

SEG International Bhd (145998-U)

ANNUAL REPORT 2011

Your future begins at...





SEGi

Today, SEGi is the largest private education provider in Malaysia boasting the most programmes and students of any provider, currently serving more than 27,000 students across its six major campuses located in the Klang Valley, Penang and Sarawak. Listed on the Main Market of Bursa Malaysia Securities Berhad, the Group is also the largest in terms of market capitalisation. *Res Ipsa Loquitur*. The facts speak for themselves.

Among Top **3** in Malaysia

In the 1st Malaysian Quality Evaluation Systems for Private Colleges (MyQUEST), an evaluation carried out by the Ministry of Higher Education Malaysia, SEGi College Subang Jaya was one of only three colleges in Malaysia to be awarded the highest 6-star rating in the overall college-based category, depicting an outstanding performance.

Rated **6** Stars



In the MyQUEST evaluation, SEGi also scored 6-star ratings for 5 of the 9 cluster-based categories, the MOST of any education group.

Awarded **Best Brand** In Education

SEGi University College was announced as the winner of The BrandLaureate Best Brand Award in the category of Education Tertiary (Private). SEGi University College was the sole winner of The BrandLaureate Best Brand Award in the said category.

Instrumental in National **Transformation**

As the only institution to be named champion for two EPP projects, SEGi is set to play an instrumental role in the nations transformation. SEGi was appointed as champion for EPP 2 under the Education NKEA to develop integrated early childhood and childcare education in the country, and was appointed as Project Leader for SkillsMalaysia INVITE, a new initiative to bring foreign trainees and learners to Malaysia.

Strong Ties Abroad

SEGi's agreement with the Government of Vietnam in 2011 will see the Group delivering vocation training to assist in fulfilling the immediate and long-term human capital development needs of Vietnam, with an estimated 10,000 people to be trained under this project from 2012 to 2015. SEGi is also finalising similar agreements with several other governments and overseas agencies.



SEGi

Today, SEGi is the largest private education provider in Malaysia boasting the most programmes and students of any provider, currently serving more than 27,000 students across its six major campuses located in the Klang Valley, Penang and Sarawak. Listed on the Main Market of Bursa Malaysia Securities Berhad, the Group is also the largest in terms of market capitalisation. *Res Ipsa Loquitur*. The facts speak for themselves.

A large crowd of people, including men in suits and women in traditional attire, are gathered in a modern building's atrium. They are celebrating with a shower of colorful confetti and streamers. Many are holding long, thin golden rods, possibly for a ribbon-cutting ceremony. The atmosphere is festive and celebratory.

UNIVERSITY

2011 was a year full of milestones and celebrations for the Group, with collaborations, special projects and numerous accolades that resulted in strong growth. With an upgrade to University status as well as 35th Anniversary celebrations, 2012 will be no different.

Vision

We aspire to be the leading educational institution with global emphasis.

Mission

To empower learners with educational and training excellence relevant to industry needs in contributing positively to global communities.





SEG INTERNATIONAL BHD

145998-U

Passion Guided, Industry Driven

SEG International Bhd (SEGi) is dedicated to offering industry relevant and internationally recognised programmes aimed at equipping graduates with key expertise needed to meet industry demands. In addition, the Group believes that all students should be engaged and excited about the pursuit of education and, by providing a complete educational experience to all, SEGi is able to develop a culture of learning and healthy curiosity within a fun and conducive environment.

But ultimately, the best test of quality is reflected in the end outcome and SEGi therefore stands behind the employability of its graduates and their contribution to their own community.



Over recent years, the Group has experienced steady positive growth, both in the bottom line as well as in the hearts and minds of Malaysians. This is due not only to the ongoing development of quality academic programmes but also due to special projects and key academic collaborations taking place both in Malaysia and internationally. SEGi has arrived. Because it not only does things right, it also does the right things.



On Top of Our Game

In 2011 and in future years, SEGi will play a pivotal role in the nation's roadmap as the only institution to be named as champion for two EPP projects. SEGi was appointed as Project Leader for SkillsMalaysia INVITE, a new initiative to bring foreign trainees and learners to Malaysia, and was appointed as champion for EPP 2 under the Education NKEA to develop integrated early childhood and childcare education in the country.

In addition to these projects locally, SEGi is working closely with the Government of Vietnam to deliver vocation training to an estimated 10,000 Vietnamese students from 2012 to 2015. SEGi is committed to provide excellence in education towards the advancement

of global communities and, through this project, will assist in fulfilling the immediate and long-term human capital development needs of Vietnam.

In 2011, SEGi also received numerous awards to accolades which again serve to cement SEGi as a quality institution. In March 2011, SEGi University College was announced as the winner of The BrandLaureate Best Brand Award in the category of Education Tertiary (Private). SEGi University College was the sole winner in the category.

Later in the year, the Group achieved outstanding results in the 1st Malaysian Quality Evaluation Systems for Private Colleges (MyQUEST), an evaluation carried out by the Ministry of Higher

Education Malaysia, and came out on top in more ways than one. SEGi Subang Jaya was one of only three colleges in Malaysia to be awarded the highest 6-star rating in the overall college-based category, depicting an outstanding performance. In addition, SEGi scored 6-star ratings for 5 of the 9 cluster-based categories, the MOST of any education group.

Looking forward, 2012 marks a new chapter as the Group celebrates their 35th Year Anniversary as well as their upgrade to University. In recent years, SEGi has experienced significant growth by adapting to market demands and 2012 will prove no different. The Group will continue in its endeavours to deliver and produce excellence towards the goal of attaining university status.

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85 Quotes from the Media

“SEGi’s business and accountancy programmes are popular among students because of their quality, variety, experience and relevance”

theSun
THE SUN GROUP OF COMPANIES

12 July 2011



Chairman's Statement 06

“The prospect of the Group remains positive as SEGi continues to introduce niche programmes and grow enrolment numbers from both local and international markets. The quest for excellence though is never over.”



Messages from Key Management 20

“Once again, SEGi has gone beyond expectation in 2011. This is reflected not only in the figures but also in the numerous achievements of the Group throughout the year.”



Excellence at SEGi 44

“SEGi strongly believes that the true reflection of quality is ultimately in the outcome – the employability and competency of our graduates. The success achieved by our students in 2011 is testament to our commitment.”



2011 at a Glance 74

“2011 was indeed an outstanding year for SEGi, filled with many achievements and milestones. Among the backdrop of a highly competitive and diverse education market, the Group has once again shown growth.”

Corporate Information

Board of Directors

**Tan Sri Dato' Seri Megat Najmuddin
bin Dato' Seri Dr Haji Megat Khas**
Independent Non-Executive Chairman

Dato' Sri Clement Hii Chii Kok
Group Managing Director

Lee Kok Cheng
Deputy Group Managing Director

Hew Moi Lan
Executive Director / Chief Executive Officer

Datuk Chee Hong Leong
Independent Non-Executive Director

Amos Siew Boon Yeong
Independent Non-Executive Director

Nicholas Rupert Heylett Bloy
Non-Independent Non-Executive Director

Tan Chow Yin
Non-Independent Non-Executive Director

Goh Leng Chua
Independent Non-Executive Director

Company Secretaries

Chong Poh Yee
(MIA 7620)

Hew Ling Sze
(MAICSA 7010381)

Registered Office

6th Floor, SEGi University
No. 9, Jalan Teknologi
Taman Sains Selangor
Kota Damansara, PJU 5
47810 Petaling Jaya
Selangor Darul Ehsan
Tel : +603 6287 3752
Fax : +603 6145 2679

Stock Exchange Listing

Main Market of
Bursa Malaysia Securities Berhad

Auditors

Crowe Horwath
Level 16 Tower C
Megan Avenue II
12 Jalan Yap Kwan Seng
50450 Kuala Lumpur
Tel : +603 2166 0000
Fax : +603 2166 1000

Registrar

Symphony Share Registrars Sdn Bhd
Level 6, Symphony House
Pusat Dagangan Dana 1
Jalan PJU 1A/46
47301 Petaling Jaya
Selangor Darul Ehsan
Tel : +603 7841 8000
Fax : +603 7841 8151/52

