



**BERJAYA**  
**BERJAYA ASSETS BERHAD**  
(Company No. 3907-W)



ANNUAL REPORT **2010**



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# CORPORATE INFORMATION



## BOARD OF DIRECTORS

YAM Tunku Dato' Seri Shahabuddin  
Bin Tunku Besar Burhanuddin  
(Chairman)  
*Independent Non-Executive*

Tan Sri Dato' Tan Chee Sing  
(Deputy Chairman)  
*Non-Independent Non-Executive*

Tan Thiam Chai  
*Executive Director*

Chan Kien Sing  
*Non-Independent Non-Executive*

Lim Meng Kwong  
*Non-Independent Non-Executive*

Datuk Robert Yong Kuen Loke  
*Independent Non-Executive*

Heng Kiah Choong  
*Independent Non-Executive*

Dato' Mohd Salleh Bin Ahmad  
*Independent Non-Executive*

## AUDIT AND RISK MANAGEMENT COMMITTEE

Heng Kiah Choong (Chairman)  
Chan Kien Sing  
Dato' Mohd Salleh Bin Ahmad

## NOMINATION COMMITTEE

YAM Tunku Dato' Seri Shahabuddin  
Bin Tunku Besar Burhanuddin  
(Chairman)  
Heng Kiah Choong  
Dato' Mohd Salleh Bin Ahmad

## REMUNERATION COMMITTEE

YAM Tunku Dato' Seri  
Shahabuddin Bin Tunku Besar  
Burhanuddin (Chairman)  
Heng Kiah Choong  
Dato' Mohd Salleh Bin Ahmad

## SECRETARIES

Su Swee Hong  
(MAICSA No. 0776729)  
Wan Foong Yee  
(MAICSA No. 7025376)

## SHARE REGISTRAR

Berjaya Registration Services  
Sdn Bhd  
Lot 06-03, Level 6 (East Wing)  
Berjaya Times Square  
No. 1 Jalan Imbi  
55100 Kuala Lumpur  
Tel: 03 - 2145 0533  
Fax: 03 - 2145 9702

## AUDITORS

Ernst & Young  
Chartered Accountants  
Level 23A Menara Milenium  
Jalan Damanlela  
Pusat Bandar Damansara  
50490 Kuala Lumpur

## REGISTERED OFFICE

Lot 13-01A, Level 13 (East Wing)  
Berjaya Times Square  
No. 1 Jalan Imbi, 55100 Kuala Lumpur  
Tel: 03 - 2149 1999  
Fax: 03 - 2143 1685

## PRINCIPAL BANKERS

Malayan Banking Berhad  
AmBank (M) Berhad  
Affin Bank Berhad  
Bank Pembangunan Malaysia Berhad  
CIMB Bank Berhad  
United Overseas Bank (Malaysia)  
Berhad

## STOCK EXCHANGE LISTING

Main Market of  
Bursa Malaysia Securities Berhad

## STOCK SHORT NAME

BJASSET (3239)

## PLACE OF INCORPORATION AND DOMICILE

Malaysia

# PROFILE OF BOARD OF DIRECTORS



**YAM TUNKU DATO' SERI SHAHABUDDIN BIN TUNKU BESAR BURHANUDDIN** D.K, S.P.T.J., AO  
(Australia)  
75 years of age, Malaysian  
Chairman  
Independent Non-Executive

YAM Tunku Dato' Seri Shahabuddin Bin Tunku Besar Burhanuddin was appointed to the Board as Chairman on 3 August 2009. He graduated with a Bachelor of Science (Economics) from Queens University of Belfast, Northern Ireland.

He began his career with Esso Malaysia Limited as an economic analyst and moved on as a Finance Manager in one of the finance company within Malayan Banking Group. Currently he is the Executive Chairman and co-founder of Kompakar which is a leading technology provider offering scalable integrated solutions that has been instrumentally localised and expanding to countries in the Asia Pacific Region.

Amongst the accolades bestowed on Tunku were the Austrade International Award 2000 Australian Export Awards for outstanding contribution to Australia's international trading performance by a foreign individual based outside of Australia, the "Darjah Seri Paduka Tuanku Ja'afar Yang Amat Terpuji (S.P.T.J.)" by his Royal Highness The Yang Di-Pertuan Besar Negeri Sembilan and the appointment as an Honorary Officer (AO) in the General Division of the Order of Australia award for his service to Australian-Malaysian relations by the Governor-General of the Commonwealth of Australia.

Tunku is the Chairman of Axis Reit Managers Berhad.

