimed at uncovering sentiments of the people regarding the performance and popularity of the unity government.



SUSTAINABILITY STATEMENT (CONT'D.)

ECONOMIC PERFORMANCE

GENERATING ROBUST ECONOMIC VALUE



WHY IT MATTERS

To maintain the profitability and long-term viability of our business, we recognise the importance of carefully monitoring the diverse range of internal and external factors that may influence our potential to generate sustainable economic value. By proactively identifying operational, technological, social and marketplace developments, we are empowered to adopt the right business strategies to prosper in the current environment and ensure future readiness.

Holding true to this principle, we continue to focus on digital and innovative transformation, revenue diversification and the safeguarding of our content quality and credibility. By enhancing our capabilities and performance across these three areas, we are able to drive positive evolution within our organisation, enhance our revenue streams and ensure the long-term sustainability of our economic performance.

OUR APPROACH

Performance monitoring against strategic KPIs

At the fundamental level, we want to keep a close eye on our operational and financial performance so we may react swiftly and with agility to mitigate rising challenges and seize emerging opportunities. To this end, management reports are evaluated by the GCEO and submitted for review to the Board on a monthly basis. This allows for meaningful discussion and deliberation of key operational and financial related matters during our quarterly Audit Committee and Board meetings.

We have also set performance benchmarks across a wide spectrum of Key Performance Indicators (KPIs), which helps us closely monitor our ongoing results and gauge whether adjustments to our strategies are required.

KPIs for our Print and Digital business include:

Circulation of our printed newspaper and ePaper



Comparison of monthly revenue against budget



Monthly pageviews (PV) and unique visitors (UV) to our digital portals

KPIs for our Radio business include:

Comparison of monthly revenue against budget



Ranking of our radio stations within the Malaysian industry



Growth of listenership in Sweep 1 and 2 each year

Strategic diversification of content platforms

In 2022, we directed our focus to monetisation strategies to diversify our revenue streams while enhancing the quality and effectiveness of our current range of offerings. To that end, we continue to launch a variety of products to meet the evolving needs of our consumers.

A key development was the launch of our new Malay language online news portal Majoriti in 2021, which was an important step forward for the Group to grow its readership amongst the Malay speaking community. Following the success of this initiative, we seized the opportunity to further strengthen our market share last year with the introduction of Majoriti 7, Malaysia's first premium weekly Bahasa Malaysia newspaper. With the tagline of 'Adrenalin Metropolitan', its content is specially curated to meet the needs and interests of market segments in metropolitan communities and help us increase our influence amongst urban Malays. Leveraging on its unique distribution channels, Majoriti 7 also effectively connects premium brands directly with their affluent target audiences.

The Group continued to harness growth opportunities with a foray into property development through our wholly-owned subsidiary SMG Land Sdn. Bhd. This new business venture has yielded a promising outlook with secured sales for its maiden Star Business Hub project, consisting of factories and warehouses.

Digitally progressing our people

As the Group adapts to the shifting industry landscape and begins to adopt and provide a wider array of digital tools, products and services, we recognise the importance of ensuring our workforce is equipped with the competencies of the modern age.

We thus continue to employ numerous educational and training platforms to upskill and 'future-ready' our employees. These include self-learning e-Modules that empower independent learning amongst workers, as well as through virtual or in-person classroom-oriented sessions.

Better understanding of our readers

The success of our content delivery platforms relies on our ability to consistently meet our audiences' expectations. We therefore place emphasis on establishing convenient and accessible lines of communication that allow us to receive crucial feedback from our subscribers and customers.

One of our established channels for gaining such responses are via our regular audience surveys, which gauges customer preferences on a wide variety of topics, from content preferences, likelihood to subscribe and their impression towards the pricing of our packages.

In addition to this, we utilise our social media platforms to engage with our readers on a day-to-day basis, while also welcoming their feedback through our call centres, email and Live Chat functionality on WhatsApp.

OUR PERFORMANCE

For the financial year ended 31 December 2022, the Group recorded a total revenue of RM216.84 million, a 16% increase from the previous year. For further details on our economic performance, please refer to the Financial Highlights section of our Annual Report.



SUSTAINABILITY STATEMENT (CONT'D.)

PROCUREMENT PRACTICES

INCULCATING SUSTAINABLE PRACTICES AND PRIORITISING THE LOCAL ECOSYSTEM



WHY IT MATTERS

As a Malaysian media organisation, we are proud to maintain a nationalistic 'Made in Malaysia' mentality in our procurement practices. We are committed to preferentially engaging local suppliers to support our business operations. This is an important strategy to develop and contribute towards a sustainable supply chain within the media and content creation ecosystem.

As a core component of our business operations consist of engaging suppliers for the purchase of raw materials, production of marketing collaterals and undertaking of consultancy services, we believe that our contribution in this area carries significant weight. On top of our commitment to prioritise local procurement, it is important that our suppliers are similarly responsible, committed and aligned to our goals for sustainable quality improvement for the entire value chain.

OUR APPROACH

Prioritising responsible and certified suppliers

To enable our procurement teams to achieve the highest ethical and progressive standards that we have set for the Group, we established a Procurement Policy with distinct parameters and comprehensive guidelines. The primary suppliers engaged during the course of our business operations are for printing materials, delivering off-line events and providing digital marketing services.

Our biggest suppliers are naturally those that provide materials for the printing of newspapers, namely newsprint suppliers and printing ink vendors. We place extra emphasis on gaining these materials from responsible sources, utilising global and local certification bodies as a key selection criterion.

For newsprint, we emphasise on engaging suppliers certified by the Forest Stewardship Council (FSC). The FSC label is the world's most dependable indicator for the sustainable management of forests and mills, with FSC certified products and suppliers promoting zero deforestation, fair wage and work environments, animal and plant conservation, and community rights.

At the same time, we engage printing ink suppliers that are ISO 14001 certified, which denote their commitment towards minimising the environmental impact of their ink production. We also rely on the government's MyHijau initiative and seek out suppliers that are certified in compliance with Green Label Certification (ISO 14024 Type I Eco-Labels).

Digitising our procurement processes

Our automated procurement system has continued to enhance and simplify our procurement practices, allowing us to increase efficiency, carry out paperless operations and provide easy access to statuses, purchase orders and approvals for respective departments.

This has been most beneficial as remote working practices become the norm, and secure access to such information from non-office locations become increasingly vital for efficient operations.

Prioritising local vendors

Star Media Group has continued to provide preferential opportunities to local vendors, with our definition of local vendors being Malaysian suppliers. We only resort to engaging non-local suppliers if and when there is an absence or a lack of qualified suppliers for the material or service needed.

Based on the total purchase orders issued in 2022, a total of 93.28% of all procurement was through local vendors, while overseas vendors made up the remaining 6.72%.

Decentralised procurement

While procurement processes are decentralised to empower efficiency for time-sensitive operations of various departments, the Group Procurement Department maintains a catalogue of suppliers (Approved Suppliers List) to ease the procurement process. In this way, the Group Procurement Department is able to maintain oversight and facilitate support via full visibility provided within our procurement automation (ESKER) system.

The process of sourcing suppliers is usually commenced by department heads initiating a request for quotations ("RFQ"), but an open tender procedure may instead be undertaken for larger projects. A stringent approval process has been established, with varying levels of approval being required for the procurement of different goods or services.

Stringent assessments and reviews

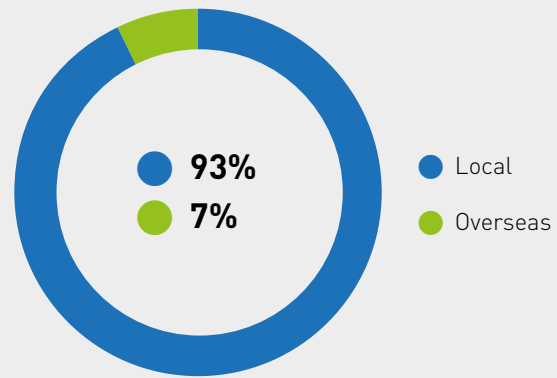
To ensure all practices surrounding procurement adhere to the stipulations of our guiding policy, the Group's Procurement Department periodically carries out assessments and reviews on major vendors such as newsprint suppliers and warehouses that store our newsprint. Some assessment criteria include pricing, quality, relevant certifications, sustainability policies and track record among others.