Financial Highlights

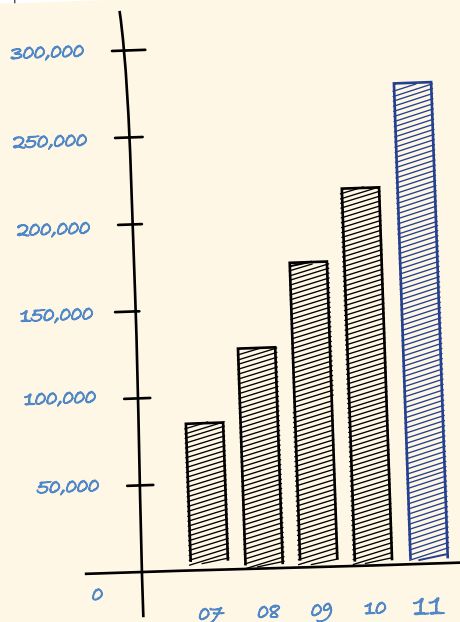
Group Five Years Financial Summary

	2007 RM'000	2008 RM'000	2009 RM'000	2010 RM'000	2011 RM'000
Revenue	86,263	127,407	166,372	217,615	278,293
Profit before tax	2,479	9,884	14,606	54,314	88,218
Profit for the year - attributable to shareholders	5,156	7,266	10,023	43,059	72,314
Share capital	89,093	89,093	89,093	125,623	139,674
Shareholders' fund	153,589	158,324	169,155	202,584	183,759
Total assets	309,896	213,910	219,055	263,038	290,107
Basic earnings per share (sen)	6.03	8.70	4.23*	8.70**	14.11
Net dividend for the year (sen)	1.50 @ RM1.00 per share	2.25 @ RM1.00 per share	2.63 @ RM1.00 per share	7.00 @ RM0.50 per share	31.00 @ RM0.25 per share

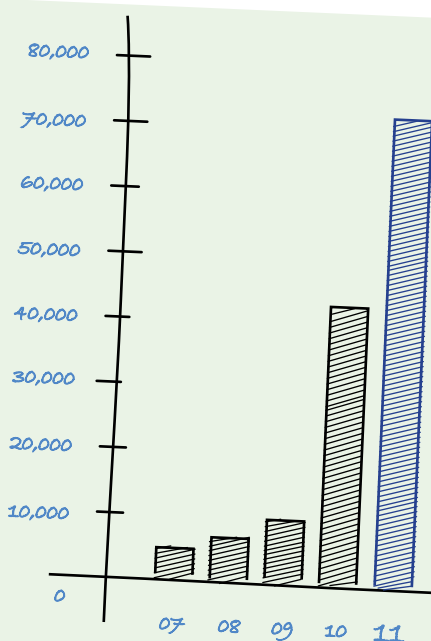
* Restated for the effects of share split from RM1.00 per ordinary share to RM0.50 per ordinary share and bonus issue of 2:5.

** Restated for the effects of share split from RM0.50 per ordinary share to RM0.25 per ordinary share.

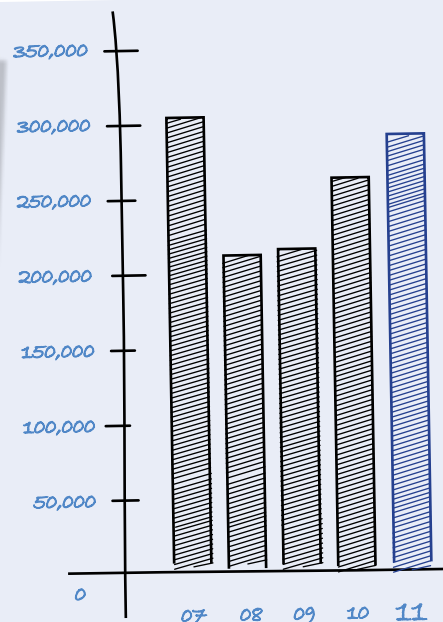
Revenue
(RM'000)



Profit for the Year
attributable to shareholders (RM'000)



Total Assets
(RM'000)



Chairman's Statement



Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Haji Megat Khas

“With steadfast determination and good teamwork within the Group, the Group will begin its operations as a University and will offer new fields of studies. Research and development will be intensified as we become a full-fledged university. The Group believes that holistic education will help the youth in their future careers and to excel academically.”

On behalf of the Board of Directors, it is my pleasure to present the Annual Report and Audited Financial Statements of SEGi and the Group for the year ended 31 December 2011.

SEGi has rapidly transformed in the last few years. I am proud to announce that our institution has been invited by the Ministry of Higher Education of the Government of Malaysia for upgrading to a full-fledged university status. This is an exciting new chapter to the Group as it brings us closer to our aspired goal and commitment. SEGi is committed to the establishment of a full university based on its philosophy of a quality institution that is passion guided and industry driven.

With steadfast determination and good teamwork within the Group, the Group will begin its operations as a University and will offer new fields of studies. Research and development will be intensified as we become a full-fledged university. The Group believes that holistic education will help the youth in their future careers and to excel academically.

The Government’s Economic Transformation Programmes highlighted the importance of education. The National Key Economic Area (“NKEA”) on education focuses on four prioritised segments. The four segments include areas in early childcare and education (“ECCE”), basic education (primary and secondary), technical education and vocational training, and tertiary education (both domestic and international students). Malaysia’s private education sector has made major contributions in these segments by complementing the Government’s efforts in providing access to quality education to rakyat.

FINANCIAL PERFORMANCE

2011 was another commendable year for SEGi. The Group generated a revenue of RM278.3 million (2010: RM217.6 million), an improvement of 27.9% as compared to the corresponding period in 2010. The Group’s profit before taxation of RM88.2 million surpassed last year’s record by 62.4%.

The stellar performance of the Group was primarily driven by the increase in student enrolments, both local and international, and higher margins received from new programmes launched as well as our homegrown programmes.

The Group will continue its efforts to seek growth opportunities while striving to optimise capital structure in order to maximise return on shareholders’ funds.

DIVIDEND

In view of the Group’s strong earnings and our commitment to reward our valued shareholders with consistent returns, the Board of Directors declared a special dividend of RM0.14 per ordinary share of RM0.50 each in respect of the financial year ended 31 December 2011. The special dividend, less income tax of 25%, amounting to RM25,914,000, was paid on 18 February 2011.

The Company also paid a final single tier dividend of RM0.07 per ordinary share of RM0.50 each in respect of the financial year ended 31 December 2010. The final single tier dividend amounting to RM17,841,000, was paid on 27 May 2011.

The Board of Directors further declared a second interim single tier dividend of RM0.10 per ordinary share of RM0.25 each in respect of the financial year ended 31 December 2011. This second interim single tier dividend amounting to RM53,263,000, was paid on 6 January 2012.

The Group will strive to maintain an appropriate balance of providing its shareholders with sustainable cash returns from dividends while conserving adequate funds for reinvestment that is necessary to enhance future profitability. The Company has committed to declare a minimum of 50% of the Group’s net profits for the year, as dividends to its shareholders.



“2011 was another commendable year for SEGi. The Group generated a revenue of RM278.3 million”

27.9%

Increase in revenue

RM88.2 million

Group’s profit before tax

– Chairman’s Statement –

OPERATIONAL REVIEW

The Group’s developments in 2011 reflected our continuous efforts to sustain and expand our market share in both the local and global markets amidst the various challenges in the global market and the changing business environment.

During the year under review, the Group continues to launch new programmes that attracted many new students. In the field of Medical and Allied Health Sciences, we launched the Bachelor of Dental Surgery in September 2011. This further strengthened our Medical and Allied Health Sciences faculties which also conduct Bachelor of Medicine, Bachelor of Surgery (MBBS), Master of Pharmacy and Bachelor of Optometry.

Besides new courses in Medical and Allied Health Sciences, the Group also introduced many new programmes during the year, such as SEGi University College’s Bachelor in Accounting, Business Management, Information Technology, Hospitality Management and Doctor in Business Administration.

During the year, the Group has also reached out to many more countries, recruiting international students from these countries. We saw an increase in international students arriving from 17 new countries. In 2011, the number of international students in the Group increased by 87%.

Early of 2011, SEGi was appointed by the Government as champion to lead a consortium to upgrade the qualifications of the existing work force and train future practitioners of pre-schools and childcare

centres under the NKEA. SEGi will also lead in the setting up of an ECCE training hub in Kuala Lumpur and other parts of the country.

I am pleased to report that amidst stiff competition, SEGi was again appointed project leader by the Government to promote skill-based training to the international market. This is a new initiative to bring in foreign trainees and learners to Malaysia, known as SkillsMalaysia International Technical Education and vocational training programme (“SkillsMalaysia INVITE”).

SEGi entered into a Memorandum of Agreement with the Government of Vietnam for providing skill-based training to vocational teachers and instructors so as to raise their level of competencies to that of an internationally recognised standard following its appointment as project leader in SkillsMalaysia INVITE. Other initiatives of SEGi with the Vietnam Government include the teaching of English to Vietnamese teachers and students, as well as the development of early childhood and childcare education for the country.

