The StarProperty Readers’ Choice Award 2020
Corporate Responsibility
Initiatives
Mah Sing has a positive effect on local communities through our projects as giving back to the community is integral in everything we do.

We are committed to meeting the Economic, Ecological and Corporate Social Responsibility objectives of sustainable development.

Our goal is to reinvent space, enhance life and ultimately help everyone own a home. This vision guides us as we focus on what we do best – building affordably priced properties that the market needs.

We are committed to product quality, customer satisfaction, a positive work culture and the well-being of employees. Community development and the best corporate governance practices are critical to our success.
ANNUAL COMPANY-WIDE CORPORATE RESPONSIBILITY INITIATIVES

Mah Sing Reinforces Commitment To Uplift & Enhance The Wellbeing Of Surrounding Community With Its Annual Company-Wide Corporate Responsibility Initiatives

Active Employee Participation at 5 Different Locations Nationwide
Our employees including senior management team, as part of M’Power, our volunteer platform were involved in various community-based activities at 5 different locations nationwide:

- Perumahan Awam (PA)Seri Kelantan in Sentul, KL
- Kuala Sungai Buloh River
- MSAcademy @ Wisma Mah Sing, KL
- Penang National Park @ Teluk Kampi
- Desaru Beach, Johor Bahru

CORPORATE RESPONSIBILITY INITIATIVES
As a responsible property developer, it is our aim to perform our social duties by giving back to the society through sustainable initiatives that is aimed at enhancing the wellbeing and livelihood of the surrounding community, which is in line with our tagline, ‘Reinvent Spaces. Enhance Life.’ It is imperative to inculcate and foster a culture that champions the spirit of volunteerism. We are proud to have dedicated employees making positive change to the community.

It is our commitment to empower our people towards personal and professional growth through continuous learning, whilst constantly caring for the people, community, and environment. This is our second year organising such initiatives and I am delighted to see our employees including the top management coming out to give back to the community. Our employees from all three regions that we are present in such as Klang Valley, Johor, and Penang were involved in this year’s initiatives – carrying out various activities at 5 different locations in total.

MAH SING’S FOUNDER AND GROUP MANAGING DIRECTOR, TAN SRI DATO’ SRI LEONG HOY KUM
CORPORATE RESPONSIBILITY INITIATIVES

JOURNEY TO ENHANCE LIVES
CENTRAL REGION:
- Perumahan Awam (PA) Seri Kelantan: Participated in several activities i.e. refurnishing of futsal court, gotong-royong and conducted community based activities for the children of the PA community that are below 12 years old with the presence of Member of Parliament Batu, Yang Berbahagia P. Prabakaran.
- Sungai Buloh River Cruise: In partnership with Malaysian Nature Society, we conducted river cleaning on the boats by using hooks and nets to rehabilitate the affected area to improve the aesthetic appearances of the jetty, whilst attracting more tourists the locals’ income stream. Approximately 550kg of rubbish collected.
- Rise Against Hunger Meal Packaging Programme: We successfully packed approximately 10,000 meals, which is equivalent to 1,670 packets comprising 6 meals for each packet.

CONTRIBUTING TO COMMUNITY WELLBEING
NORTHERN REGION:
- Penang National Park: We enhanced the existing facilities for the ease of convenience of the visitors. Activities include: installation of new information signage’s; refining the conditions of facilities i.e. tables and benches by the beach; landscape enhancements, along with other facilities enhancements initiatives.

GIVING BACK TO THE SOCIETY
SOUTHERN REGION:
- Beach Cleaning @ Desaru Beach: In the spirit of preserving one of the most popular tourist destination in the country, Mah Sing’s Southern M’Power members spent the day cleaning up the white sandy beaches of Desaru, whereby approximately 80kg of trash were collected.
Mah Sing Foundation, our Corporate Responsibility Arm was recently awarded two prestigious awards for the Mushroom Cultivation Project in Kampung Tudan, Sabah – in collaboration with Hopes Malaysia by the 2019 JCI Malaysia Sustainable Development Awards. The award ceremony was organised by JCI Malaysia and endorsed by the United Nations Malaysia.

Aimed at uplifting the livelihood of the rural community in Kampung Tudan, Sabah, the Mushroom Cultivation Project was named “Winner” for two categories – Sustainable Development Goal (SDG) No. 1 (No Poverty) and No. 17 (Partnership for the Goals). The mushroom cultivation facility is successfully generating about 30% to 55% extra income per month for the villagers there.