Assessments are undertaken twice a year while internal reviews are carried out quarterly for strategic or critical suppliers. Meetings to discuss and review our procurement processes are also carried out regularly and conducted by our Group Procurement Department at our headquarters.

OUR PERFORMANCE

In FY2022, we engaged a total of 640 active vendors, with 597 of these vendors being local and the remaining 43 suppliers based outside of Malaysia. We are pleased to have increased our ratio of local suppliers for the second consecutive year, with 93.28% of the current year's suppliers being local, as compared to 89% local suppliers last year.

Breakdown of Supplier by Origin



SUSTAINABILITY STATEMENT (CONT'D.)

ANTI-CORRUPTION

ENSURING RESPONSIBLE BUSINESS CONDUCT



WHY IT MATTERS

Responsible business conduct plays an important role in the sustainability of our organisation for a variety of reasons. As a leading media organisation, we recognise our duty to set an exemplary role as any impingement upon our integrity will significantly impact our credibility with our readers, clients and stakeholders.

We uphold a stringent zero-tolerance approach against any and all forms of bribery and corruption and consistently encourage our employees to maintain a high level of ethical conduct in all their business undertakings. Consequently, any suspected non-compliance amongst staff is investigated thoroughly with stern repercussions exercised to deter future offences. By preserving a strong track record of responsible behaviour, we are empowered to develop strong, trusting and sustainable relationships with our stakeholders.

OUR APPROACH

A robust policy to guide our approach

At the fundamental level, our efforts to prevent corruption at all levels is guided by a Group-wide Anti-Corruption Policy that ensures our regulatory compliance while expounding upon the job or industry-specific responsibilities assumed by our employees.

We recognise the importance of employee awareness and compliance, and we require all employees to sign a declaration form upon completing a training on the Company's Anti-Corruption Policy and measures. Our Group People department is tasked with tracking and maintaining a record of pledges signed. As a constant reminder, an abbreviated Anti-Corruption Policy statement is posted around our premises, while the policy itself is readily available on our corporate website as well as our internal portal.

Raising internal and external awareness

Since 2021, we have commenced on our mission to provide training on anti-corruption to all employees. Due to the limitations imposed by lockdowns and other Covid-19 restrictions, we have proceeded with the provision of virtual trainings to employees with access to online communication tools, followed by physical trainings.

Prior to the commencement of trainings, we had conducted a risk assessment for employees and areas of operation via a collective liaison with department heads. As it stands, the employees yet to undergo the anti-corruption training also happen to have the lowest risks and exposure with regards to their potential for corruption.

We also expect the same high levels of ethical responsibility from our third-party suppliers, and have included clauses to protect the Company's corporate liability in all third-party contracts. Any updates to our policy are immediately reflected on our corporate website and internal portals.

Empowering effective whistleblowing

We also carry out briefings on the Company's whistleblowing policy and procedures alongside our Anti-Corruption training activities to familiarise employees with the channels and procedures for reporting any and all instances of unethical business conduct.

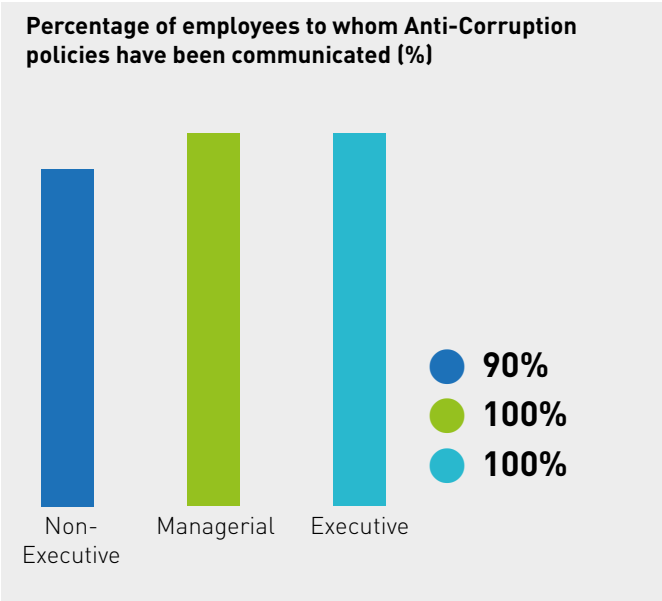
Our Internal Audit Department/Audit Committee is currently responsible for attending to whistle-blower reports that are lodged, with the Group People Department tasked with ensuring truthfulness and accuracy of the report. However, if the complaint involves a member of the Group People Department, an alternative department will be tasked to conduct the investigation. The findings of such investigations are reported back to the Internal Audit Department/Audit Committee for their review and decision on subsequent actions to be undertaken.

OUR PERFORMANCE

During FY2022, the company has continued to uphold the highest standards of integrity and business conduct. We are pleased to report that there were zero incidents relating to bribery or corruption across the entire business operations of the Group. Meanwhile, we have continued to provide Anti-Corruption training to our entire workforce to ensure that they are kept informed of their duties and obligations.

ZERO	confirmed incidents of corruption
	action taken for the confirmed incidents of corruption
	incidents in which employees were dismissed or disciplined for corruption
	incidents when contracts with business partners were terminated or not renewed due to violations related to corruption
	public legal cases regarding corruption brought against the organisation or its employees during the reporting period

Our performance is indicated by the percentage of employees whom anti-corruption policies have been communicated to, by employee category:



Efforts are currently underway to communicate the policy to remaining employees within the non-executive category, which will be completed in 2023.

SUSTAINABILITY STATEMENT (CONT'D.)

MATERIALS

CONSUMING MATERIALS CONSCIENTIOUSLY



WHY IT MATTERS

Our role as the publisher of Malaysia's top English daily and other printed media makes it especially important for us to pay close attention to the utilisation of our raw materials. We are committed to reducing the potential environmental impact caused by material consumption and have implemented rigorous policies to ensure the procurement and utilisation of materials are carried out in an environmentally-conscious manner.

Steered by these guidelines, we are able to maintain full adherence to all applicable regulatory laws and regulations while playing our role in preserving our planet's health. At the same time, we endeavour to play our part as a responsible corporate citizen and strengthen our relations with government regulators, our customers and stakeholders.

OUR APPROACH

Using recycled materials in accordance with global standards

With newsprint being our most utilised material, we maintain a strict policy of only using 100% recycled newsprint in all of our newspaper printing activities. We further ensure that the quality of recycled newsprint we procure are in compliance to the ISO 12647-3 standard that provides us with valuable process controls and technical advantage for the production of half-tone colour separations, proofs and production prints, while allowing us to maintain a high level of quality through the mindful utilisation of recycled newsprint materials.

Utilising environmentally-friendly ink

With ink being another primary resource utilised during our printing activities, we place emphasis on ensuring the ink we use is environmentally-friendly and of high quality. To this end, we work closely with our ink suppliers to ensure they remain compliant with the guidelines and the inks we procure meet our precise specifications as set forth within the ISO 2846-2 standard.

Aside from that, we also stay abreast of the latest developments in the industry and new ink formulations through our ink suppliers.

Minimising press run wastage

With printing activities held daily as part of our business operations, we prioritise efficient use of materials during our print runs to minimise wastage as much as possible. One of our key efforts in this area is to work closely with newsprint manufacturers to acquire materials that meet our precise requirements. This allows us to maximise usage and reduce waste during press runs.

We have also set annual KPIs to measure, monitor and seek to enhance our year-on-year performance. Should serious newsprint quality issues arise and cause downtime or affect the quality of our printed materials, the Production Department will escalate the issue to our Procurement Department, so they may raise and resolve the matter with the respective manufacturer.