Tunku is the Vice Chairman of Iris Corporation Berhad, a MSC Status company listed on the ACE Market of Bursa Malaysia Securities Berhad and involved in the business of technology consulting, implementation of digital identity and business solutions.

Tunku also sits on the Board of various companies and is a shareholder in many of them including DHL Worldwide Express (M) Sdn Bhd, Jotun (M) Sdn Bhd, Totalisator Board of Malaysia, Selangor Turf Club and the Malaysia Australia Business Council (MABC).

Tunku is the Chairman of the Nomination Committee and the Remuneration Committee.



**TAN SRI DATO' TAN CHEE SING**  
55 years of age, Malaysian  
Deputy Chairman  
Non-Independent Non-Executive

He was appointed to the Board as Deputy Chairman on 1 April 2010.

He is a businessman and entrepreneur having a wide spectrum of business with extensive experience in property development, resort management, restaurants, leisure and entertainment operations through his investments in various public and private companies.

Currently, he is also the Deputy Chairman of Berjaya Corporation Berhad and Berjaya Land Berhad, Executive Vice-Chairman of TT Resources Berhad, Group Chief Executive Officer of Dijaya Corporation Berhad, Chief Executive Officer of Tropicana Golf & Country Resort Berhad and the Chairman of Sports Toto Malaysia Sdn Bhd. He also holds directorships in Berjaya Sports Toto Berhad, Berjaya Capital Berhad, Bukit Kiara Resort Berhad, Tioman Island Resort Berhad, KDE Recreation Berhad and Berjaya Golf Resort Berhad.

His brother, Tan Sri Dato' Seri Vincent Tan Chee Yioun is a major shareholder of the Company.

## PROFILE OF BOARD OF DIRECTORS



**TAN THIAM CHAI**

51 years of age, Malaysian  
Executive Director



**CHAN KIEN SING**

54 years of age, Malaysian  
Non-Independent Non-Executive Director

He was appointed to the Board on 16 July 2008 and appointed as an Executive Director of the Company on 18 June 2009. He graduated with a Diploma in Commerce (Financial Accounting) from Kolej Tuanku Abdul Rahman and also completed The Association of Chartered Certified Accountants (UK) professional course in 1981. He is a Fellow member of the Association of Chartered Certified Accountants (UK) since 1990 and also a member of the Malaysian Institute of Accountants.

He started work with an accounting firm in Kuala Lumpur for about 2 years and thereafter served in various Finance and Accounting positions with the Hong Leong Group of Companies in Malaysia as well as in Hong Kong for about 8 years. He joined the Berjaya Corporation Group of Companies in early 1991 as a Finance Manager of an operating subsidiary and was promoted to Operation Manager later that year. In 1992, he was transferred to the Corporate Head Office of Berjaya Group Berhad to head the Group Internal Audit function and subsequently in 1993, he was promoted to oversee the Group Accounting function of Berjaya Group Berhad.

Currently, he is the Chief Financial Officer of Berjaya Corporation Berhad and also heads the Group Accounts & Budgets Division of Berjaya Corporation Group of Companies. He is also an Executive Director of Berjaya Land Berhad, a Director of Magni-Tech Industries Berhad, Cosway Corporation Limited (formerly known as Berjaya Holdings (HK) Limited), Berjaya Capital Berhad, Cosway Corporation Berhad, Taiga Building Products Ltd (Canada), Berjaya Food Berhad and Indah Corporation Berhad.

He also holds directorships in several other private limited companies.

He was appointed to the Board on 9 April 2001. He is a member of The Malaysian Institute of Certified Public Accountants and Malaysian Institute of Accountants. Having articulated with Messrs Peat Marwick Mitchell (now known as KPMG) from 1975 to 1981, he subsequently joined Arab-Malaysian Merchant Bank Berhad (now known as AmMerchant Bank Berhad) specialising in corporate finance until 1989 when he joined Berjaya Group Berhad. He has more than 20 years of experience in the operations and management of companies and also in leading the development of its businesses.

Currently, he is an Executive Director of Berjaya Corporation Berhad, Berjaya Sports Toto Berhad and Berjaya Media Berhad. He is also the Managing Director of 7-Eleven Malaysia Sdn Bhd and Sun Media Corporation Sdn Bhd. He also sits on the boards of Berjaya Retail Berhad, Cosway Corporation Limited (formerly known as Berjaya Holdings (HK) Limited), Berjaya Group Berhad, Intan Utilities Berhad, Berjaya Vacation Club Berhad, Berjaya Capital Berhad, International Lottery & Totalizator Systems Inc, United States of America and several other private limited companies.

He is a member of the Audit and Risk Management Committee.