SEGi’s appointment by the Government is testimonial of SEGi’s credibility and leadership in private tertiary education. It enhances SEGi’s brand name and provides SEGi with the first mover advantage in those markets.

SEGi will continue to adopt forward-thinking strategies which will enable the Group to maintain a sustainable growth rate, profitability, and maximise returns to all stakeholders. With the Group’s resilient track record, the Group is well

set to grasp opportunities when they arise, propelling the Group to its next phase of growth.

CORPORATE DEVELOPMENTS

As the Group sought sustainable growth through aggressive expansion in its business operation, the Group entered into an agreement with a developer in Perak Darul Ridzuan to expand its institution operations. The execution of the agreement will cater for the Group’s future expansion into Ipoh which is expected to be up and running in two to three years’ time.

The private placement of up to 10% of the issued and paid up share capital of SEGi lapsed on 7 March 2012. No new shares were issued from this exercise.

I am pleased to report that during the year under review, SEGi implemented another share split involving the further subdivision of every one existing ordinary share of RM0.50 each into two ordinary shares of RM0.25 each (“the Share Split”). The adjustment in market price of SEGi’s shares pursuant to the Share Split allowed a wider spread of investors to participate in SEGi’s growth at an affordable and accessible level.

CORPORATE GOVERNANCE

The Board continues to recognise the importance and advantage of having good corporate governance as they believe that it is the only way to sustainably enhance shareholder value. The Board is committed to ensure the highest standards of good governance, ethical business conduct and values are practised throughout its operations.

– Chairman’s Statement –

CORPORATE RESPONSIBILITY

As part of the Group’s philanthropic efforts, the Group has carried out numerous community programmes in areas of social welfare, education and sports development and will continue to identify activities where its support can make a real difference.

We remain dedicated to reaching out to the community through our various involvements in community projects. One such project during the year was the visit by a group of students from the Academic English class of SEGi University College to the Annai Illam Charity Home located at Batu Caves. The group brought some food and daily necessities for the home. The students stayed back to play games, sing, dance and made muruku (an Indian delicacy) with the children and single mothers.

SEGi also extended financial assistance or scholarships to the deserving students. These include scholarships from SEGi as well as those in partnership with other organisations.

The detailed corporate responsibility projects of the Group are set out in “Corporate Responsibility” section of this annual report.

FUTURE OUTLOOK

The prospect of the Group remains positive as the Group continues to introduce niche programmes and grow the enrolments from the local and international markets. It is also implementing new educational and training initiatives to increase its revenue base and widen its income streams. Our vision and mission remain

to be the premier education and training provider for all levels of society and empower learners with education and training that is relevant to industry needs so that they can contribute positively to the global community.

ACKNOWLEDGEMENTS

There are many groups of people whom I would like to record my gratitude and appreciation.

First and foremost, I would like to thank my fellow board members, management and staff for their dedication, resourcefulness, untiring commitment and contribution to the Group. I would also like to take this opportunity to thank our valued shareholders, global partners, students, regulatory authorities, business associates and bankers for their support to the Group. The Group values and look forward to their continued support as we continue to expand our business.

In addition, we take this opportunity to congratulate Lee Kok Cheng and Hew Moi Lan who were appointed the Deputy Managing Director and Chief Executive Officer of the Group respectively on 1 January 2012. We are confident that their wealth of knowledge and experience in the education industry will bring value and lead the Group to the next level of achievements.

The Board and I also wish to record our sincere appreciation and gratitude to Dato’ (Dr.) Patrick Teoh Seng Foo, Datu Haji Putit bin Matzen and Tony Foo San Kan who resigned on 3 April 2012, for their invaluable contributions to the Group during their tenure as members of the Board.

On behalf of the Board, I would like to welcome Nicholas Rupert Heylett Bloy and Tan Chow Yin, the representatives of Pinnacle Heritage Solutions Sdn Bhd (“PHS”), on their appointment to the Board as Non-Independent Non-Executive Directors. Nicholas and Chow Yin are the Managing Partner and Partner of Navis Asia VI Management Company, Ltd respectively, a company which is deemed to have an interest in PHS pursuant to Section 6A(4) of the Companies Act, 1965. We believe that their strong credentials would bring immense value to the Board and Group. Together, we will continue to learn and improve, and to pool our knowledge and expertise to lead the Group to continue striving for excellence, profits and greater heights.

Tan Sri Dato’ Seri Megat Najmuddin bin Dato’ Seri Dr Haji Megat Khas
Chairman

6 April 2012

Board of Directors



1. Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Haji Megat Khas
2. Dato' Sri Clement Hii
3. Lee Kok Cheng
4. Hew Moi Lan
5. Datuk Chee Hong Leong
6. Amos Siew Boon Yeong
7. Nicholas Rupert Heylett Bloy
8. Tan Chow Yin
9. Goh Leng Chua



Directors' Profile



Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Hj Megat Khas
(Independent Non-Executive Chairman)
-Malaysian-

Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Hj Megat Khas, aged 68 was appointed to the Board on 2 February 2001 and assumed the position as Chairman on 27 August 2008. He holds an Honours Degree in Law from University of Singapore. He practiced law for 14 years until 1986 and since then has concentrated on business as well as political activities. He was formerly the State Assemblyman of Kelana Jaya, Selangor for two terms. He is prominent in the corporate sector and holds several important posts. He is the President of both the Federation of Public Listed Companies Berhad ("FPLC") and the Malaysian Institute of Corporate Governance ("MICG").

He currently sits as the Non-Executive Chairman of 5 public listed companies, namely, Tradewinds Corporation Berhad, Asian Pac Holdings Berhad, Formis Resources Berhad, MajuPerak Holdings Berhad and SEG International Bhd. He sits as an Independent Non-Executive Director on the Board of Petroleum Nasional Berhad (PETRONAS). He was a member of the High Level Finance Committee of the Ministry of Finance and

Capital Market Advisory Council of the Securities Commission ("CMAC"). He was a member of the 2nd National Economic Consultative Council ("NECC2"), Bank Negara Malaysia's Corporate Debt Restructuring Committee ("CDRC").

He now sits on UMNO (Ruling Party) Malaysia's Disciplinary Committee. He is also active in the Institute of Integrity Malaysia ("IIM"), Transparency International Malaysia ("TIM"), and is an Adjunct Professor at Faculty of Law, Universiti Utara Malaysia. He is currently a member of Bank Negara Malaysia's Financial Directors' Education ("FIDE") Steering Committee and Advisory Board of Malaysian Anti-Corruption Commission ("MACC").

Tan Sri Dato' Seri Megat Najmuddin Khas also serves as the Chairman of the Company's Nomination and Remuneration Committees.

Tan Sri Dato' Seri Megat Najmuddin Khas attended all five Board meetings held during the year ended 31 December 2011.



– Directors' Profile –



Dato' Sri Clement Hii Chii Kok
Group Managing Director
-Malaysian-

Dato' Sri Clement Hii Chii Kok, aged 54, was appointed to the Board on 3 September 2001 as an Executive Director of the Company and subsequently assumed the position of Chief Executive Officer on 10 October 2001. On 27 August 2008, he was appointed the Managing Director/Chief Executive Officer of the Company and in January 2009, was re-designated the Group Managing Director. Dato' Sri Clement Hii is also a member of the Remuneration Committee of the Company.

He graduated with a Bachelor of Laws (Hons) degree from the United Kingdom. He was conferred the Honorary Doctorate of Business Administration by the University of Sunderland, United Kingdom, in early 2006. In 2007, he was conferred an Honorary Doctorate of Laws by his alma mater, the University of Wolverhampton, United Kingdom.

He is a former senior journalist holding positions in several newspapers, including Chief Editor of Borneo's leading English daily, "The Borneo Post". He also served in senior positions with management firms and was appointed a Justice of Peace in 2005.

He was the Executive Deputy Chairman of Star Publications (M) Bhd for two years, until December 2010. Dato' Sri Clement Hii also currently holds positions in numerous private limited companies and charitable foundations. He does not hold any other directorship in public companies.

Dato' Sri Clement Hii attended all five Board meetings held during the year ended 31 December 2011.



– Directors' Profile –



Lee Kok Cheng

Group Deputy Managing Director

-Malaysian-

Lee Kok Cheng, aged 52, was appointed to the Board as Executive Director on 28 June 2005. On 27 February 2009, he assumed his responsibility as the Group Chief Executive Officer, and on 1 January 2012, he was appointed the Deputy Managing Director of the Group. He is also the Chairman of the Risk Management Committee of the Company.

He obtained his BSc (Hons) Computer Science from Universiti Sains Malaysia in 1985 and thereafter in 1996 he obtained his Masters in Business Administration from the University of Dubuque, Iowa, United States of America. In 2009, he graduated with a Postgraduate Certificate in Business Research from the University of Newcastle, Australia.