Keeping a close eye on efficiency

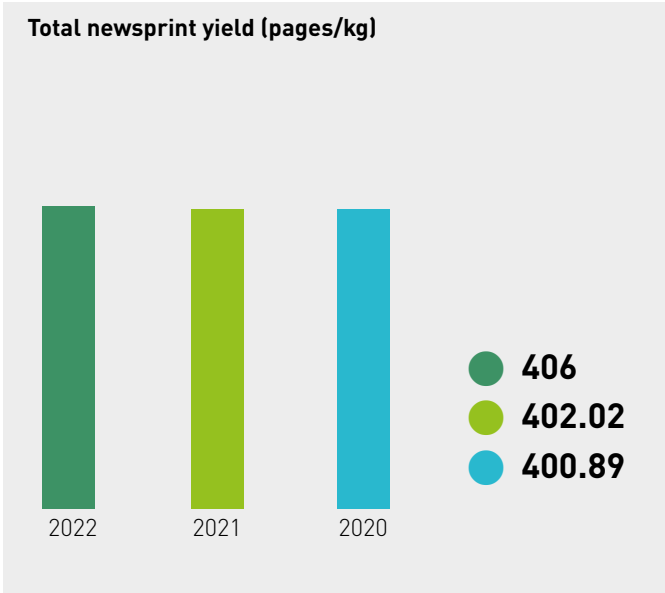
Monitoring and management of the responsible utilisation of raw materials is overseen by the Print Department, with rigorous efforts being undertaken to track and monitor the efficiency of our raw materials utilisation.

Our overall efficiency in material utilisation is gauged across a variety of metrics, including comparing the volume of input versus end product, measuring waste produced during the process and examining the prevalence of defects or irregularities. This has permitted us to calculate our yield per kilogram of raw material, which is the metric we employ to compare our annual performance.

OUR PERFORMANCE

In FY2022, we improved our newsprint yield per kg, from 402.02 last year to 406 pages per kg in the current year under review. We have also maintained our track record of only utilising 100% recycled newsprint paper in our production activities.

The representation of total newsprint yield pages/kg between 2020 to 2022 is as follows:



SUSTAINABILITY STATEMENT (CONT'D.)

ENERGY

REDUCING CONSUMPTION WHILE OPTIMISING OUTPUT



WHY IT MATTERS

In recent years, corporate entities have taken proactive measures to do their part in elevating energy security concerns. We have taken a stringent approach on this matter, with our energy conservation framework embedding mindful energy consumption and management practices into our day-to-day operations.

We recognise that the printing of our daily newspaper uses a significant amount of energy each day. As such, we have proactively sought to balance this consumption by generating our own renewable energy. Our innovative rooftop solar energy generation project plays an important role in enabling us to offset the use of fossil fuels and electricity with clean and sustainable solar power. We also strive to enhance our performance year-on-year by monitoring our carbon emissions and reducing our consumption where possible.

We are committed to safeguarding people and planet, and will continue playing our part in positively impacting the communities we operate in.

OUR APPROACH

Our rooftop solar project

Our 500kWp rooftop solar plant, which was installed in 2013, is a manifestation of our advocacy for the use of renewable energy and exemplifies our unwavering commitment to advancing energy sustainability within our organisation. We strongly believe that increased adoption of renewable energy sources in the corporate sector can play a vital role in decreasing our dependence on fossil fuels.

Our Facilities Department is charged with ensuring the smooth operations of our solar plant and is supported by a solar chargeman who is assigned to manage and monitor the systems. The energy we produce contributes to our revenue as it is entirely sold back to the grid, with Tenaga Nasional Berhad compensating us at 100% of the market energy rate.

Our energy initiatives

We have put into place various green initiatives to holistically enhance and optimise our energy consumption across our operations and are constantly on the lookout for new methods to further our energy conservation commitments.

Some of the general initiatives undertaken during the year include upgrading our traditional fluorescent tube lighting to energy efficient LED lighting and substituting older and unrepairable air-conditioner units with upgraded inverted models that consume less energy. We have also installed Digital Power Meters (DPMs) at all locations to enhance our ability to monitor energy consumption.

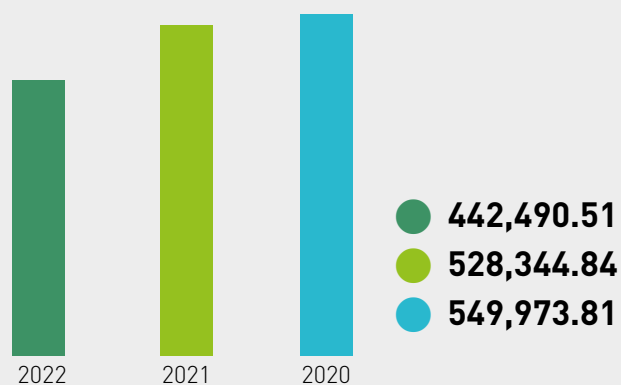
A dedicated team to drive progress

In seeking continual improvement of our practices, we have established an Energy Management team that bears responsibility for monitoring and assessing our overall energy utilisation and proposing additional energy conservation initiatives wherever possible. By leveraging a dedicated team, we are able to uncover small yet meaningful initiatives to enhance our energy efficiency.

OUR PERFORMANCE

To monitor the efficiency and performance of our energy initiatives, we take into account a number of factors, including the amount of electricity consumed during the year, the amount of solar energy we generated and sold, and our contribution towards the reduction in CO₂ emissions from the TNB grid. Our performance for FY2022 is indicated below.

Solar Yield 2020-2022 (RM)



Solar initiative gross revenue:

RM442,490.51

Total reduction of CO₂ emissions from TNB grid system:

277.59 tonne

Total kWh solar energy generated:

374,611kWh

Total energy saved from energy conservation initiatives:

972kWh/month



SUSTAINABILITY STATEMENT (CONT'D.)

WATER

PLAYING OUR PART IN WATER STEWARDSHIP



WHY IT MATTERS

Just like many other natural resources, water is an indispensable and precious commodity that should be utilised responsibly. Good stewardship of water is crucial for maintaining our supply of this resource, which is especially important given that it contributes fundamentally to the planet's environmental and economic sustainability.

At Star Media Group, the water we consume is primarily utilised in our printing processes and also to meet the domestic needs of our employees and operations. To this end, we have begun to place greater emphasis on contributing to the preservation and management of this resource, with this being our first year of disclosing water management as a standalone sustainability topic.

OUR APPROACH

Developing a stronger water management framework

Currently, all the water we receive and utilise in the course of our business operations is supplied to us via the infrastructure developed by Air Selangor, which is the state's water department. We do not operate in any water-stressed regions, nor do we obtain any water from natural sources such as rivers or lakes.

We presently only monitor our consumption by utilising the data provided within monthly water bills from Air Selangor. As we move forward, we strive to enhance our water management framework by improving our data collection and providing more detailed disclosures surrounding this sustainability topic.

OUR PERFORMANCE

While we aim to expand our efforts in the realm of water management, we have commenced our efforts by monitoring our annual water consumption to set a baseline from which we can improve upon.

In 2022, water consumption in Star Media Hub:

9.798 megalitres

EMISSIONS

PROGRESSING TOWARDS REDUCED

EMISSIONS



WHY IT MATTERS

As the fight against climate change gains increasing global attention, corporate citizens and the private sector play a critical role in reducing carbon emission. We acknowledge our responsibility in this aspect and are committed to bring about positive impact through our efforts.

We have therefore continued to adopt a variety of measures to help minimise our consumption of energy, while paying closer attention to the calculations of our overall carbon emissions to gradually enhance our performance.

OUR APPROACH

Bolstering our energy management

To maintain robust energy oversight, we have established an Energy Management Team that bears the duty of monitoring and assessing our energy practices across the Group. In reviewing the impact and progress of our established practices, the team will also recommend additional conservation initiatives that we may adopt to further enhance our performance.

One of the more recent enhancements made to our energy management framework was the installation of Digital Power Meters (DPM) throughout all of the Group's premises to monitor electricity usage, enabling us to gain higher quality consumption data.

Computing our GHG emissions

With GHG emissions being a clear indicator of our carbon footprint, we began diligently computing our Scope 1 and Scope 2 emissions since FY2021.