The project was officially launched on November 2018 to construct a mushroom cultivation farm as a solution to create a more economically sustainable community amid high demand of mushrooms from Kota Kinabalu like Shangri-La Tanjung Aru Hotel, Sabah Oriental Hotel and Horizon Hotel. With about 50 – 70kgs of oyster mushrooms production per week, the project has successfully uplift the rural community’s livelihood by providing infrastructure that will help diversify the villagers’ income sources and be economically independent.
We are extremely honoured and proud to be recognised with such prestigious accolades at the 2019 JCI Malaysia Sustainable Development Awards.

These wins are on the back of the hard work and dedication of the Mah Sing Foundation team as well as our generous donors in ensuring that we continue to positively impact the lives of the community at large. Moving forward, we will continue to help those in need to enhance their lives for a better future through the Foundation.

MAH SING’S FOUNDER AND GROUP MANAGING DIRECTOR,
TAN SRI DATO’ SRI LEONG HOY KUM
Learning through Individualised Teaching

Three years ago, Mah Sing Foundation partnered with Generasi Gemilang to run academic guidance programmes for secondary school students in Taman Prima Selayang. In 2018, Mah Sing Foundation has engaged with a total of 52 students between the ages of 13 to 17, and has run leadership and junior mentor camps for disadvantaged youth via the LIT programme.

We are pleased to share that these students are demonstrating improvements in their education. Approximately 52% and 71% have retained and enhanced their grades in English and Mathematics respectively, since 2017. Furthermore, the number of students who have improved by a grade or more has tripled since the commencement of the programme, with 8 times more students improving their performance in mathematics.

TOTAL DONATED
RM94,924

TOTAL BENEFICIARIES
50 STUDENTS

DURATION OF PROGRAMME
12 MONTHS
CUSTOMER SERVICE INITIATIVES

INNOVATION IS THE KEY COMPONENT OF MAH SING THROUGHOUT THE YEARS. WE ARE COMMITTED TO INVENTING SUSTAINABLE FUTURE LIVING THAT ENHANCES QUALITY OF LIFE

PRE – VACANT POSSESSION
Our Customer Service, Customer Experience, Sales & Marketing as well as Security Department will jointly conduct a Pre-Vacant Possession (VP) briefing to provide a step-to-step guidance to homeowners on what to do and expect when they receive the VP notice from the developer.

POST – VACANT POSSESSION
- Owners are able to secure a VP appointment via the My MS App with merely a few clicks and confirmation will be made known via the My MS App.
- With this new process in place, we managed to improve the VP process, whilst simultaneously increasing our customers' convenience, as they are able to complete the process without the hassle of making a call.
- The Customer Service team carries out the final inspection in order to ensure that the unit is in good and clean condition before the actual VP appointment.
- During the key handing over session, the procedure will be carried out digitally and upon completion, all signed documents will be emailed to the owner for their safekeeping.
- During VP handing over session, the Customer Service team will bring the owner to view the important places i.e. CS Office, Management Office, Facilities area and parking area as part of familiarisation process.
- The Customer Satisfaction Survey will be carried out at the end of the VP handing over session to gauge customer's perception towards our service.
CUSTOMER SERVICE INITIATIVES

CONSTRUCTION QUALITY PROCESS
4 Rounds of Pre-Delivery Inspection conducted for each project prior to handover

1ST PDI
Contractors to go through all defect units for recording purposes and rectification processes

2ND PDI
Upon completion, a second round of inspection will be conducted. Defect list then handed over to contractors for rectification.

3RD PDI
(Management PDI) Upon completion of 2nd round rectification process, QA will get the go ahead from project team for 3rd PDI. QA will coordinate with all departments to send representatives to inspect the units. Defect list will then be passed to project team to forward to contractor for rectification works.

4TH PDI
Customer service department will conduct PDI to all units before handover to purchaser.
This is our management’s direction to involve all of our project to QLASSIC.

QLASSIC which stands for Quality Assessment System in Construction, was developed by the Construction Industry Development Board (CIDB) of Malaysia as a system to evaluate the workmanship quality of building construction work.

QLASSIC enables the quality of workmanship between construction projects to be objectively compared through a scoring system. Marks are awarded if the workmanship complies with the standard. These marks are then summed up to calculate the QLASSIC score (%) of a construction project.