In July 2010, he was honoured an Outstanding Entrepreneur Award at the Asia Pacific Entrepreneurship Awards.

He joined the Group as Vice President (Operations) in June 2003 and thereafter

was promoted to the position of Chief Operating Officer in January 2005. During that period he also assumed the position as the Principal of SEGi College Subang Jaya. In 2007, he started SEGi's flagship campus, Kota Damansara as the Principal until the campus was upgraded to University College in 2008.

Prior to this, Kok Cheng has 18 years of experience in another educational institution and his last position was the Group Executive Director of that institution. He was instrumental in implementing many e-applications to replace paperwork for the accounting, human resource and information technology functions. Kok Cheng does not hold any other directorships in public companies.

Kok Cheng attended all five Board meetings held during the year ended 31 December 2011.



Hew Moi Lan

Executive Director / Chief Executive Officer

-Malaysian-

Hew Moi Lan, aged 51, was appointed to the Board on 20 April 2010. She is also a member of the Risk Management Committee of the Company.

She is a fellow member of The Chartered Institute of Management Accountants, United Kingdom and a Chartered Accountant with the Malaysian Institute of Accountants. In 2005, she attained her Master of Business Degree from University of Newcastle, Australia. She is currently pursuing the Doctor of Philosophy, majoring in Management Accounting.

Moi Lan was appointed the Chief Operating Officer of the Group on 27 February 2009 and assumed her responsibility as Chief Executive Officer of the Group on 1 January 2012. Prior to which, she was the Vice President of Operations and Principal of SEGi College Kuala Lumpur, one of the core subsidiary companies of the Group.

Her tenure with the Group dates back to 1986 when she joined Systematic Business Training Centre, now known as SEGi College Kuala Lumpur. With more than 20 years of experience in the education industry, Moi Lan has brought an immense wealth of experience and knowledge into the running of the Group.

Moi Lan participated in all five Board meetings held during the year ended 31 December 2011 and does not hold any other directorships in public companies.

– Directors' Profile –



Datuk Chee Hong Leong
Independent Non-Executive Director
-Malaysian-

Datuk Chee Hong Leong, aged 48, was appointed to the Board on 21 February 2011. He is also a member of the Nomination and Remuneration Committees of the Company.

Datuk Chee graduated with a Bachelor of Engineering (Computer) in 1987 and Master of Business Administration in 1989, both from McMaster University, Hamilton, Ontario, Canada.

Datuk Chee started his career in 1990 coordinating the development in corporate and annual strategic plans for Leisure Holidays Group of Companies. In 1992, he ventured into various businesses which involved designing and building individual bungalows for landowners of various housing projects in the Klang Valley as well as building and operating a 100,000 sq ft Information Technology Incubation Centre in University Putra

Malaysia. Subsequently, he joined Tanco Resort Berhad from 1998 – 2002 where he held various positions from General Manager to Executive Director/Chief Operating Officer. Currently, he is the Chairman of Kiara Susila Sdn Bhd, a property development company.

Datuk Chee is an Executive Director of SYF Resources Berhad and the Independent Non-Executive Director of Pricewater International Bhd, both listed on the Main Market of Bursa Malaysia Securities Bhd, as well as a Director of Speedtoyz Berhad, a public company.

Datuk Chee attended all four Board meetings held during the year ended 31 December 2011, since his appointment on 21 February 2011.



Amos Siew Boon Yeong
Independent Non-Executive Director
-Malaysian-

Amos Siew Boon Yeong, aged 54, was appointed to the Board on 2 February 2001. He qualified as a Certified Public Accountant in 1984 and is currently a member of the Malaysian Institute of Certified Public Accountants, a Chartered Accountant with the Malaysian Institute of Accountants and an associate member of the Chartered Tax Institute of Malaysia. He is also a Certified Financial Planner and is a member of the Financial Planning Association of Malaysia.

He started his auditing career and professional training with the accounting firm Coopers & Lybrand in 1978 before establishing his own practice in 1988. He is currently the sole

practitioner of the public accounting firm Messrs. Siew Boon Yeong & Associates. He has vast experience in auditing, tax planning, corporate finance and financial planning. He was also involved in numerous assignments on mergers and acquisitions, debt restructuring and liquidation. He is also a Director of EcoFirst Consolidated Bhd.

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

Mr. Amos Siew attended all five Board meetings held during the year ended 31 December 2011.

– Directors' Profile –



Nicholas Rupert Heylett Bloy

Non-Independent Non-Executive Director

-British-

Nicholas Rupert Heylett Bloy, aged 50, was appointed to the Board on 2 April 2012. He holds a BA Hons degree from University College, London, and an MBA from INSEAD, France.

Nicholas is one of the three founders of Navis Capital Partners. He is currently the Managing Partner of Navis Asia VI Management Company, Ltd ("Navis"). At Navis, he leads investment teams in making, monitoring and exiting investments. Nicholas sits on Navis Investment Committee and the boards and/or Executive Committees of several Navis portfolio companies, and is responsible for fundraising. He also sits on the International Advisory Council of CIMB, one of Southeast Asia's largest banking groups.

Prior to co-founding Navis, Nicholas was a partner with The Boston Consulting Group Asia from 1989 to 1999 after spending three years with Bain & Co. in London. He does not hold any other directorship in public companies.

Nicholas is the major shareholder of the Company by virtue of his interest in Pinnacle Heritage Solutions Sdn Bhd pursuant to Section 6A(4) of the Companies Act, 1965.

Nicholas did not attend any Board meetings held during the year ended 31 December 2011 as his appointment was only effected on 2 April 2012.



Tan Chow Yin

Non-Independent Non-Executive Director

-Malaysian-

Tan Chow Yin, aged 39, was appointed to the Board on 2 April 2012. He holds a Master of Science from Massachusetts Institute of Technology (MIT), United States and Master of Engineering from Imperial College, United Kingdom. He is also a CFA charterholder.

Chow Yin is a Partner and Investment Committee member of Navis Asia VI Management Company, Ltd ("Navis"). He joined Navis in end 2005 and was made a partner in 2009. In Navis, Chow Yin has led and completed transactions in Southeast Asia, India, Australia, China and The USA. Chow Yin sits on Navis Investment Committee and the Boards and/or Executive Committees of several Navis portfolio companies.

Prior to Navis, Chow Yin spent eight years in business development, management consulting and corporate finance, of which the majority of time was spent with The Boston Consulting Group. He does not hold any other directorships in public companies.

Chow Yin did not attend any Board meetings held during the year ended 31 December 2011 as his appointment was only effected on 2 April 2012.

– Directors' Profile –



Goh Leng Chua

Independent Non-Executive Director

-Malaysian-

Goh Leng Chua, aged 63, was appointed to the Board on 20 April 2010. He is also a member of the Audit Committee of the Company. He obtained his Bachelor of Laws (Hons) Degree from Victoria University of Wellington, New Zealand in 1975 and thereafter in 1977, he obtained his Master of Laws. He also holds a Diploma of Environmental Management from the University of Auckland, New Zealand specialising in Environmental Law and Policy, Resource Management Policy and Strategy and Waste Management.

Leng Chua started his professional career as Legal Practitioner in 1976 and became the Councillor of KMC/MBKS in 1981. He is the Business Advisor in GLC

Capital Sdn Bhd and Agritech (Sarawak) Sdn Bhd, a research and development company in the adoption of hybrid rice seed production in Sarawak. He does not hold any other directorships in public companies.

He has extensive experience in various areas of practice including estate planning, asset based financing, commercial law, natural resources and utilities and real estate.

Leng Chua is a member of the Audit Committee of the Company.

Leng Chua attended all five Board meetings held during the year ended 31 December 2011.

Save as disclosed above, none of the Directors has:-

- any family relationship with any director and/or major shareholder of the Company;
- any conflict of interest with the Company other than those disclosed in the accompanying financial statements, if any; and
- any conviction for offences within past ten (10) years other than traffic offences, if any.



SEGi UNIVERSITY

“My teachers are helpful and friendly,
guiding me throughout my studies.”

Jot Jin Yin – M.B.,B.S. Student

“The study environment was great, and
was reflective of what to expect upon
graduation.”

Megan Tan – American Degree Program Graduate

“I choose SEGi because of the
comprehensive medical facilities.”

Muhammad Faiz bin Hassan – M.B.,B.S. Student

“The classes are smaller and more
focused, so the lecturers can give me
their full attention.”