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

Meanwhile, Scope 2 emissions are the incidental emissions from our consumption of electricity and are computed in accordance with the emission factor published by Institute for Global Environmental Strategies 2021 List of Grid Emissions Factor.

OUR PERFORMANCE

In FY22, we witnessed an increase in our fuel consumption as activities across the Group's operations returned to pre-pandemic levels. A breakdown of our energy performance over the last two years is presented below. We will continue to enhance our efforts in the coming years to achieve further reductions in our overall carbon emissions.

Scope 1 emissions

Year	2021		2022	
Unit of measurement	Litres (L)	Tonnes of CO ₂ (tCO ₂ e)	Litres (L)	Tonnes of CO ₂ (tCO ₂ e)
Petrol	36,438.57	88.57	55,346.33	128.64
Diesel	2,229.71	5.68	3,520.30	9.69
Total	38,668.28	94.25	58,866.63	135.16

Scope 2 emissions

Year	2021		2022	
Unit of measurement	mWh	Tonnes of CO ₂ (tCO ₂ e)	mWh	Tonnes of CO ₂ (tCO ₂ e)
Electricity	6,724.723	3,933.96	4,423.03	2,587.47

SUSTAINABILITY STATEMENT (CONT'D.)

WASTE

MANAGING OUR WASTE RESPONSIBLY



WHY IT MATTERS

Proper management and disposal of waste is a key component of our sustainability framework, as it can mitigate negative impacts on the environment. We pay close attention to ensuring that we adopt best practices in waste management across the Group and have developed a comprehensive guide.

Our three key objectives are to reduce the waste we produce, increase or enhance our recycling practices and minimise the environmental impact of any non-recyclable waste. We remain committed to playing our role in protecting the health of our planet and will actively seek new practices and opportunities to further enhance our approach in the future.

OUR APPROACH

Responsible recycling and reusing efforts

With daily newspaper printing being one of our key activities that generate waste by-products, we place great emphasis on responsible reusing and recycling efforts at our printing plant. General waste produced, such as printing plates, press spoilage, newsprint brown wrapper/side covers, end cores, paper stripping and test run spoilage, are collected and sent to appointed contractors to be recycled. Our recyclables are stored separately, and weighed during storage, upon collection and reweighed prior to disposal for effective monitoring and to ensure that all recyclable waste is accounted for.

We have also adopted the practice of recycling and reusing internally. For instance, at our printing plants, cloths that are tainted with ink or chemicals are deep cleaned by an appointed contractor before being reused, significantly extending the lifetime usage of each cloth and minimising waste sent to the landfill.

Responsible and timely waste disposal

Stringent guidelines and protocols have been established to ensure that proper disposal of our general and scheduled waste is carried out across our operations.

As per the requirements of the Environment Act, all of our scheduled waste is stored securely before being collected and disposed by Department of Environment ("DOE") licensed contractors within 180 days from when it was generated. Meanwhile, our general waste is properly disposed of in line with accepted best practices in waste management by licensed and experienced contractors.

A committee to drive compliance

We have underscored our dedication to adopt responsible environmental practices through the formation of our Environment Performance Monitoring Committee ("EPMC"), which was established in compliance with the Guidelines for Self-Regulation as mandated by the DOE.

The EPMC supports our efforts to achieve compliance with all applicable regulations, and maintains responsibility for managing all waste-related matters across the Group's operations. The committee holds meetings on a quarterly basis, or as and when needed to discuss waste-related and other environmental issues.

OUR PERFORMANCE

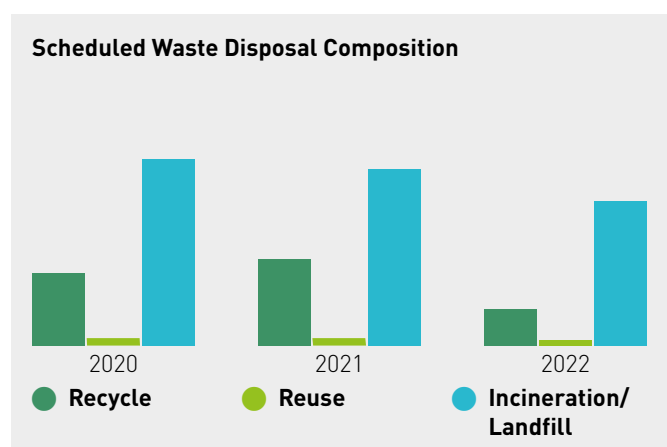
In FY2022, we had zero incidents or accidents related to scheduled waste. We have continued to achieve improvements in minimising and reducing the waste we produce, with our performance for the year presented below.

Total Waste by Scheduled Waste Categories

Waste Category	Metric Tonnes (Mt)		
	2020	2021	2022
Waste containing mercury compounds	-	0.19	0.03
E-Waste	-	0.01	0.00
Sludge from WWTP	-	2.93	0.93
Spent Lubricating Oil	0.19	1.71	0.00
Spent Non-Halogenated Organic Solvents	5.44	3.20	3.12
Container contaminated with schedule waste	0.39	0.39	0.31
Used rags	3.63	2.86	1.83
Contaminated Plastics & filters with SW	-	-	0.92
Spent activated carbon	1.66	1.59	1.66
Ink Waste	2.78	1.43	1.03
Total	14.09	14.31	9.83

Total Scheduled Waste Disposal Composition (i.e., Recycle, Reuse, Incineration/Landfill)

Disposal Composition	Metric Tonnes (Mt)		
	2020	2021	2022
Recycle	3.82	4.57	1.83
Reuse	0.39	0.39	0.31
Incineration/Landfill	9.88	9.35	7.69



SUSTAINABILITY STATEMENT (CONT'D.)

EMPLOYMENT

EMPOWERING OUR HUMAN CAPITAL



WHY IT MATTERS

The high standards of content, offerings and services that Star Media Group is known for producing is put together by the collective efforts of our employees. Our people are the fundamental driving force behind our success, and vital assets to the sustainability of our organisation.

It is therefore an utmost priority for us to provide our employees with a working environment that they find to be stimulating, inclusive and rewarding alongside competitive remuneration and valuable personal and professional development opportunities. By inculcating a driven, harmonious and supportive working culture across the Group, we position ourselves as an attractive employer to be able to attract and retain the best talents to drive us forward towards long-term and sustainable success.

OUR APPROACH

Robust benefits and incentives

Our hiring gained momentum in FY2022 and we continued to enhance the competitiveness of our suite of rewards and benefits to spur loyalty and dedication amongst our workforce.

We increased annual leave entitlement for our employees, with executives, managers and senior managers now entitled to 21, 23 and 25 days respectively. In line with the Employment Act, our employees are entitled to 98 days maternity leave and seven days paternity leave. New mothers who have completed one year of service also receive added financial support of RM1,200, with those who underwent Caesarean births given an additional RM500. Additionally, there is a special nursing room in the office to provide privacy for nursing mothers.

We also provide extended medical care to employees on a case-to-case basis, with the Company covering additional costs over the insurance cap to assist employees facing difficult health prognoses, such as for more critical illnesses.

Our executive level employees and above continue to avail a flexible benefits package, which allows them to choose the benefits they want from options such as health screenings, optical wear, travel packages or electronic devices.

The COVID-19 pandemic had given rise to many new norms and the way we work is no exception. After balancing employees preferences with operational productivity and effectiveness, the Company introduced a hybrid work from

home scheme called WorkFlex whereby employees may opt to work from home for a maximum of three days per week. Through this new working arrangement, we hope to cultivate a culture of self-accountability, sense of belonging, and a team environment built on mutual trust and support. The purpose of this hybrid work arrangement is also to broaden the company's reach and ability to attract and retain talents, ultimately translating into better business performance.

Meaningful engagement and appreciation

As pandemic restrictions progressively lifted in FY2022, we are thrilled to have restarted a variety of exciting initiatives and activities for employees. These included our Starlympics badminton tournament, which saw 52 participants competing in various categories, as well as our StarHobbies and StarTalk sessions, in which various activities such as hiking, futsal, Zumba and hobby sharing sessions were conducted with a total of 169 employees.