## PROFILE OF BOARD OF DIRECTORS



**LIM MENG KWONG**  
57 years of age, Malaysian  
Non-Independent Non-Executive Director

He was appointed to the Board on 7 May 2003. He is a member of Malaysian Institute of Accountants and holds a Master's degree in Business Administration from the Cranfield Institute of Management, United Kingdom.

Currently, he is the Special Projects Director and was previously the head of the Group Investment Division of Berjaya Corporation Berhad holding the position as Senior General Manager. Prior to joining Berjaya Corporation Berhad, he was working in the Corporate Finance Division in a leading local merchant bank and has various financial and audit experience both in Malaysia and the United Kingdom.

He is the Chairman of Berjaya Philippines Inc. and he also holds directorships in various subsidiaries of Berjaya Assets Berhad and Berjaya Corporation Berhad.



**DATUK ROBERT YONG KUEN LOKE**  
58 years of age, Malaysian  
Independent Non-Executive Director

He was appointed to the Board on 9 April 2001. He is a Fellow member of The Institute of Chartered Accountants in England and Wales, The Association of Chartered Certified Accountant and a member of The Institute of Certified Public Accountants of Singapore and the Malaysian Institute of Accountants. He is also a Council Member of Malaysian Institute of Certified Public Accountants and presently serves as a member of its executive committee. He has many years of working experience in the fields of accounting, audit, treasury and financial management. He started his career in London in 1973 and worked for more than five years in chartered accounting firms in London, including two years with Moore Stephens & Co. Subsequently, he was with Price Waterhouse, Singapore from 1979 to 1982. From 1983 to 1986, he served as Group Finance Manager in UMW Holdings Berhad and Group Treasurer in Edaran Otomobil Nasional Bhd. He joined Berjaya Group of Companies in 1987 until his retirement as Executive Director on 30 November 2008 and is currently an Independent Non-Executive Director of the Company.

He is also a Director of Berjaya Corporation Berhad, Berjaya Land Berhad and Berjaya Sports Toto Berhad.

## PROFILE OF BOARD OF DIRECTORS



**HENG KIAH CHOONG**  
61 years of age, Malaysian  
Independent Non-Executive Director

He was appointed to the Board on 27 February 2001. He started his sports-related business upon completion of his secondary education in 1966. Currently, he is the Managing Director of Sai (M) Sdn Bhd, overseeing the overall management of the graphic design and Sports Event Management departments. He has extensive interest in sports-related business and activities. He is currently the Vice-President of the Malaysian Tenpin Bowling Congress, Deputy President of Kuala Lumpur Tenpin Bowling Congress and Marketing Committee of Olympic Council of Malaysia. His company is the marketing representative of the International Sepak Takraw Federation responsible in the marketing and promotion of sepak takraw and distribution of sepak takraw equipment.

He is the Chairman of the Audit and Risk Management Committee and a member of the Nomination Committee and the Remuneration Committee.



**DATO' MOHD SALLEH BIN AHMAD**  
68 years of age, Malaysian  
Independent Non-Executive Director

He was appointed to the Board on 28 March 2005. He graduated with a degree in Bachelor of Arts (Second Class Honours), University of Malaya. He began his career with the Ministry of Finance as Assistant Secretary in 1966. He was promoted to Principal Assistant Secretary in 1969 and was the Deputy Head of Division prior to his departure in 1988. Thereafter, he joined the Ministry of Defence and was the Director of Establishment and Services. He was appointed as the Chief Executive Officer of Koperasi Serbaguna Anak-Anak Selangor Berhad (KOSAS) in 1991 until January 2005. He also holds directorships in several private limited companies.

He is a member of the Audit and Risk Management Committee, the Remuneration Committee and the Nomination Committee.

Save as disclosed, none of the Directors have:

1. any family relationship with any Directors and/or major shareholders of the Company;
2. any conflict of interest with the Company; and
3. any conviction for offences within the past 10 years other than traffic offences.

# CHAIRMAN'S STATEMENT

On behalf of the Board of Directors, I am pleased to present the Annual Report and Financial Statements of Berjaya Assets Berhad for the financial period ended 30 June 2010.

## FINANCIAL RESULTS

The Company's financial year end was changed from 30 April to 30 June. Thus, the financial statements for the period under review were made up from 1 May 2009 to 30 June 2010, covering a period of 14 months.