Yap Pau Cheng – A-Levels Student

*“Passion guided,
industry driven”*

To learn more visit:

www.segi.edu.my



A group of five young adults, three men and two women, are smiling and posing for a photo. They are dressed in casual to semi-formal attire. The background is a bright, modern interior space with large windows and a curved architectural element.

SEGi students not only benefit from top-notch facilities and renowned academicians, but they also benefit from internationally recognised programmes that are tailored to meet industry demands.

Messages from Key Management

Once again, SEGi has gone above and beyond in 2011. This is reflected not only in the figures but also in the numerous achievements of the Group throughout the year. For this, my heartiest congratulations go out to each and every member of the SEGi family. These achievements are not due to some overnight stint, but as the result of a cooperative labour of love coming together over the years.

Due in no small part to the hard work and ingenuity of the Group, we were able to improve the revenue and profit before tax at a remarkable level. SEGi's full year net profit for the year ended 31 December 2011 jumped 67% to RM72.2 million from RM43.2 million a year earlier. Revenue during the year increased 28% to RM278 million in 2011, whereas the net cash flow from operating activities improved to RM69 million.

In 2011 and in future years, SEGi will play a pivotal role in the nation's roadmap as the only educational institution to be named as the champion for two EPP projects. SEGi was appointed the champion of Early Childhood and Childcare Education (ECCE) by the Ministry of Education to upgrade the qualification of ECCE practitioners nationwide. The Group was also appointed by the Malaysian government through the Ministry of Human Resource as Project Leader for a new



Hew Moi Lan | Group Chief Executive Officer

initiative to bring in foreign trainees and learners to Malaysia, an initiative called SkillsMalaysia International Technical Education and Vocational Training Programme (SkillsMalaysia INVITE).

Towards the later part of 2011 SEGi proved itself once again, following the achievement of outstanding results by the Group in the 1st Malaysian Quality Evaluation Systems for Private Colleges (MyQUEST), an evaluation carried out by the Ministry of Higher Education Malaysia.

As a result of this evaluation, SEGi came out on top in more ways than one. SEGi Subang Jaya was one of only three colleges in Malaysia to be awarded the highest 6-star

rating in the overall college-based category, depicting an outstanding performance. In addition, SEGi scored 6-star ratings for 5 of the 9 cluster-based categories, the MOST of any education group.

Looking ahead to 2012, we are also marking a new chapter for SEGi as we celebrate the Groups' 35th Year Anniversary as well as our upgrade to University.

I foresee 2012 to be another exceptional year, and with the commitment and focus of our talented staff force, I am positive that we can outshine again.



For more than 35 years SEGi has grown from strength to strength and 2012 promises to be no different. We are committed to providing the best, not only to our students and their parents, but also

our thousands of shareholders and other stakeholders.

Stella Lau Kah Wai
Group Chief Operating Officer



SEGi has experienced significant growth by adapting to market demands, and the next few years will be no different. The Group will continue its expansion not only with the implementation

of new and exciting programmes, but also with the establishment of long-term academic collaborations worldwide.

Lawrence Ngu Herng Hwa
Senior Vice President, Group Development / Principal, SEGi College Kuala Lumpur



The main focus of the Group is on the provision of quality education and a superior student experience. In 2011, we have proven ourselves once again with the numerous awards

and accolades, including our top ranking in MyQUEST.

Dr Lisa Tan Saw Poh
Senior Vice President, Group Development / Principal, SEGi College Subang Jaya

– Messages from Key Management –

The year 2011 was indeed an outstanding one for SEGi. Among the backdrop of a highly competitive and diverse education market, the Group has once again shown growth. This is no small feat and is something I happily attribute to the hard work of every SEGian.

The next few years will see continued growth for the Group, not only with the implementation of new and exciting programmes, but also with the development of a new modern campus in Perak. The campus will be situated nearby to Ipoh city centre and is expected to serve up to 8,000 students. The development, comprising of academic blocks, apartments, laboratories, and recreational activities, is set to be completed in late 2013 or early 2014.

We are also proud to announce the appointment of Yang Amat Mulia (YAM) Tan Sri Dato' Seri Syed Anwar Jamalullail as the Chancellor of SEGi University, an appointment which was inaugurated by Minister of Higher Education, YB Dato' Seri Mohamed Khaled Nordin at the Ministry of Higher Education in Putrajaya on 17 November 2011. A member of the Perlis royal family, YAM is not only a highly experienced corporate figure, but also actively involved in social work and voluntary services. We are honoured to welcome YAM to the Group and are certain his knowledge and experience will prove invaluable.



Emeritus Professor Dr. Muhamad Awang
SEGi University Vice Chancellor / Senior Vice President

I am also pleased with the advancement in the area of R&D among the Group. I myself was honoured to be a recipient of a RM1.3 million research grant awarded by the Ministry of Higher Education under the Long Term Research Grant Scheme (LRGS). Dr Sharon Chen, Head of American Degree Program and Director of SEGi Research & Innovation Management Centre, was awarded an Exploratory Research Grant Scheme (ERGS) research grant in the amount of RM50,000. And, Dr. Karim Alwan Mohamed Al-Jashamy from the Faculty of Medicine was invited to present his research on stem cells at the 20th Scientific Conference of Microscopy Society of Malaysia.

With these and many other ongoing initiatives and projects, SEGi will continue in its endeavours to deliver and produce excellence. We strive to achieve the highest rating in SETARA just as we have done with MyQuest in 2011.

2011 was filled with many achievements and milestones but I am sure 2012 will prove to be a year with even more developments, both for the University and the Group as a whole.



The highly-favourable growth in profits experienced by SEGi over the last few years is a reflection on the strength of the Group as well as the strategic leadership from the Management.

Cheryl Chong Poh Yee
Senior Vice President, Group Corporate Development & Finance



At SEGi, we find strength in our diversity and we don't rest on our laurels. We are constantly developing and expanding on our already wide-range of programmes while also exploring strategic projects.

Bruce Lim Aun Choong
Senior Vice President, Group Strategies & Alliances



Our Group has the most number of faculties and is supported by eminent academicians drawn from renowned institutions and industry. With a number of expatriates as lecturers, as well as our International Academic Advisory Board, SEGi is truly a local institution with global connections.

Kang Ching Hong
Senior Vice President, Group Development



Top Management Team



01 Dato' Sri Clement Hii Chii Kok
Group Managing Director

Please refer to page 13 of Directors' Profile section.

02 Lee Kok Cheng
Group Deputy Managing Director

Please refer to page 14 of Directors' Profile section.

03 Hew Moi Lan
Group Chief Executive Officer

Please refer to page 14 of Directors' Profile section.

04 Stella Lau Kah Wai
Group Chief Operating Officer

Stella holds a Bachelor of Arts in Business Administration and Management Science from the University of Canterbury, New Zealand. Stella has been working with SEGi College Sarawak for more than 11 years, and held the position as Principal for more than 4 years. She was promoted as the Group Chief Operating Officer in year 2012.

05 Lawrence Ngu Herng Hwa
Senior Vice President, Group Development /
Principal, SEGi College Kuala Lumpur

Lawrence Ngu holds a Master in Business from the University of Newcastle and ICSA professional qualification. His tenure with SEGi stretches back to 1993 when he joined the then Systematic College, Kuala Lumpur (now known as SEGi College Kuala Lumpur) after serving a period as Chief Executive of another educational institution. He then rose in the ranks within SEGi until assuming his current position 3 years ago.

06 Dr Lisa Tan Saw Poh
Senior Vice President, Group Development /
Principal, SEGi College Subang Jaya

Dr Lisa Tan holds a DBA from University of South Australia and MBA from the University of Bath, UK. She also has a Diploma in Education from National University of Singapore and B.Sc (Hons) from the University of London. Lisa has worked with the Singapore Ministry of Education and private institutions of higher learning for more than 20 years and has vast experience in the field of education and management. Her experience covers work with governmental bodies in Malaysia, China, Philippines, Vietnam and Ghana, Africa.

– Top Management Team –



01 Cheryl Chong Poh Yee

Senior Vice President, Group Corporate Development & Finance

Cheryl Chong joined the Group in 2000 and has more than 20 years of experience in the fields of accountancy, financial services and corporate services. Prior to joining the Group, Cheryl worked for another main board public listed company in Malaysia as the Financial Controller and in one of the top international accounting firms. She is a Certified Public Accountant with the Malaysian Institute of Certified Public Accountants, a Chartered Accountant with the Malaysian Institute of Accountants and a Certified Financial Planner. She also holds a Master of Business Administration (International Business) from University of Southern Queensland, Australia.