A key highlight of the year was a special two-day employee engagement initiative entitled Star Employee Enrichment Day (SEED) 2022. The highly anticipated internal event saw the participation of various government agencies, healthcare institutions, and other organisations that set up booths and undertook fun activities with employees while simultaneously promoting their products and services.

We also continued to carry out reward programmes to celebrate the achievements of our people, such as the long service awards to honour our long-serving employees.



Growing human capital through training and development

Helping our employees grow their professional competencies and progress their career within the Group is a key priority in our talent retention strategy. To achieve this, we provide customised training and development opportunities to all employees that are relevant to the demands of their role and to acquire new skill sets. Our Group People department conducts training needs analysis with department heads, through feedback from performance appraisals and ad hoc training requests in order to identify and plan programmes for employees.

At the end of each training, evaluation exercises are carried out to collate feedback on training efficacy and quality so that we can ensure continuous improvement. In FY2022, our training initiatives were focused on four core areas, namely personal, technical, functional, and leadership development.

Maintaining ethical and employee empowering practices

The Group maintains a strict stance in enforcing ethical labour practices, with our internal policies and procedures governing our proper conduct on this matter. We are strongly against the employment of underaged workers or engagement in forced or unpaid labour and any other form of coercion to work, including but not limited to harassment or bullying. This commitment towards human rights is guided by the International Bill of Human Rights.

At the same time, we want our employees to possess a platform that protects their rights and enables their voices to be heard, and have thus maintained our long-term collaboration with the National Union of Journalists Malaysia (NUJM) and the National Union of Newspaper Workers (NUNW).

In fostering a working environment that contributes to the collective progress of employees in tandem with the Group's success, we have maintained the minimum wage for SMG workers, including non-unionised office helpers, at RM1,500 in line with the regulatory requirement.

In encouraging open communication on issues pertinent to our employees, we continue to maintain our grievance procedure that empowers employees to lodge complaints related to promotions or salary increments where it will be addressed in a sensitive, confidential and timely manner. This is further supported by our whistleblowing procedures and channel which provide a means to submit a complaint or grievance anonymously.

OUR PERFORMANCE

We value the contributions of our employees during FY2022, and continued to provide them with a working environment that reflects our values of work-life balance and consistent professional development. Through our efforts, we strive to ensure the wellbeing of our employees are well taken care of while sustaining business prosperity. Our performance data is detailed below.

Number of trainings (internal and external) conducted:

106 sessions

Number of learning hours across training initiatives:

10,667 hours

Employee participation for trainings:

721 pax

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

15 years: 22 pax

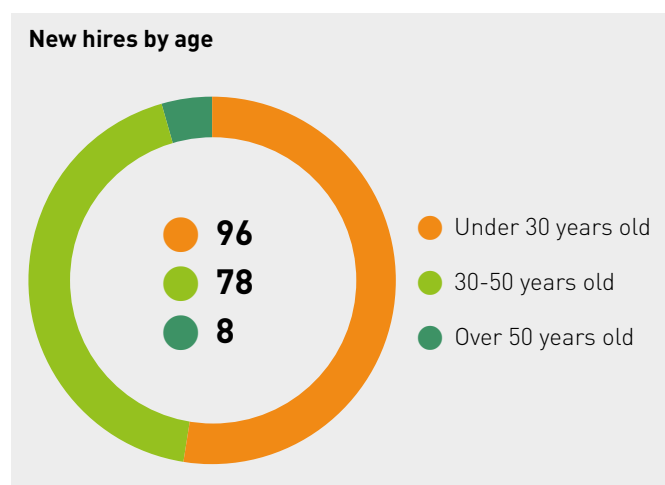
25 years: 26 pax

SUSTAINABILITY STATEMENT (CONT'D.)

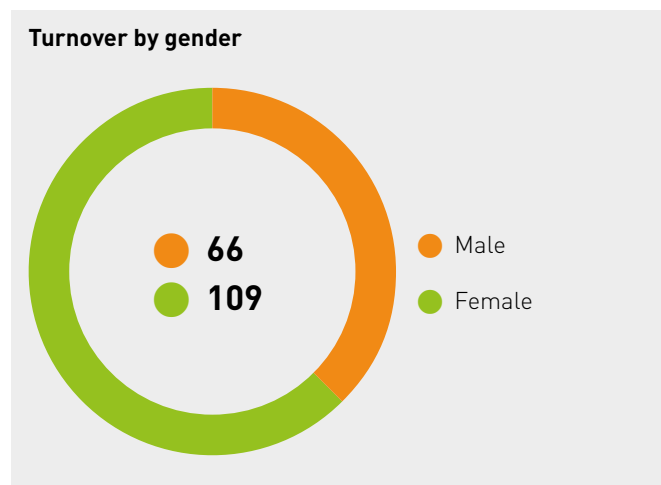
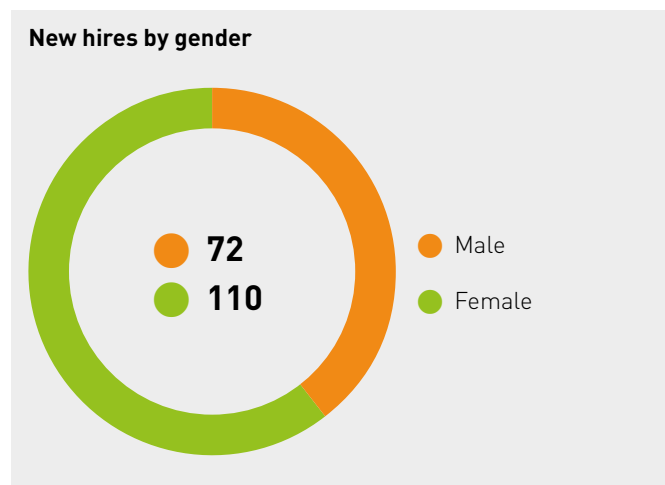
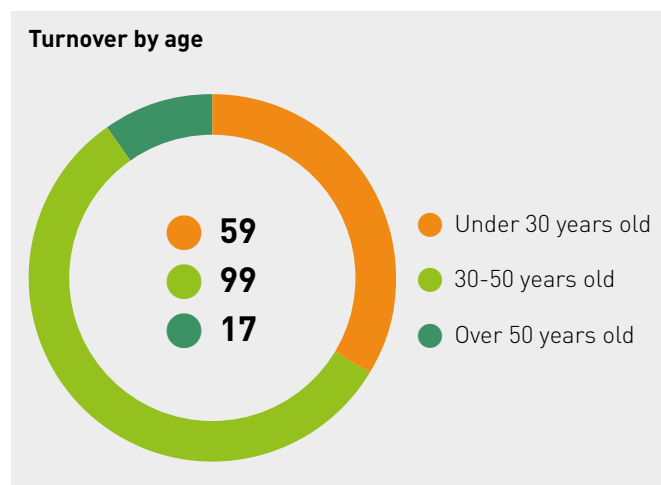
Total Workforce by Entity	
Entity	Number of People
Star Media Group Berhad	679
SMG Business Services Sdn. Bhd.	114
I Star Ideas Factory Sdn. Bhd.	3
Impian Ikon (M) Sdn. Bhd.	8
Magnet Bizz Sdn. Bhd.	22
Star Property Sdn. Bhd.	14
Star Media Radio Group Sdn. Bhd.	17
Star Rfm Sdn. Bhd.	47
Rimakmur Sdn. Bhd.	36



Total new hires in 2022



Total employee turnover in 2022



OCCUPATIONAL HEALTH AND SAFETY

SAFEGUARDING OUR PEOPLE



WHY IT MATTERS

Our commitment towards high health and safety standards forms a core component of our sustainability framework. By providing a safe, secure and nurturing working environment, we are better equipped to develop a workforce that feels empowered to undertake their duties efficiently and without distractions from potential hazards or wellbeing concerns.

Recognising the potential impact that health and safety violations may have on our operations and reputation, we ensure we remain in full compliance with all governing regulations and consistently seek opportunities to expand our adoption of best practices that safeguard the wellbeing of our employees.