For the 14 months' period ended 30 June 2010, the Group registered a revenue of RM371.58 million and pre-tax profit of RM314.91 million. The revenue was substantially contributed by the Number Forecast Operator ("NFO") business operated by Natural Avenue Sdn Bhd ("NASB") and the improved sales of properties, higher rental income and higher car park revenue recorded by Berjaya Times Square Sdn Bhd ("BTSSB"). Besides the improved profit contribution by BTSSB and contribution from the NFO business, the favourable fair value adjustment of investment properties amounting to RM251.9 million, and exceptional gain arising from disposal of quoted securities amounting to RM21.2 million helped to boost the pre-tax profit to RM314.91 million from the previous financial year's pre-tax profit of RM40.15 million.

## DIVIDEND

For the financial period ended 30 June 2010, the Company proposed a final dividend of 2% per share less 25% income tax for the approval of shareholders at the forthcoming annual general meeting (30 April 2009: RMNil).



The first Krispy Kreme Store in Malaysia is located at Berjaya Times Square.



The exterior facade of Berjaya Times Square.





Customers at a John King outlet located at Level 1, Berjaya Times Square.



Fashion Runway located at Level 4, Berjaya Times Square for the budget conscious shoppers.



Ampang Superbowl with 48 lanes is one of the largest bowling centres in Malaysia.



Kenny Rogers is a must for those who love nourishing wholesome meals.

## SIGNIFICANT CORPORATE DEVELOPMENTS

1. On 18 November 2009, the Company announced that its wholly-owned subsidiary, BTSSB entered into eight (8) Sale and Purchase Agreements with Dian Kristal Sdn Bhd, a wholly-owned subsidiary of Berjaya Vacation Club Berhad which in turn is a wholly-owned subsidiary of Berjaya Land Berhad for the proposed disposal of eight (8) units of properties located on the ground floor, 14th floor and 16th floor in Berjaya Times Square ("BTS") mall for a total cash consideration of RM23.77 million. The disposal was completed on 10 February 2010.
2. On 5 July 2010, the Company announced that its 65%-owned subsidiary, NASB was notified by the Sarawak Turf and Equestrian Club ("STEC") on the revision of pool betting duty by the Ministry of Finance. NASB is the sole and exclusive agent appointed by STEC to operate the NFO business on behalf of STEC. The pool betting duty which is based on gross turnover after deduction of gaming tax payable has been increased from 6% to 8% effective 1 June 2010.

## PROPERTY INVESTMENT AND DEVELOPMENT

For the 14-month financial period under review, the BTSSB Group registered a revenue of RM118.3 million and a pre-tax profit of RM290.0 million compared to RM106.7 million and RM14.37 million respectively in the previous year. The higher revenue was mainly due to stronger performance in property sales, higher rental income and car park revenue. Property sales recorded double digit growth and contributed more than 25% to the BTSSB group's revenue. The higher pre-tax profit was mainly due to the favourable fair value adjustment of investment properties of RM251.9 million and gain of RM21.2 million from the disposal of quoted securities.

Since its opening on 29 September 2003, BTS has continued to maintain its reputation as a leading premier shopping destination in the heart of Kuala Lumpur.

With a gross built-up area of 7.5 million square feet on a 10-acre land, BTS remains Malaysia's largest inner-city shopping-cum-leisure mall comprising a 12-level shopping complex, two 46-storey towers of service suites as well as a 5-storey basement and multilevel annexed car park.

The 12-level shopping mall which covers approximately 3.5 million square feet houses Berjaya Times Square Theme Park (formerly known as Cosmo's World Theme Park), Malaysia's largest indoor theme park with 14 rides and attractions; a three-level IT Centre covering more than 80,000 square feet and catering to all modern digital lifestyle needs; state-of-the-art fitness centre – Sports Toto Fitness Centre; Ampang Superbowl, one of the largest bowling centres in the country with 48 lanes; Cold Storage Supermarket; a 9-screen Cineplex, Golden Screen Cinemas; and over 1,000 units of retail, food and beverage and service outlets.

Notable brands on board during the financial period include the opening of **Nikon Centre** – the largest in South-East Asia, **The Ice Age Experience** exhibition showcasing seven thrilling stations with life-sized creatures, the first **Nature Republic** outlet in Malaysia, the first **espresSOUP** station in Malaysia, the niche **Giraffe** brand of elevated shoes, and the 16,000 square feet **Sports Toto Fitness Centre** with state-of-the-art fitness facility and equipment.

BTS expanded its variety of beauty and personal wellness offerings with a number of well-known brands from Korea – **Nature Republic** and **THE FACESHOP** as well as **Shills** from Taiwan. There was something for everyone – shoppers could browse for stylish children's apparel at **Poney**, stay fashionable at **Kitschen** and look rugged at **Lois**.

YA Bg Datin Paduka Seri Rosmah Mansor, wife of the Prime Minister of Malaysia, graced the Thalassaemia Awareness Campaign in Berjaya Times Square.