CIDB Assessors come once the project completes. No re-scoring for QLASSIC system. Thus, contractor has to DO IT RIGHT THE FIRST TIME.
During the last week of Chinese New Year in 2019, we wrapped up the festive season with a celebration with our employees, at our headquarters, MS@Work as well as open house events at M Centura and M Vertica Sales Gallery. We celebrated the last day of Chinese New Year, also known as Chap Goh Mei with MSians at MS@Work, Jalan Sungai Besi. The celebration began with two auspicious lions visiting and blessing the workplace of every MSian, and the employees were all having fun welcoming them. This was followed by the acrobatic lion dance at the entrance of MS@Work and drum performance. As a gesture of everyone having good luck this year, the lions also shared mandarin oranges with the MSians during the ceremony.
We also hosted the last round of Chinese New Year open houses at our M Centura Sales Gallery in Sentul and M Vertica Sales Gallery in Cheras over the weekend, which saw a huge crowd celebrating the occasion together. During the events, visitors were treated to a variety of performances including lion dance, drums and Chinese orchestra performances, mask changing and magic shows, and a special appearance of the Astro Classic Golden Melody 2017 singers performing the classic Chinese melodies.
CUSTOMER SERVICE INITIATIVES

MAH SING EXTENDED INCENTIVES FOLLOWING OVERWHELMING RESPONSE RECEIVED AT NATIONAL HOME OWNERSHIP CAMPAIGN 2019 EXPO AT KLCC

- Extension of Refer n Reward + (RnR+) together with the “RM500,000 In Your Bank” campaign to reward home buyers with attractive incentives.
- On the back of overwhelming response over the 3-day HOC 2019 EXPO.
- The campaign ran in all our sales galleries until 30 June 2019, in conjunction with Mah Sing’s 25th anniversary.
CUSTOMER SERVICE INITIATIVES

MAH SING’S SOUTHVILLE CITY FLAGSHIP COLLECTORFEST ATTRACTED 1,500 VISITORS!

A fun-filled weekend where music, treasure seekers & bargain hunters come together in one place

- Our flagship Collectorfest successfully attracted approximately 1,500 visitors throughout the two-day event which took place on 3 & 4 August 2019 (Saturday & Sunday) – held at our very own Southville City Boulevard Shops.
- During these two days, we brought over local musical acts and more than 100 antique stalls in addition to food trucks and food stalls. To make things more interesting – admission for everyone is free!
- This Collectorfest is part of Mah Sing’s on-going efforts to promote our Southville City – our largest township in Klang Valley and most importantly to secure new customers and to retain new ones.
- The event was aimed to bring in bargain hunters and treasure seekers from all over the country and providing them an avenue to sell off their antiques, vintage toys, musical memorabilia and vinyl, used second-hand items and much more in Southville City.
- Apart from that, local bands such as Couple, Bittersweet, Milo Dinasour, Sweetass, Playburst – to name a few were present to entertain the crowd.
CUSTOMER SERVICE INITIATIVES

MY MAH SING APP

The MY Mah Sing app is designed to be one of the companions that guides our valued purchaser through their home ownership journey with Mah Sing.
CUSTOMER SERVICE INITIATIVES

M PRIVILEGE LOYALTY PROGRAMME

M Privilege is a lifetime loyalty programme where members can enjoy exclusive lifestyle privileges

• Exclusive Privileges:
  • Buyer-Get-Buyer Reward
  • Buyer Repeat Purchase Discount
  • Buyer Birthday Surprise
  • Priority Invitation to Events, Launches and Promotions
  • Exclusive Rewards and Privileges with Participating Merchants

Learn more: https://www.mahsing.com.my/m-community/m-privilege
CUSTOMER SERVICE INITIATIVES

SPECIAL INVITATION TO LIFESTYLE EVENTS

Astro Classics Golden Melody 2019
Finale on 2 Nov 2019

Exclusively for M Privilege members:

Grab 2x complimentary tickets to watch Astro Classic Golden Melody Finale Live Show on 2 Nov 2019 (Saturday), 8pm at Arena of Stars, Genting.

Finale Live Show

Event: Astro Classic Golden Melody Finale Live Show
Date: 2 November 2019 (Saturday)
Time: 7pm to 11pm
Venue: Arena of Stars, Genting
CUSTOMER SERVICE INITIATIVES

M Privilege Movie Day

Movie: Frozen 2
Date: 23 November 2019 (Saturday)
Venue & Time:
- TGV, 1 Utama, Petaling Jaya @ 1pm
- TGV, 1 Utama, Petaling Jaya @ 11:50pm
- TGV, Aeon Tebrau City, Johor Bahru @ 11:30pm
- GSC, Queensbay Mall, Penang @ 11:00am
CUSTOMER SERVICE INITIATIVES

SPECIAL INVITATION TO COMMUNITY EVENTS

Wellness Day @ D’SARA Sentral  I  7 September 2019, 9AM – 1PM
CUSTOMER SERVICE INITIATIVES

DEFY YOUR LIMITATIONS
Lakeville Residence Community Workout

Fitness enthusiasts, you are in for a treat! Start your Saturday right by joining our special community workout session. We will motivate and inspire you through dynamic and engaging programs. The event will take place on 23rd November 2019.

Venue:
Lakeville Residence, Multipurpose Hall, Level 7.