OUR APPROACH

A framework to drive excellence in compliance

Across Star Media Group, occupational health and safety has been established as a key priority at the workplace based on collective effort. We encourage all employees and contractors to report any infringements they encounter, be it unsafe acts, unsafe conditions or accidents that may occur on company property.

To enhance our performance to the highest levels, we have established three focus areas namely ensuring compliance with leading industry standards, adopting stringent control measures and procedures, and establishing strong governance structures. With COVID-19 restrictions relaxing during 2022, we were able to slowly undertake an increasing number of safety and health activities during the year.

Strict adherence to top standards

At the fundamental level, our efforts revolve around firstly ensuring our full compliance with all rules, regulations and guidelines required by law, including but not limited to the following Malaysian acts:

1. Occupational Safety and Health Act 1994 (OSHA)
2. Environmental Quality (EQ) Act 1974 and its regulations
3. Fire Services Act 1988
4. Factories and Machinery Act 1967

Our approach has been further strengthened via the implementation of various internal policies and procedures that were developed in accordance with MS 1722:2011 Occupational Safety and Health Management Systems standard. These guiding documents, such as Safety Manuals and Work Instructions, provide instructions specific to our own operations and work environments and are periodically reviewed and updated when required.

Conscientiously mitigating risks and enhancing safety

The company has established stringent Standard Operating Procedures (SOPs) that must be adhered to when undertaking tasks that have been identified as high-risk based on our Hazard Identification, Risk Assessment and Risk Control (HIRARC) assessment exercises.

In accordance with the Fire Services Act, we ensure our premises obtain and maintain a valid Fire Certificate, with the latest annual renewal having been successfully achieved at all premises during the year. All our premises have put into place general fire safety precautionary measures such as fire hydrants, water sprinklers, water tankers, fire extinguishers and fire alarm systems. Fire extinguishers are maintained and replaced (on an annual basis) by a third-party vendor while the fire system is inspected by their respective original equipment manufacturer on a quarterly basis. In addition to the annual inspection by the Fire Department, scheduled fire system maintenance and service is carried out regularly without fail, while Local Exhaust Ventilation tests are annually conducted as per the requirements set forth in OSHA 1994 and EQ Act 1974.

We also consider risks to our employees who are exposed to loud noise, and once again conducted a noise risk assessment during FY2022 with the assistance of a third-party consultant. This initiative is complemented by annual hearing conservation training and audiometric tests for our Star Media Hub employees, with any employees found with hearing impairment being referred to the Group People department for follow-up medical inspection by an occupational doctor.

To assist us in the proper maintenance of heavy machineries such as our hoisting systems and pressurised vessels, we have appointed an external consultant to monitor our ongoing

SUSTAINABILITY STATEMENT (CONT'D.)

compliance with Department of Safety and Health (DOSH) regulations and act as a liaison during the inspection and the annual certificate renewal process. Internally, this protocol is managed and overseen by the Facilities Department and Engineering Department at Star Media Hub and assisted by the Building and Property Services team.

The following represent the health and safety training initiatives conducted during the year:

- 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 only be issued upon completion of the briefing; and
- Hearing conservation (specifically for Star Media Hub).

We have also taken steps to enhance access and safety for any differently-abled individuals via the installation and maintenance of ramps, chair lifts in auditoriums and accessible toilets at our business premises.

Stringent governance of health and safety initiatives

To ensure effective governance, we have established Occupational Safety and Health ("OSH") committees at all outfits with 40 employees or more, giving us three major committees at Menara Star, Star Media Hub and Star Pitt Street. Our mission is to establish an equally balanced 50/50 composition of employee and management representatives within each OSH committee.

We have also established Emergency Response Teams ("ERT") in two locations, namely Menara Star and Star Media Hub, which are separate entities to monitor, manage and act upon all emergency health and safety matters on site. Representatives of this response team will participate at all OSH committee meetings. Recognising the specific needs of our printing facility in Star Media Hub, we have additionally formed an Environmental Performance Monitoring and Compliance Committee (EPMC) to enhance our governance practices.

To facilitate the delineation of responsibilities, the Group has developed an organisational chart that establishes the specific roles of the OSH Committees and ERTs. The OSH team is tasked with keeping a close eye on our performance, with all incidents, accidents, near misses and property damage being recorded, monitored and assessed to minimise or eradicate future such occurrences.

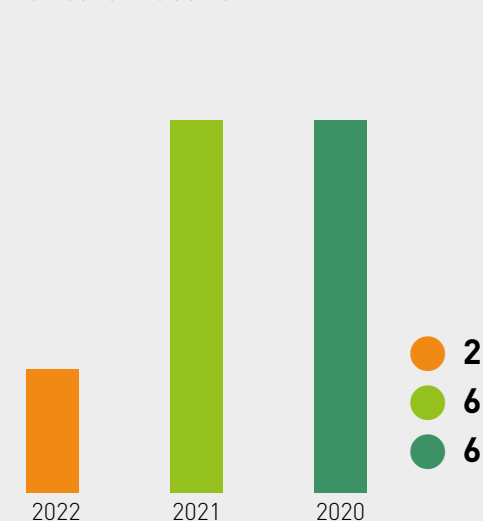
OUR PERFORMANCE

In FY2022, we have continued our efforts to ensure the maintenance of a safe work environment. We are pleased to report that we have successfully reduced the number of incidents occurred and kept lost time in injuries to a minimum.

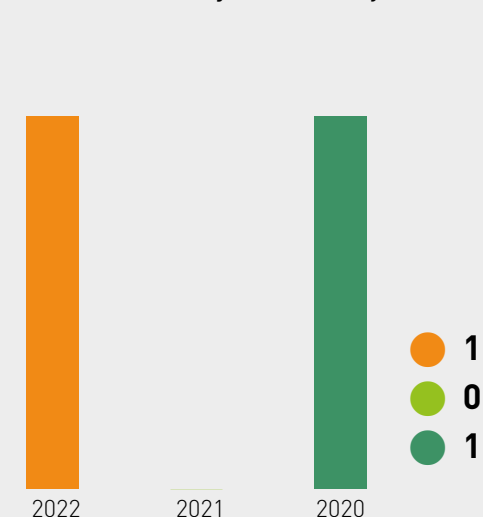
Management representation within OSH committee

50%

Number of incidents



Total lost time in injuries/man days



DIVERSITY AND EQUAL OPPORTUNITY

NURTURING AN INCLUSIVE WORKPLACE



WHY IT MATTERS

Star Media Group strongly believes in practising and promoting the principles of diversity and equal opportunity amongst our workforce and recognise this as a fundamental strategy for bolstering our sustainability and performance. With a diverse group of employees, we are able to gain access to a wider range of viewpoints and experiences that will unlock better-informed and more inclusive decision-making processes.

This is further strengthened by an inherent culture of providing equal opportunities for all employees. No matter their background, we want all talents to be recognised and fairly remunerated based on their merits and contributions to the company. We strongly believe our efforts to inculcate a truly unbiased and meritocratic working culture will enrich and enhance the value we provide to our readers and stakeholders.

OUR APPROACH

A guiding framework to embed fair practices

To embed fairness and equity at the very core of our practices, we have cemented our approach within our Group Recruitment Policy, which was first established in December 2014. This internal doctrine dictates in no uncertain terms that all employees should be treated without bias and that discrimination on any basis, including age group, gender, race, religion or other distinguishing characteristics, is strongly prohibited.

Simultaneously, this even-handed approach is extended to the provision of opportunities for promotion and career advancement without preferential treatment. Congruent with our non-discriminatory practices, we have successfully achieved representational diversity within our workforce and governing body.

Equal opportunities for young talents to progress

With the competency of our workforce playing a crucial role in determining the success and sustainability of our business, we have placed great emphasis on providing equal opportunities for younger talents to fast-track their career progression within the Group, such as our StarTrack graduate trainee programme and Star Young Talent Programme.

For our StarTrack initiative in 2022, we hired eight top performing graduates to gain valuable working experience through a two-year programme that includes departmental rotations, classroom learning, business project presentations and networking with senior leadership, before being absorbed into their department of choice at the end of the programme.

Meanwhile, our Star Young Talent Programme placed a total of 14 top performing executives into a six-month long accelerated learning programme, where classroom learning, networking sessions and business ideation project presentations were conducted to prepare them for success in their future promoted roles.