The Roasters Chicken Charity Run 2009 kicked off at The Boulevard, Berjaya Times Square.



The Cut-A-Thon event held at the Boulevard area made it into the Malaysian Book of Records for the most number of haircuts done in a day.



The food and beverage category saw the arrival of Chinese cuisine restaurant **Room Eighteen** and Korean restaurant **Hankuk Ramyun** to complement the current concept restaurants at the Lower Ground Floor. Shoppers were also treated to a varied range of snacks and fast food restaurants with the opening of **Ireland's Potato**, **John King Egg Tarts**, **Leo's Café**, **Mr Teppanyaki**, **Hot & Roll**, **B Station** and **Tutti Frutti Frozen Yogurt**.

Sports outlets such as **Puma**, **Vans**, **Kappa**, **Lotto**, **Asics**, **Reebok** as well as golf specialty shop **JM Tomo** cater to the healthy lifestyle enthusiasts besides complementing the opening of the **Sports Toto Fitness Centre**.

The shopping mall's new **IT Centre** covers more than 80,000 square feet of floor space and carries a wide range of products and equipment spanning three floors. Major branded stores, among them include MacStudio, Dell, Acer, Toshiba, HP, Lenovo, Samsung, Canon, HTC, LG, Nokia and Sony Ericsson will undoubtedly appeal to the tech-savvy.

Aside from being a choice venue for events throughout the year, a number of records were also broken at BTS during the financial period. The Cut-A-Thon event held at The Boulevard in conjunction with the Malaysia Mega Sale Carnival 2009 was a great success which saw free haircuts given to shoppers by Michael & Guys Hair Salon in the attempt to break the **Most Haircuts in a Day** awarded by the Malaysia Book of Records. A total of 1,087 haircuts were recorded within 8 hours.

Following this, the attempt to build the Biggest Kolam was held during the Deepavali celebration in 2009. Kolam artist, Mehnaga a/p Mathivanan @ Anjali chose BTS's Lower Ground Concourse as the venue for her 3-day attempt into the Malaysia Book of Records. She finally completed a 299.7m<sup>2</sup> Kolam to break the record for the **Biggest Kolam by An Individual**.

A Gatsby Street Fair aimed at creating awareness for their new deodorant range included organising a record breaking event as part of their publicity platform. They made a successful record breaking attempt into the Malaysia Book of Records for the **Biggest Gathering of Malaysian Bloggers**. In turn, the bloggers were required to mention the Gatsby brand in their blog.

BTS was graced with the presence of popular Taiwanese singer, **Jolin Tsai** during her album promo tour. Her counterpart **Sam Lee** made an appearance during the Fiesta De Carnival held in conjunction with the 2010 FIFA World Cup. Chinese songstress **Della Wu** belted out her popular hits during a Meet-The-Fans session at the Lower Ground Concourse while a mini concert by Singaporean artiste **JJ Lin** also drew an enormous crowd at The Boulevard.

A number of movie promotions which included appearances by renowned Hong Kong actors and actresses to promote their own movies were also held at BTS. This included appearances by **Ekin Cheng** and **Aaron Kwok** for the movie Storm Warrior, **Gillian Chung** for the movie The Fantastic Water Babes and **Aaron Kwok** together with his director, **Benny Chan** for the movie City Under Siege. Shoppers were also treated to an appearance by Singaporean funnyman **Gurmit Singh** (from the sitcom series Phua Chu Kang) and **Irene Ang** (on-screen wife Rosie) who were in town to promote Phua Chu Kang The Movie.

Flash mobs were a hit at the complex with large numbers of shoppers suddenly freezing in a variety of poses during Valentine's Day and Mother's Day. There were also a number of flash mobs that took to dance to promote a product (Celcom), a television series (Glee), a birthday (Michael Jackson), a Kung Fu movie (Legend of the Fist: The Return of Chen Zhen) and a public holiday (Malaysia Day).

BTS was the venue of choice for several significant events. They included the Selangor Turf Club–Equine World Road Show, Roasters Chicken Run for Charity 2009, Thalassaemia Awareness Day, Astro Battleground, NST Spell-It-Right, KRU Road Tour, Nike City Cup Mobile Truck Stop-Over, St John's CPR Training showcase, the 14th Annual Chess Competition for the Blind, Deaf and Handicapped, RHB-The Star Mighty Minds, World Glaucoma Day exhibition and eye screening, 8TV Chinese New Year Promo Tour and Tennis Malaysian Open 2010 Roadshow.



The elaborate Christmas decor in 2009 at Berjaya Times Square.



Natural Avenue's office in Sibuan.