02 Bruce Lim Aun Choong

Senior Vice President, Group Strategies & Alliances

Bruce Lim graduated with Bachelor of Laws (Honours) degree from the University of London and holds a Certificate in Legal Practice. He taught law at various law schools in Malaysia, Singapore and Hong Kong for seven years. He then founded and became CEO of e-Smartlearning, which developed learning solutions and was responsible for the expansion of law programmes offered in Singapore and Hong Kong. He then moved on to Paramount Corporation Bhd and was involved in operations, sales and marketing for its Education Division, before joining SEG International Bhd as Senior Director, Group Marketing in 2002. Bruce also enjoyed a two year stint with the Government at the Ministry of Transport before assuming his current position in group development with SEGi. He is also a Council member of Malaysian Retainer Chain of Association (MRCA) and a member of the Steering Committee for National Key Economic Area (NKEA) for Education.

03 Kang Ching Hong

Senior Vice President, Group Development

Kang Ching Hong is a Certified Public Accountant with the Malaysian Institute of Certified Public Accountants and a Chartered Accountant with the Malaysian Institute of Accountants. He has more than 20 years experience in audit, corporate finance, merger and acquisitions and business operations. He has been actively involved in acquisitions, listings, several successful restructuring projects and reverse take-over exercises. Ching Hong was attached to a property developer as the Chief Financial Officer prior to joining SEG International Bhd as Executive Vice President, leading Corporate Affairs Division.

04 Dr Doris Pamela Alexius

Executive Vice President, Group Development / Deputy Principal, Academic, SEGi College Kuala Lumpur

Dr Doris Alexius holds a Bachelor of Science in Zoology from Madras University, India, a Master of Business Administration in International Business from RMIT, Australia and a Doctor of Business Administration from University of Newcastle, Australia. A science graduate trained in genetics, microbiology, laboratory technology and biochemistry, she diversified to complete her MBA to gain a business perspective in managing Allied Health Science programmes. Her Doctoral research is on ethics and corporate social responsibility. Doris has over 20 years experience as a tertiary educator and administrator.

05 Dr Steven Baptist

Acting Vice President, Group Human Resources

Dr Steven Baptist holds a Doctorate from University Putra Malaysia specialising in Creative Thinking Development, a double Masters in Chemistry as well as an Executive MBA from University of Western Sydney, Hawkesbury, a double degree in Industrial Chemistry as well as a Law Degree from University of London. Steven started off as a lecturer some years ago teaching at various levels right up to Masters. While being an educator, he continuously upgraded his skills and knowledge. Steven was promoted to Acting Vice President, Group Human Resources in 2012. He is now responsible for providing leadership in Strategic Human Resources which includes staff development, employer-employee relations, inter department communications, enhancement of people skills, HR systems and processes.

06 Ir Chew Siang Chye

Vice President, Group Projects & Infrastructure

Chew Siang Chye graduated from Universiti Malaya with a Bachelor Degree in Civil Engineering in 1984, and was conferred Professional Engineer by the Board of Engineers Malaysia in 1994. He also obtained an MBA majoring in Finance from The University of Hull and MSc in Transportation & Logistics from the Malaysia University of Science and Technology in collaboration with Massachusetts Institute of Technology. Siang Chye has actively participated in various projects and gained extensive experience in design development, technical & cost planning and execution, branding propagation, procurement, facility management and project management.

– Top Management Team –



01 **Chong Weng Lian**

Vice President, International Marketing & Services, SEGi University

Chong Weng Lian has more than 28 years experience working in the education industry. Prior to joining SEGi, she held senior positions with numerous Malaysian private institutions of higher education, including Chief Executive of Life College from its origin in 2003 to 2010. Weng Lian was with PRIME College as Chief Executive from 2000 to 2003. She was also a pioneer staff of KDU College from 1983 to 2000, lastly holding the position of Registrar responsible for overseeing 9 departments. Weng Lian is certified with The Institute of Chartered Secretaries and Administrators.

02 **Clifford Hii Toh Leong**

Vice President, Group Projects & Functions

Clifford Hii graduated with Bachelor of Law from the Queensland University of Technology, Australia. He was admitted into the Queensland Law Society as a legal practitioner in 2006 and had a short stint in a law firm in Australia before moving back to Malaysia. He then got admitted into the Bar of Sabah and Sarawak in 2008. He has also obtained Diploma in Information Technology and Graduate Diploma in Legal Practise in Australia. Prior to joining SEGi, Clifford also served in various positions in management and media firms. Before assuming his current position, Clifford had gone through various departments in SEGi such as marketing, student service, resource planning, human resource and finance.

03 **Dr Hajjah Roswati binti Rahmat**

Director, Group Regulatory & Government Affairs

Dr Hajjah Roswati binti Rahmat holds a Bachelor of Business Administration from Ohio University, US, a Master of Business Administration from Universiti Teknologi MARA and a Doctor of Business Administration from University of Newcastle, Australia. Her doctoral research is on the effectiveness of knowledge sharing in organisations. Dr Hajjah Roswati Binti Rahmat has more than 30 years experience in the corporate sector, including the field of education. She is also a Certified Knowledge Management Facilitator and is a Certified Financial Planner.

04 **Jeffrey Goh Beng Poh**

Director, Development & Coordination (Group Postgraduate Programmes)

Jeffrey Goh has over 20 years of experience in Marketing and Management having worked locally and overseas with leading multinational organisations. Jeffrey holds a Masters in Business Administration from The University of Hull, United Kingdom and a Postgraduate Diploma in Marketing from the Chartered Institute of Marketing, UK. He also holds the London Higher Diploma in Marketing with distinction.

05 **Adrian Thong Chee Thim**

Director, Sales & Marketing, SEGi University

Adrian Thong graduated with an MBA from Asia International Open University and also holds a BA (Hons) from the University of Wales. He is a Certified Financial Planner (CFP) with the CFP Board of Standards, Inc, USA, and also holds the Capital Markets Services Representative's Licence (CMSRL) issued by the Securities Commission of Malaysia. Adrian has held senior management positions in the fields of internal auditing, corporate planning, operations, business development and marketing in various industries. Prior to joining SEGi UC, he held the position of General Manager in M&A Securities Sdn Bhd, a local stock broking company.

06 **Annur Zamzury bin Jolis**

Director, Group Training & Skills Based Division

Annur Zamzury bin Jolis attained his Bachelor of Applied Science (Hons) Degree from University of Science Malaysia in 1995. He is the Fellow (FIMI) member of The Institute of Motor Industry, United Kingdom and was appointed National Resources of Industry Expert and External Verification Officer, Malaysian Skills Certification by Malaysian Government. Prior to joining SEGi, he was the Chief Operating Officer of Yayasan Basmi Kemiskinan and EIC Associates (M) Sdn Bhd, responsible for the total strategies and control of the operations and business management functions of the colleges and training centres.

– Top Management Team –



01 Ng Kim Leng

Director, Group Finance & Accounts

Ng Kim Leng graduated with a Bachelor of Accounting from Universiti Utara Malaysia. He is a Chartered Accountant with the Malaysian Institute of Accountants. His professional experience includes but not limited to audit, taxation, corporate and management consultancy and the accounting profession. He was the Head of Finance and Operations of an engineering and construction company prior to joining SEGi.

02 Yong Lit Seng

Director, Group Technology Development

Yong Lit Seng specialises in design, implementation and maintenance of computer network systems, and in the support and administration of general computer systems. He has extensive experience in analysis, design, implementation and evaluation of many aspects of multimedia computing using new and established techniques and software tools. He is now the Director of Group Technology Development, leading the development, implementation, management and evaluation of new technology initiatives for the Group.

03 Gary Tan Hong Guan

Director, Group Marketing

Gary Tan graduated with a Bachelor of Commerce, majoring in Marketing & Public Relations from the University of Curtin, Perth, Western Australia in 2002. Prior to joining SEGi College Kuala Lumpur as Marketing Manager in March 2007, he held various marketing and sales positions in training, advertising and trading industries. In his 5 years of service in SEGi KL, he has contributed to propel the profit achievement of the branch for more than 5-fold from 2007 to 2011. He was promoted to Senior Marketing Manager at the beginning of 2011 before assuming his current position at the beginning of 2012.

04 Hew Ling Sze

Company Secretary

Hew Ling Sze was admitted as an Associate of The Institute of Chartered Secretaries and Administrators in 1996. In 1997, she graduated with a Master of Business Administration majoring in International Investment from Universiti Kebangsaan Malaysia. She led the Corporate Affairs Department of a main board listed company and gained exposure in corporate planning. She has more than 18 years of experience in corporate, management consultancy and secretarial services.

05 Adeline P'ng Aih Teang

Senior Manager, Group Legal Services

Adeline P'ng graduated with a Bachelor of Laws (Hons) degree from the University of London in 1999. She holds a Master of Business Administration. She has extensive experience in various areas of practice including corporate, commercial, litigation and she is currently leading the Group Legal Department.