Protection against discrimination

The establishment of appropriate grievance procedures and a Whistleblowing Policy is a key component to ensuring diversity and inclusivity is maintained throughout our operations. This helps to protect against potential acts of discrimination and provides employees with a safe avenue to highlight practices that may be against our code of conduct.

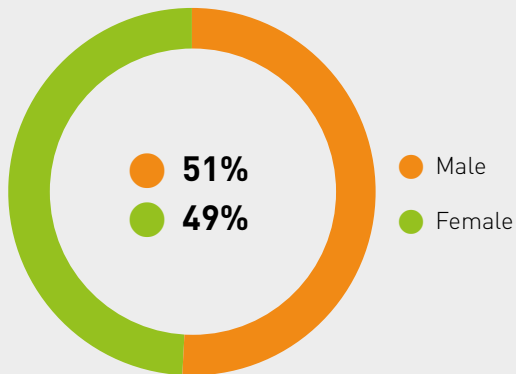
All incidents or issues pertaining to unfair treatment or discriminatory actions are recorded and investigated as a matter of high priority by the Group People Department, and may be escalated to any other relevant governance body within the Company, such as the Audit Committee if necessary.

SUSTAINABILITY STATEMENT (CONT'D.)

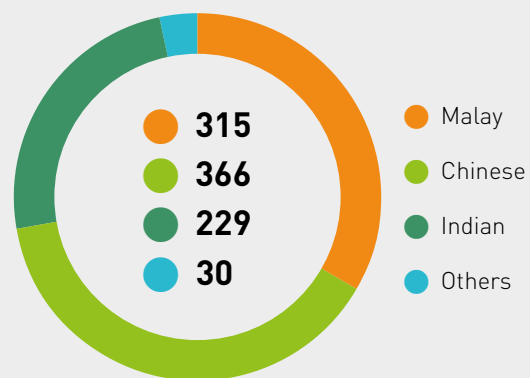
OUR PERFORMANCE

The Group continues to strive for the highest standards of fair and impartial treatment of employees, and leans on our annual performance to identify areas of improvement. In FY2022, we are proud to have maintained a diverse and balanced workforce in terms of age, gender and race, as detailed below.

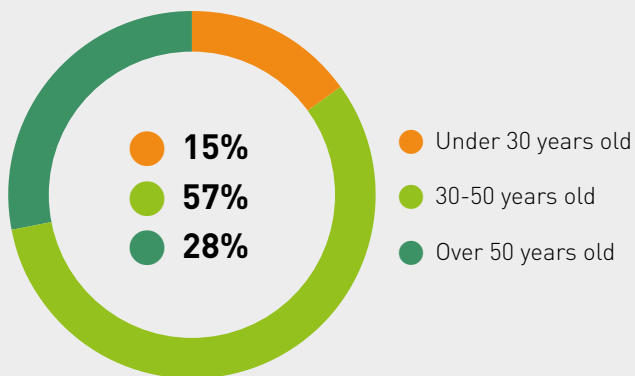
Employee by gender



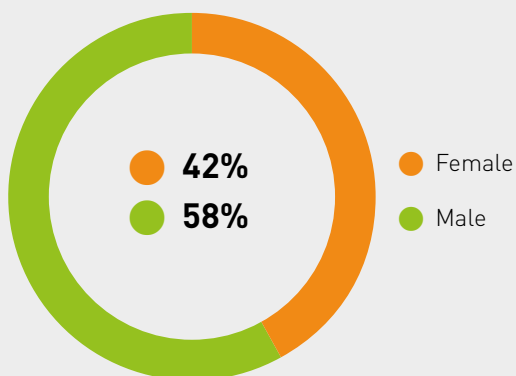
Workforce ethnicity composition



Employee by age



Senior management by gender



COMMUNITY INVESTMENT

BRINGING POSITIVE IMPACT TO COMMUNITIES



WHY IT MATTERS

As a media organisation, we often have first-hand information of the plight and struggles of vulnerable individuals and communities across Malaysia. This has placed us in an influential position to raise awareness and direct the attention of the public towards worthwhile causes.

At the same time, we consider it our duty to provide more tangible support towards needy causes, be it in the form of financial assistance, publicity support or strategic collaborations. We also continue to strengthen our relationships with a variety of non-governmental organisation (NGOs) to amplify the impact of our support. Our collective actions continue to provide far-reaching benefits to many segments of society, while at the same time bolstering the reputation of our organisation and the sustainability of the charitable bodies we support.

OUR APPROACH AND PERFORMANCE

Our social impact efforts are spearheaded by the Group's charitable arm Star Foundation. Governed by a Board of Trustees, the foundation manages both public donations as well as contributions from Star Media Group on top of planning and implementing our social initiatives. Some key community investment activities carried out in the year are as follows.

Star Social Impact Grant

The Star Social Impact Grant is one of our newer initiatives launched in 2021 to support impact-driven and sustainable projects by local NGOs and social enterprises. With sustainability principles becoming increasingly important, we are committed to supporting projects related to sustainable development with grants of up to RM50,000 each for projects not exceeding one year in duration.

Part of our evaluation criteria is to focus on projects that may achieve impactful outcomes in the focus areas of community development, education, access to basic needs and infrastructure, environmental protection, and health and wellbeing.

In FY2022, Star Foundation selected the following four organisations from over 100 applications received and granted a combined RM180,000 to support their social impact projects.



Lightup Borneo for "Kampung Pa Kemadang & Kampung Rafayang Hydroelectric" project



Food Aid Foundation for "Gerak-Rezeki F&B Entrepreneur Development (GFED)" project



Kelab Bolasepak Pan-Disability for "Football as a Social Development Tool for People With Disabilities" project



Association of Social Services and Community Development of Gombak District, Selangor (PSPK) for "Bakery Skill Training & Entrepreneurship for Women & Youths" project

This brings our overall grant amount to a total of RM380,000 disbursed to eight deserving social organisations for the last two years. Their completed and ongoing projects have brought about life-changing impacts to the communities involved, uplifting individual livelihoods and income generation through economic empowerment and upskilling programmes.

SUSTAINABILITY STATEMENT (CONT'D.)

Medical Fund Programme

The Medical Fund Programme is aimed at providing support to underprivileged individuals aged 21 years and below suffering from chronic illnesses. With cases brought to our attention through hospitals or by patients themselves, the Star Foundation team conducts necessary due diligence followed by consultations by our panel of doctors and a final review by the Board of Trustees. Once approved, a pre-surgery story will be published on our various platforms to raise funds to cover surgery costs and provide a small donation to support the patient's convalescence.

Thanks to generous public donations, in FY2022 Star Foundation was able to support life-changing treatments for six young children suffering from different illnesses with a total contribution of RM222,991. The unifying intention to save lives has made impactful differences in the health and future of these children.

Supporting and contributing to NGOs

During the year under review, Star Foundation has continued to provide financial assistance to a wide variety of Malaysian NGOs in order to assist in their operating expenses, upgrading of facilities and running of existing programmes.

In 2022, Star Foundation donated a total of RM230,000 to 12 NGOs nationwide in support of the following categories:

- Health and wellbeing
- Community welfare and development
- Education

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

1. Persatuan Sosial U Turn, Johor Bahru, Johor
2. Persatuan Jagaan Orang-Orang Kurang Upaya dan Terbiar Lovely Petaling Jaya Selangor
3. Persatuan Insan Istimewa IMC Selangor
4. Persatuan Kebajikan Sri Eden Selangor dan Kuala Lumpur
5. Persatuan Kanak-kanak Istimewa Kajang Selangor
6. Persatuan Advokasi Diri Orang Bermasalah Pembelajaran Selangor dan Kuala Lumpur (United Voice)
7. Persatuan Kesihatan Jiwa Pulau Pinang
8. Persatuan Angin Ahmar Kebangsaan Malaysia
9. Persatuan Kebajikan Amitabha Malaysia
10. UTAR Education Foundation
11. Montfort Youth Centre Melaka
12. Pertubuhan Kebajikan dan Penjagaan Kanak-Kanak Kurang Upaya Negeri Johor

Wheelchair Programme

Since its inception in 2017, our wheelchair programme has provided much-needed mobility support for the underprivileged. Applications were carefully screened by our team before being recommended to the Board of Trustees for approval.