Natural Avenue's sponsorship of RM35,000 at the Kuching Festival Martial Arts Display.



A Cash Sweep Outlet in Sarawak.

## GAMING

For the 14 months' financial period ended 30 June 2010, NASB registered revenue and pre-tax profit of RM253.3 million and RM20.0 million respectively, compared to revenue and pre-tax profit of RM225.7 million and RM24.1 million in the previous year. On an annualised basis, the revenue for the period under review had declined as compared to the previous year mainly due to the mandated introduction of common draw days for special draws. The lower pre-tax profit was also affected by the aforesaid same reason and a higher prize payout during the period.

During the period under review, NASB was the main sponsor for the 2nd Cash Sweep Sarawak Open Dragon & Lion Dance Championship 2009 held in Kuching. More than 50 dragon and lion dance teams comprising about 1,000 participants nationwide took part in the promotional event which received overwhelming response from public. NASB will continue with its promotional events, customer service improvement and public relation activities to maintain a steady growth.

NASB replaced and upgraded completely its lottery system and betting terminals which was successfully launched on 28 July 2010. This exercise involved a total cost of USD3.62 million (equivalent to RM11.87 million) complete with digital networking throughout the state of Sarawak.

## CORPORATE RESPONSIBILITY

During the period under review, BTS had hosted two community activities in conjunction with the festive seasons, namely Christmas and Hari Raya Puasa.

Forty children from the *House of Joy* were invited on 5 December 2009 to celebrate Christmas and enjoy a fun-filled day at BTS. The children had a delightful meet-and-greet session with Santa Claus and Mrs. Claus at Borders

Bookstore. They were entertained by Santa Claus' storytelling and joined in the caroling sessions. The children were engaged in various activities such as creating their own Christmas cards, and were treated to movies and sumptuous meals. They also received gifts, vouchers and goodies sponsored by retailers of BTS.

In conjunction with the Ramadan month, BTS hosted 40 underprivileged children from *Rumah Amal Limpahan Kasih* for a *buka puasa* dinner at the Berjaya Times Square Theme Park's Birthday Room. The children had a great time at the Theme Park. An awareness talk was given by World Wildlife Fund (WWF) on endangered animals. The children were also presented with *duit raya*, goodie bags and cash vouchers from BTS.

BTS also organised a charity auction during the BTS Shopping Carnival from 4 July to 31 August 2009 which comprised of Summer Street Fest, Fashion Street Party and Cut-A-Thon. During the Fashion Street Party event, a charity auction which featured accessories and outfits paraded during the fashion show was held. Shoppers donated RM10 for a sponsored goody bag each, which were channelled to the National Cancer Society Malaysia.

BTS was also the venue sponsor for several charity and community events in the period under review. The events included Roasters Chicken Run for Charity 2009, Thalassaemia Awareness Day, World Glaucoma Day, and the 14th Annual Chess Competition for the Blind, Deaf and Handicapped.

In support of the Sarawak Turf & Equestrian Club's Kidney Foundation's effort to assist the poor who suffer from renal failure, NASB made its annual contribution of RM300,000 to the Foundation. NASB hosted the Annual Cash Sweep Charity event in conjunction with Chinese New Year where approximately 600 residents from 19 charitable organisations benefited from the donations and *ang pows* given out. The company also sponsored the Padawan Festival and Kuching Festival Martial Arts Display.



Cash Sweep sponsored the Sarawak Open Dragon & Lion Dance Championship 2009.



Members working out at the Sports Toto Fitness Centre.



Children from Home of Joy celebrating Christmas with Santa Claus at Borders Bookstore located at Lower Ground Floor, Berjaya Times Square.

## FUTURE OUTLOOK

During the first half of 2010, the global economy has shown signs of improvement though there are still uncertainties, particularly in the Western economies. Despite the uncertainties in the external sector, the Asian economies have continued to show robust growth. In tandem with the regional economies' growth, Malaysia registered a GDP growth of an average of 9.5% in the first half of 2010.

Recent measures proposed under the 10th Malaysian Plan based on strategies articulated in the Economic Transformation Program and the New Economic Model are expected to sharpen the competitive edge of Malaysia and transform the nation into a high income economy that is sustainable and with quality growth.

Against this backdrop, BTS remains committed to maintain its position as a leading shopping destination in the heart of Kuala Lumpur. Capitalising on the Government's effort to position Malaysia as a shopping and tourist destination, BTS will continue to provide exciting events and activities and work with retailers to actively promote the mall to attract more shoppers. Malaysia is already one of the world's top destinations in terms of arrivals and as such, BTS will step up its marketing efforts to create a unique shopping experience with entertainment and shopping all under one roof.