06 Jean Leong Mei Jean

Manager, Internal Audit

Jean Leong graduated with a Bachelor of Accounting & Finance from University of Abertay Dundee, United Kingdom and is a member of the Institute of Internal Auditors, Malaysia. Prior to joining SEGi, she was the Internal Audit Manager for a public listed company with diverse operations such as manufacturing, trading, services, engineering and property development. Jean has vast experiences in internal audit and risk management exercises for companies with different industries which include education industry in private colleges and international/local private schools. She is currently heading the Internal Audit Department of SEGi.

– Top Management Team –



01 Lilaine Lee Sook Mun

Vice President, Human Resources, SEGi University

Lilaine Lee holds a Master of Business Administration from Oxford Brookes University, UK, a DIHRM from MIHRM, and DES from Stamford. She is also a fellow member of IMC, Canada. Prior to joining SEGi, she was attached to multinational companies from Japan and China, as well as a PLC in Main Board. She has more than 20 years experience in various industries including logistics, property and construction, timber manufacturing, and health care. Lilaine's philosophy is to maintain a competitive edge and retain talent that is beneficial to an organization through meaningful work while also creating a work environment where employees are valued and respected.

02 Doreen Ong Lee Aei

Director, Group Human Resource

Doreen Ong attained her Bachelor's Degree in Malay Studies and Economics from University of Malaya in 1989 and a Master of Business Administration (HRM) from University of East London in 2005. She joined the Group in 2004 and has more than 15 years of experience working in managerial positions handling all areas and functions within human resource, including employee welfare, employee benefits, training and development, payroll, health and safety, industrial relations and recruitment.

03 Jelaine Teo Sai Wah

Senior Manager, Group Procurement & Quality Assurance

Jelaine Teo is certified with The Institute of Chartered Secretaries and Administrators. She gained extensive experience in cost planning, procurement, facility management, property management and marketing while she attached to a public listed company involving in property holding and property development. She joined SEGi in 2001, leading its property division. With more than 20 years involvement in property industry, she is now the Senior Manager heading the Group Procurement & Quality Assurance.

04 Adib Mulyani binti Mohd Amin

Senior Manager, Group Academic Planning & Development

Adib Mulyani Mohd Amin is a graduate of Bachelor of Education (Hons) in TESL from Universiti Kebangsaan Malaysia. In addition, she also holds an MBA from the University of the Sunshine Coast, Australia. Prior to joining SEGi, she was an English language lecturer in the International Islamic University Malaysia. Adib is also knowledgeable in diverse centre operations of a private higher education institution (HEI) such as language training, staff and students' recruitment, customer services, business development and government relations obtained during her tenure as the English Language Coordinator for Systematic College Johor Bahru. With 20 years involvement in the education industry and vast experiences in language training and curriculum planning for both public and private HEIs, she is now heading the Group Academic Planning & Development for SEGi.

05 Tang Choong Pang

Head, Examination Unit, SEGi College Kuala Lumpur

Tang Choong Pang holds a Master of Business Administration from Universiti Malaya and a Graduate Certificate in Tertiary Teaching from University of Southern Queensland, Australia. He is a Certified Public Accountant with the Malaysian Institute of Certified Public Accountants and a Chartered Accountant with the Malaysian Institute of Accountants. Choong Pang has been with SEGi College Kuala Lumpur for more than 20 years. Prior to joining SEGi, he held accounting positions with large multinational corporations.

– Top Management Team –



01 Elina Tiu Chai Hui

Principal, SEGi College Sarawak

Elina Tiu holds a Bachelor Degree in Information Technology from University of Southern Queensland, Australia. She has more than 20 years of experience working with public listed and MNC companies in various industries including F&B, education, telecommunication services and office automations. During this time, she has held various managerial positions in the areas of business operations and sales & marketing, prior to her appointment as Principal at SEGi College Sarawak.

02 Cheah Teong Keat

Principal, SEGi College Penang

T.K. Cheah was formerly in the IT and manufacturing industry before his foray into the education line. Since then, he has been involved in lecturing, training and human capital development. Some of his initiatives include setting up and running a human capital development business for a renowned education group and heading an educational institution which focuses on working adults and post graduate courses. Some of his previous appointments include Senior Director of Post Graduate Studies for the INTI Education Group and Chief Operating Officer of MIM-INTI Management Institute. He holds a Bachelor of Business Administration from RMIT University, and an MBA specialising in Information Technology Management from Maastricht School of Management. He is currently pursuing his Doctorate in Business Administration from University Utara Malaysia.

03 Victor Chan

Principal, SEGi College Seri Kembangan

Victor Chan graduated in 1981 from Universiti Malaya with a Bachelor of Arts (Hons) degree majoring in Geography. He has more than 30 years of working experience in leading multi-nationals and local public listed organisations such as American Express, Yamaha, UPS and EON Bank. Prior to joining SEGi, he was working with other leading private tertiary education institutions where he held management positions in sales, marketing and business development.

04 SueAnn Chok Soo Yan

Deputy Principal, Operations, SEGi College Subang Jaya

SueAnn Chok holds a Master of Business Administration from James Cook University, Australia. She is an associate member of Association of International Accountants (AIA) and holds a Certified Financial Planner (CFP) with the CFP Board of Standards, Inc, USA. She has more than 20 years of working experience in financial accounting and administration position in various industries ranging from hotel services, property development, trading and education.

05 Helen Ngu Moi Hiong

Deputy Principal, SEGi College Sarawak

Helen Ngu holds a Master of Business Administration and a Graduate Diploma in Business and Management from the University of Sunshine Coast, Australia. She has been working with SEGi College Sarawak since October 2005. Prior to joining SEGi, Helen worked in the area of operations for large national companies in the banking, building, manufacturing, housing and construction industries.

06 Dr Tie Hui Hui

Vice Principal, Academic, SEGi College Penang

Dr. Tie Hui Hui holds a PhD in Instructional Technology from University Science Malaysia (USM) as well as a Master of Science in Information Technology in Business from University of Lincolnshire and Humberside (UK). She has over 16 years of management and teaching experience; has published articles in local and international journals; and has presented several research papers locally and internationally.

Key Academic Team



01 YAM Tan Sri Dato' Seri Syed Anwar Jamalullail
Chancellor

YAM Tan Sri Dato' Seri Syed Anwar Jamalullail is the Chairman of Cahya Mata Sarawak Berhad (CMS) and Nestle (M) Berhad. He holds a Bachelor of Arts in Accounting degree from Macquarie University, Australia and is a Chartered Accountant and Certified Practising Accountant of Australia. He began his career as a financial accountant with Malaysia Airlines System Berhad in 1975 and has worked for Price Waterhouse (Australia), Amanah Merchant Bank Berhad and Amanah Capital Partners Berhad as its Group Managing Director. Tan Sri Syed Anwar has also served as Chairman of Malaysia Resources Corporation Berhad, Media Prima Berhad, DRB-HICOM Berhad and EON Capital Berhad as well as a director of Maxis Communications Berhad and Bangkok Bank Berhad. Tan Sri Syed Anwar was the former Chairman of the Investment Panel of Lembaga Urusan Tabung Haji and he is currently the Chairman of Lembaga Zakat Selangor.

02 Dato' Pahamin A Rajab
Chairman of Academic Council

Dato' Pahamin A Rajab an Advocate and Solicitor of the High Court of Malaya holds several tertiary qualifications. He obtained the Bachelor of Arts (Hons) in History majoring in International Relations from the University of Malaya in 1970; the Master of Arts in Public Policy and Administration majoring in Economic Development from the University of Wisconsin, Madison, United States of America in 1978; a Law Degree with Honours from the University of London in 1990; and a postgraduate Diploma in Syariah Law and Practice from the International Islamic University, Malaysia in 1994. In 2006, he was conferred the Honorary Doctor of Laws (honoris causa) by University of Newcastle, and in 2011, he was conferred the Honorary Doctorate by the University of Greenwich. Dato' Pahamin has worked in several ministries and government agencies in Malaysia over a 30-year period. He is recognised internationally as an expert in intellectual property laws by the World Intellectual Property Organisation and in Year 2000, was awarded the prestigious Cyber Champion International Award by Business Software Alliance in Washington.