In FY2022, a total of seven wheelchairs were given to eligible applicants, which brings our all-time total to 234 wheelchairs. This also brings the programme to a close as the foundation seeks to serve the needy through its other social initiatives.

Star Golden Hearts Award

In partnership with Yayasan Gamuda, the Star Golden Hearts Award (SGHA) recognises selfless individuals and organisations that are dedicated to making Malaysia a better place. Anyone is able to nominate exemplary individuals or organisations that have gone above and beyond to make meaningful contributions to society, with all nominations being carefully vetted and reviewed by a panel of judges.

FY2022 was our eighth consecutive year of running this flagship initiative and we continued to receive strong public response with over 770 nominations pouring in. Ten deserving winners were selected to receive prize money and publicity support to help further their good work. Three individual winners received RM8,000 each while seven organisation winners received RM15,000 each.

Star Volunteer Programme

In FY2022, we resumed our Star Volunteer Programme after a hiatus during the pandemic years. This time, we carried out employee volunteer activities with past Star Golden Hearts Award winners in the areas of environmental protection, social welfare and education.

The programme saw 30 employees volunteering their time and energy over three weekends. We also leveraged on our media strength to highlight and publicise the good work done by these past winners, helping them to garner greater community support to further their cause.

Our Star Volunteer Programme partners and activities conducted were as follows:

Kennedy Michael (SGHA 2020 winner)	Great Vision Charity Association (Sister organisation of SGHA 2020 winner Great Heart Charity Association)	Suriana Welfare Society (SGHA 2021 winner)
		
Cleaning up a river trail, tree planting and learning about environmental sustainability	Grocery shopping for the needy	Play and learn session with rural schoolchildren

Other initiatives

In addition to our primary community outreach channels, we take the opportunity to contribute to society in other ways. In FY2022, this included the Kotak Infak Suria initiative, whereby Suria managed to sell 262 boxes of items of which 160 were distributed to muallaf/beneficiaries under Pertubuhan Kebajikan Islam Malaysia (PERKIM). Monetary contributions were also provided to 100 recipients and RM5,000 worth of donations provided to PERKIM as well.

988 also used its extensive reach and influence to garner greater support for a number of social impact projects. In support of Homeless & Orphan Pets Exist (H.O.P.E.)’s donation drive, our 988 DJs helped to raise funds for the cause. On top of that, they also donated their pre-loved clothes for charity

sale at Huazong Culture and Creative Carnival. 988 amplified the environmental sustainability organisation, EcoKnight’s “Old Soles New Life” campaign, where they managed to collect close to 100 pairs of shoes. In support of Rainbow of Life Forces (ROLF) Gold Ribbon campaign of fulfilling wishes of children who were underprivileged, marginalised or with disabilities, 988 sponsored promotional airtime and committed their DJs as event hosts. They also continued their promotion and support for Life Line Association Malaysia.

In line with our mission to keep people informed, we also provide complimentary subscriptions of The Star newspaper and The Star ePaper to social organisations within the Star Foundation network and to Star Education Fund scholars.



SUSTAINABILITY STATEMENT (CONT'D.)

QUALITY EDUCATION

INSPIRING LIVES THROUGH EDUCATION



WHY IT MATTERS

As a leading media company, we have made it our intrinsic responsibility to promote educational advancement and English language literacy within our communities. With education being the most crucial stepping stone to unlock opportunities and better futures, our initiatives aspire to make a positive and lasting impact in the lives of all who participate.

Our efforts are mostly centred around the themes of providing greater accessibility to quality education, advocating English literacy and promoting journalism as a career path. As we help to raise English language standards within society and promote quality journalistic skills and capacities amongst Malaysians, we believe this will also benefit the long-term relevancy and sustainability of our news and media platforms.

OUR APPROACH AND PERFORMANCE

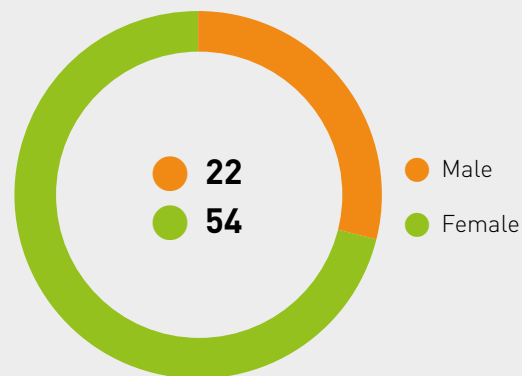
Star Education Fund

Established in 1994, the Star Education Fund has grown in stature into becoming one of Malaysia's most prominent and recognisable scholarship programmes. A collaborative sponsorship effort between us and private tertiary institutions, the fund provides valuable assistance to students aged 17 to 25 that require financial support to further their studies from pre-university up to undergraduate degrees.

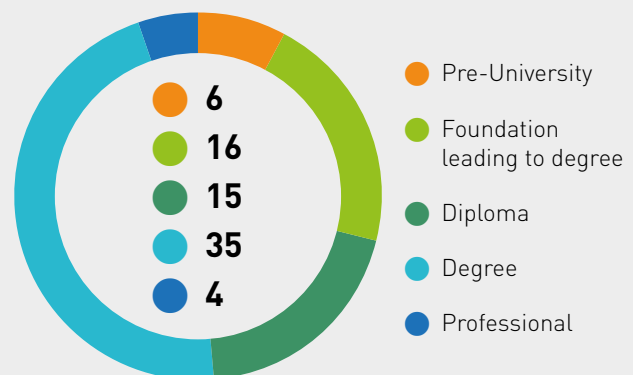
A dedicated unit manages the day-to-day operations of the fund to ensure fair and transparent reviews of each application, with guidelines being set to ensure funds are distributed in an objective and transparent manner. The unit also maintains strong working relationships with a variety of credible higher education institutions to enable a comprehensive range of courses to be made available through this fund.

In FY2022, we partnered with 25 institutions and provided scholarships to 76 deserving students with a total combined value of over RM5.94 million.

Scholarships by gender



Scholarships by level of studies



Newspaper-in-Education (“NiE”) programme

Under the auspices of our Newspaper-in-Education (“NiE”) programme, we have supported English language teaching and learning in primary and secondary schools nationwide since 1997. As disclosed last year, we have transitioned our NiE offerings from the previous pullout format to a weekly activity page integrated into our Sunday Star education pullout entitled StarEdu. The NiE activity page can also be found within the StarLifestyle pullout on Tuesdays and Fridays.

Designed for learners of elementary, intermediate and advanced proficiency levels, the NiE section will continue to provide stimulating content that is suitable for individual study or group work, with parents and teachers encouraged to work on the activities with their children or students. The activity page aims to develop the four skills of the English language – reading, listening, writing and speaking, and raise awareness of current affairs through authentic examples in the newspaper.

Nurturing the next generation of journalists

As a media company, we are in an ideal position to offer tangible support to young aspiring journalists and we have been doing so via our Bright Roving Ambitious Talents (BRATs) Young

Journalist Programme. Run as part of the NiE programme, the BRATs programme provides a writing and training platform for participants aged 14 to 22 to hone and showcase their English language skills, as well as develop their journalistic interests and instincts.

Through the year-long programme, participants are given the opportunity to experience the full suite of being a journalist through learning to identify potential news and feature angles, pitch them to the editors, and produce content in various formats including conducting interviews like real-life journalists. Selected articles will be published in the StarEdu pullout with the writers’ bylines as a form of recognition. This process allows us to discover young writing talents and give them the opportunity of participating in a month-long editorial internship programme, where they will shadow our journalists and acquire behind-the-scenes experience of working in a newsroom.

Due to COVID-19 restrictions, the one-month internship programme for top performers of the BRATs programme has been put on hold since 2020. However, the annual BRATs programme is still ongoing.



SUSTAINABILITY STATEMENT (CONT'D.)

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