Date:
23 November 2019 (Saturday)

Time:
8:30am - 10:30am

Programs:
- Morning Stretch
- Circuit Training
- Zumba Class
- Healthy Food Cooking Class

Registration Fee:
RM 30/person

Register Now at: https://bit.ly/2ypN5PS

Note: Refreshments will be provided at the venue. For any queries, contact Lakeville Residences at 03-9191 6976 or email info@lakeville.com.my.
Best Employee Engagement Initiatives
Employees perform and stay when they are highly engaged, in other words, if the culture is deemed to be highly engaging, top talents will have no reason to explore out and we will have no shortages of competent candidates to fill-in vacancies.

At Mah Sing, we value our MSians as they are the backbone in elevating the company to greater heights. As such, in line with our various ongoing implementation initiatives, we have also set measurable KPI(s) to identify and analyse the impact of our strategies in the lives of our MSians.

We have a good balance of talented young professionals and senior heads with vast experience in the property industry. Over 800 MSians work across the country (for property development) and approximately 70% are under the age of 40.

To date, Mah Sing recorded a total workforce strength of 2,005.
BEST EMPLOYEE ENGAGEMENT INITIATIVES

BEST LEARNING AND DEVELOPMENT ORGANISATION
This is a continuous effort by the organization to attract fresh talents as the building blocks to build competent workforce. One of our initiatives is the 18-month Management Associate Programme (MAP) debuted in 2018 targeting crème de la crème young talents to be part of the transformation. Our first intake in October 2018 was 5 UK graduates who are currently undergoing rotations.

MENTORING AND REVERSE MENTORING:
• In 2018, Mah Sing was ranked 41st overall in the M100 Leading Graduate Employers Award but were not ranked as the Top 3 finalist for the Property and Construction Category. Prior to this, Mah Sing was not a finalist in the M100 Award)
• The robust strategies in placed whereby our experienced senior members nurture our young talents through a Mentee-Mentor initiative have proven to be beneficial for our young MSians, particularly the ones under the Management Associate Programme.

“As a Management Associate, I was given the privilege to be assigned a mentor from the Senior Management Team, whom is Jane Leong – the eldest daughter of the founder of Mah Sing’s Founder. She is very kind and cares for my development, be it professional or personal.

Digitalisation and data-driven decision making is happening gradually in Mah Sing and efforts are in place to uplift the employees so we can be a customer-centric organisation.”

Tay Wei Win
Management Associate

“Having a mentor from a different background has been very beneficial and to my advantage.

I’ve gained a different insight and outlook as my mentor is from a legal background.

Having her guide me has sharpened my knowledge on why certain aspects of the business and industry are set up as such. We shares ideas and provide different perspectives.”

Derek Liew Shao Hian
Management Associate
BEST EMPLOYEE ENGAGEMENT INITIATIVES

OPEN DOOR POLICY
Our leaders encourage open communication with all employees to build trust and understanding. This evident as according to our Voice Survey data, we saw almost full participation rate from our employees, which exhibits the effectiveness of the Open Door Policy, which was implemented and enforced via various channels and platforms.

SURVEY PARTICIPATION RATE FOR 2018 AT 97.1%
- We have achieved 97.1% completion rate across all departments in Our Voice 2018
- Total of 859 responses were received from the total of 885 expected.
- MSians are willing to spend the time to provide feedback on their views on Mah Sing.

EMPLOYEE ENGAGEMENT SURVEY SCORE 2018
- Mah Sing Employee Engagement Survey 2018 was at 66.7%.
- This is significantly higher than the overall Malaysian benchmark, which harbours between 58% and 62% for both year 2017 and 2018.
BEST EMPLOYEE ENGAGEMENT INITIATIVES

GREAT EMPLOYEE EXPERIENCE JOURNEY
Once a month, Mah Sing organises one on-boarding session, which has garnered overwhelming response from the participants. Additionally, during each on-boarding session, our new joiners receive an Induction Kit that is specially curated for our employees. According to the findings from our internal data, we have seen an improvement in confirmation rate by 47%. Subsequently, approximately 70% - 80% participants have expressed their appreciation towards Mah Sing’s management for organising a pleasant and unique on-boarding experience.
"The New Employee Orientation (NEO) Programme has allowed me to get to know people from various departments which is very helpful as I am based at the project site."

Nur Amalina Binti Shamsu, Customer Service

"I was from a different industry prior to joining Mah Sing Group, NEO is just nice that it has given me valuable insights about the company and industry to kick-start my professional career in Mah Sing."

Lim Pei Xin, Marketing

"I enjoyed NEO very much as the info shared is very useful whilst the energisers and activities in between the departmental presentation is fun-filled."

Mohd Fairuz Izzuan Bin Abdul Razak, Customer Service