The gaming business under NASB will continue to be resilient despite the setback of the 2% increase in pool betting duty effective 1 June 2010.

Barring any unforeseen circumstances, the Directors envisage that the operating performance of the Group for the forthcoming financial year ending 30 June 2011 will be satisfactory.



A time to care and share - celebrating buka puasa with underprivileged children from various charitable homes.

## APPRECIATION

I would like to welcome Tan Sri Dato' Tan Chee Sing who joined the Board as Deputy Chairman on 1 April 2010.

On behalf of the Board, I would like to record my sincere gratitude to the management, employees and agents for their hard work and commitment. I would also like to thank our customers, business associates, financiers, shareholders, retailers and the government authorities for their continuous support and co-operation.

To my fellow colleagues on the Board, I look forward to your guidance and support and would urge for your active participation in our future Board meetings.

**YAM Tunku Dato' Seri Shahabuddin  
Bin Tunku Besar Burhanuddin**  
Chairman

20 October 2010

## 主席 报告及营业检讨

我谨代表董事部同人，欣然向各位呈达成功资产有限公司2010年6月30日截至年度的常年报告与财务报告。

在2010年Cash Sweep公司尾牙上荣获最佳销站的得奖者们。



成功时代广场里的Cold Storage超市提供各种各类的食品。



### 财务表现

本公司的财政年已由截至4月30日改为截至6月30日。因此，受检讨时期的财务报告是由2009年5月1日至2010年6月30日，为期14个月。

在截至2010年6月30日的14个月期间，本集团取得RM3亿7千1百58万的营业额和RM3亿1千4百91万的扣税前盈利。该营业额大部份是由Natural Avenue私人有限公司(“NASB”)所经营的Number Forecast Operator(“NFO”)测字博彩业务和成功时代广场私人有限公司产业销售量增长，以及更高租金收入和停车场收益所贡献。除了成功时代广场所贡献的更高盈利和博彩业务所作出的贡献之外，投资产业的有利公允价值调整达到RM2亿5千1百90万，以及脱售上市证券的特别赚益达RM2千1百20万，也有助推高扣税前盈利至RM3亿1千4百91万，高于前一财政年RM4千零15万的扣税前盈利。

### 股息

在截至2010年6月30日的财政时期，本公司建议派发每股2%扣25%所得税的年终股息，并将在来届股东大会上寻求股东批准(2009年4月30日:无)。

### 重大企业发展

1. 在2009年11月18日，本公司宣布其独资子公司成功时代广场私人有限公司与Dian Kristal私人有限公司，即成功度假俱乐部有限公司的独资子公司，签

署了八(8)份买卖协议，以建议脱售位于成功时代广场广场之底层，第14层和第16层的八个单位，总金额为RM2千3百77万。成功度假俱乐部有限公司则是成功置地有限公司的独资子公司。这项脱售交易已在2010年2月10日完成。

2. 在2010年7月5日，本公司宣布其65%股份子公司NASB，已接到砂劳越赛马及马术俱乐部的关于财政部修改彩池下注税的通知。NASB是由STEC委任的独家和专属代理，以代表STEC经营测字博彩业务。该基于已扣除应付博彩税之毛营业额的彩池下注税已由6%调高到8%，由2010年6月1日起生效。

### 产业投资和发展

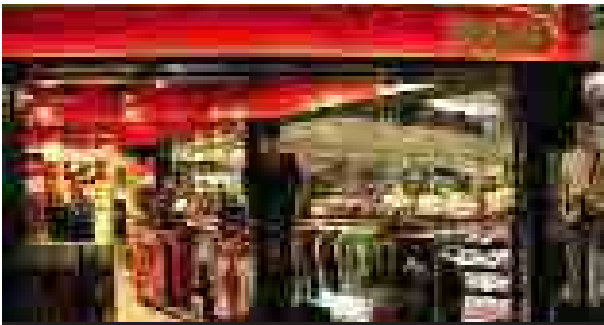
在受检讨的14个月财政时期，成功时代广场私人有限公司集团取得RM1亿1千8百30万的营业额和RM2亿9千万的扣税前盈利。前一年的数额分别是RM1亿零6百70万和RM1千4百37万。营业额增加主要可归功于更佳产业销售表现，更高的租金收入和停车场收益。产业销售量取得双位数成长率和为成功时代广场私人有限公司集团作出了超过25%的贡献。扣税前盈利增加主要可归功于投资产业的有利公允价值调整达到RM2亿5千1百90万和脱售上市证券的RM2千1百20万赚益。

自从在2003年9月29日开张以来，成功时代广场继续捍卫它作为吉隆坡市中心之顶尖高级购物地点的盛誉。

在成功时代广场举行的屠妖节 Kolam 绘制活动创作了马来西亚记录中最大的 Kolam。



台湾歌手蔡依林到成功时代广场来为新专辑宣传造势。



位于成功时代广场 Puma 时装店提供消费者许多新潮的运动服饰。

总建筑面积 7 百 50 万方尺，座落于 10 英亩地段上的成功时代广场仍然是马来西亚最大型的城内购物兼休闲广场。由一座 12 层的购物广场，两座 46 层的服务式套房大楼，以及 5 层的地下室兼多层附属停车场组成。

该 12 层购物广场的面积约为 3 百 50 万方尺，内有 Berjaya Times Square 主题乐园 (前称 Cosmo's 世界主题乐园)，即马来西亚最大型的室内主题游乐场，备有 14 种骑乘游乐设施和景点；占三层及面积超过八万方尺，迎合一切现代数码生活需求的三层资讯工艺 (IT) 中心；设备先进完善的健身中心 - 多多博彩健身中心；Ampang Superbowl，即国内最具规模，备有 48 条球道的保龄球场之一；Cold Storage 超级市场；Golden Screen 电影院，一座拥有 9 个银幕的小型戏院；以及超过 1,000 家零售，饮食和服务商店。

在本财政时期加入广场的著名品牌包括东南亚最具规模的 Nikon 中心的开业 - 即东南亚最大的中心，The Ice Age Experience 展览会之七个引人入胜站点展出了真人版大小的动画人物，马来西亚第一家 Nature Republic 商店，马来西亚第一家 espresSOUP 站点，利基的 Giraffe 品牌高垫鞋，以及面积一万六千方尺，拥有尖端新颖健身设备和配备的多多博彩健身中心。

成功时代广场已扩增其一系列美容和个人保健产品。包括多个来自韩国的著名品牌 - Nature Republic 和 THE FACESHOP 以及来自台湾的 Shills。它迎合众人的需求 - 购物人士可在 Poney 选购时尚的儿童服装，在 Kitschen 赶上潮流和在 Lois 物色时髦服饰。

饮食店选择则多了中餐美食餐馆，十八风味 (Room Eighteen) 和韩国餐馆 Hankuk Ramyun 以加强地下层内现代主题餐馆的阵容。随着小吃店和快餐店如 Ireland's Potato, John King 蛋挞, Leo's Café, Mr Teppanyaki, Hot & Roll, B Station 和 Tutti Frutti Frozen Yogurt 的开张，购物人士将可选择更多种美食。

运动用品商店如 Puma, Vans, Kappa, Lotto, Asics, Reebok 以及高尔夫球专门店 JM Tomo 则可迎合追求健康生活方人士的需求，并配合多多博彩健身中心的开业。

该购物广场的新设 IT 中心面积超过八万方尺，齐备系列广泛的产品和配备。主要品牌的商店，包括 MacStudio, Dell, Acer, Toshiba, HP, Lenovo, Samsung, Canon, HTC, LG, Nokia 和 Sony Ericsson 无疑将吸引科技爱好者。

除了成为常年首选的活动地点之外，成功时代广场已在本财政时期创下许多纪录。其中配合 2009 年马来西亚购物嘉年华而在 The Boulevard 举行的 The Cut-A-Thon 盛会大获成功，购物人士获得 Michael & Guys Hair 发廊免费剪发，以尝试打破在一天内为最多人剪发的马来西亚纪录大全纪录。在 8 小时之内总共有 1,087 人免费剪发。

接下来是在 2009 年屠妖节期间尝试绘制最大型的 Kolam。Kolam 艺术家 Mehnaga a/p Mathivanan @ Anjali 选中了 BTS 的底层大厅作为她尝试在 3 天内刷新马来西亚纪录的地点。她最终完成了一个面积 299.7 方米的 Kolam，而刷新了个人绘制最大幅 Kolam 的纪录。

为了新推出的香体剂系列宣传的 Gatsby 主办了一场 Gatsby 街头同乐会。该活动成功举办了马来西亚纪录大全之最大型马来西亚博客聚会。参与的 bloggers 将在他们的部落格中提及 Gatsby 品牌。

台湾人气歌手蔡依林前来为专辑进行巡回宣传，令成功时代广场增光不少。另一位台湾艺人李圣杰则配合 2010 年世界杯而在缤纷庆典嘉年华期间亮相。中国女歌手丁当在底层大厅举行的歌友会上献唱她的成名曲，而新加坡艺人林俊杰的一场小型演唱会则吸引了大批观众挤满 The Boulevard。