03 Emeritus Professor Dr Muhamad bin Awang, FASc
Vice Chancellor /
Senior Vice President, Group Academic Quality & Enhancement

Prof Muhamad Awang received his PhD specialising in air pollution and vegetation from the University of Sheffield, the United Kingdom, in 1979. He was a Professor of Environmental Sciences at the Faculty of Environmental Studies, Universiti Putra Malaysia (UPM) and was a Deputy Vice Chancellor of Academic Affairs at UPM between June 16, 2000 and April 7, 2005. He is best known for his teaching and research on Air Pollution and Tropical Ecosystem Physiology and Environmental Science Management. He was a recipient of Anugerah Langkawi and was conferred the title Emeritus by UPM on 9 September 2009. He was also a Chairman of the National Higher Education Committee for the Establishment of Research Universities in Malaysia, Ministry of Higher Education Malaysia (1996-2005).

04 Dr Patrick Kee Peng Kong
Deputy Vice Chancellor, Academic

Dr. Patrick Kee Peng Kong attained his Bachelor of Engineering (Industrial with 1st Class Honours) in 1984 and earned a Doctor of Philosophy (by Thesis) in 1992 from the University of Melbourne, Australia. He has more than 23 years of experience working in both academic and management positions with institutions of higher learning in Australia and Malaysia and, more recently, held the position of Registrar at Manipal International University, India. He has received numerous awards and grants for his research and has printed his findings in technical publications and reports.

05 Dato' Professor Dr Jamaludin Mohaiadin
Deputy Vice Chancellor, Student Affairs

Dato' Prof Dr Jamaludin holds a Master of Education in Project Management and Evaluation and a Doctor of Education in Instructional Design and Technology from the University of Pittsburgh USA. He was formally the Deputy Vice Chancellor of Student Affairs in Universiti Sains Malaysia (USM). He was also the Director of Center for Instructional Technology and Multimedia in USM. Dato' Professor Dr. Jamaludin was also a consultant to a number of universities in multimedia curriculum design, establishing instructional technology centers and academic training programmes.

– Key Academic Team –



01 Professor Dr Azrin Esmady Ariffin

Foundation Dean, Faculty of Optometry & Vision Sciences

Prof Azrin attained his Bachelor of Optometry with Honours in 1984 from the University of New South Wales in Australia and earned a PhD in Clinical Optometry in 1993 during a stint at City University/Moorfields Eye Hospital in London. Prof Azrin began his academic career at Universiti Kebangsaan Malaysia in 1985, and was Head of Optometry Department from 1996 to 2003. He is also on the Malaysian Optical Council and various professional committees. His research interest is in the field of Visual dysfunction in ocular disease, and he also maintains a clinical interest in the area of Further Ophthalmic Investigations.

02 Professor Dr Atiya Ab Sallam

Foundation Dean, Faculty of Medicine

Prof Dr Atiya obtained his Bachelor of Medicine, Bachelor of Surgery (M.B.,B.S.) from Universiti Malaya in 1979. He also obtained a Diploma in Aviation Medicine from the United States Air Force, a Master of Public Health from Universiti Malaya and a Master of Science in Medical Statistics from the University of London. Prof Atiya has been in education for more than 23 years and prior to his appointment as Foundation Dean for the Faculty of Medicine with SEGi University College, Professor Atiya was a Professor and Head for the Department of Social and Preventative Medicine, Faculty of Medicine, Universiti Malaya. He has served in various academic and research committees besides supervising PhD students in medical and health related fields.

03 Associate Professor Dr Tey Kim Kuan

Dean, Faculty of Pharmacy

Associate Professor Dr Tey obtained her Bachelor of Pharmacy in 1991 from University of Bradford and her Doctor of Philosophy from The University of London. She has more than 20 years experience as a pharmacist, having worked with various disciplines of pharmacy including hospital, community and industrial pharmacy both in UK and Malaysia. Prior to joining SEGi, she was attached to International Medical University, holding the positions of Head of Department and Programme Coordinator. She is a member of numerous professional bodies and committees and also the panel assessor for Community Pharmacy Accreditation. She also conducted and supervised multidisciplinary research in various aspects of pharmacy practice and pharmacy education.

04 Datuk Dr Fawzia binti Dato' Abdullah

Foundation Dean, Faculty of Dentistry

Datuk Dr Fawzia obtained her Bachelor of Dental Surgery from the University of Singapore and her Diploma in Dental Public Health from The Royal College of Surgeons of England. Prior to her appointment as Foundation Dean of the Faculty of Dentistry at SEGi University College, Datuk Dr Fawzia worked with the Ministry of Health for 32 years and retired, as the Director of the Oral Health. She was also a Member of the Public Services Commission from 2000 to 2005. Datuk Dr Fawzia is a member of numerous professional bodies and her research includes studies into prevention in oral health.

05 Datin Devagey A/P K. Raru

Dean, Faculty of Nursing

Datin Devagey holds a Master of Counselling from Universiti Malaya and a Bachelor of Science with Honours in Nursing from Anglia University in the UK, among numerous other nursing and healthcare qualifications. Prior to joining SEGi, Datin Devagey held senior positions in nursing colleges, training centres and hospitals. She is a member of Nursing Board Malaysia, Nurses Examination Board and Nursing Curriculum Committee, as well as other healthcare associations and committees.

06 Lydia Foong Yoke Yean

Head, Faculty of Education

Lydia Foong has been involved in Early Childhood Care and Education (ECCE) for over 20 years, both locally and in the UK. She holds a St Nicholas Montessori Diploma (UK), Certificate in Montessori Primary Education, BEd (Hons) from University of Greenwich, Master in Educational Management from University of Malaya, and is currently a PhD candidate. She has played a key role in the strategizing, facilitation and development of various programmes and ECCE advocacy initiatives and holds memberships to numerous associations. She is currently spearheading the NKEA project for Early Child Care and Education Training initiatives as part of the Economic Transformation Programme under the Prime Minister's Department, in which SEGi is appointed champion.



SEGi UNIVERSITY

“SEGi shares my vision of providing the students with the best for their future.”

Dato' Professor Dr Jamaludin Mohaiadin
Deputy Vice Chancellor, Student Affairs

“SEGi can boast on quality. We are equipped with the best facilities and academicians.”

Professor Dr Azrin Esmady Ariffin
Foundation Dean, Faculty of Optometry & Vision Sciences

“The work environment is a positive and supportive one where we are encouraged to grow.”

Lydia Foong Yoke Yean
Head, Faculty of Education

“As an academic, I focus on what is best for the students. As a Group, so does SEGi.”

Associate Professor Dr Tey Kim Kuan
Dean, Faculty of Pharmacy

*“Passion guided,
industry driven”*

To learn more visit:
www.segi.edu.my





Visiting Professor Dr David B Ferguson, who was previously a Professor for Oral Biology with the University of Manchester, mentors and guides SEGi Bachelor of Dental Surgery students through the curriculum. SEGi regularly hosts visiting academicians from international partner universities to enrich the student learning experience.

Your Future in Mind - SEGi Programmes



PRE-UNIVERSITY

Pre-University programmes are designed to provide students with the right foundation for academic progression while also training them to be well rounded and independent individuals. At SEGi, courses are complemented with a complete learning experience, orienting students into a college environment and preparing them for graduate studies at university level in disciplines of business, arts, engineering, IT, medical and health sciences. SEGi uses a mentor approach whereby experienced lecturers give students guidance in focus study groups as well as help them prepare for the examinations, ensuring a high student success rate.

MEDICINE

The SEGi University Faculty of Medicine strives to produce medical professionals who are lifelong learners and who endeavour to keep abreast of advances in medicine so as to ensure the community receives appropriate and effective care. This is made possible through diverse teaching and learning experiences that are student and patient centred promoting holistic care and emphasising professional and ethical values.

The SEGi University medical programme is designed for students who believe that they can make a difference to others' lives through better health by being safe, caring and exceptional doctors. This programme prepares aspiring doctors for a challenging career covering promotive, preventive, therapeutic and rehabilitative medicine.

SEGi finds strength in its diversity, offering a wide range of programmes that are constantly upgraded and repackaged to ensure they remain truly industry relevant and to sustain its leadership position in the private education sector. SEGi also continues to develop new programmes that meet the current and future demands of the industry.

The Group does not rest on its laurels but embraces constant improvement of its programmes to ensure it produces graduates who are highly employable. In addition to their team of expert academicians and industry advisors, SEGi proudly boasts of its International Academic Advisory Board members who are internationally renowned and leaders in their respective fields.

– Your Future in Mind - SEGi Programmes –



OPTOMETRY & VISION SCIENCES

The SEGi University Faculty of Optometry & Vision Sciences is responsible for educating future optometrists, and is committed to offering quality accredited programmes that equip graduates with the knowledge and skills to cope with the ever growing and evolving scope of practice for Optometry. The Faculty boasts laboratories and clinical facilities that are on par with the leading local and international universities that offer undergraduate Optometry programmes.

PHARMACY

Pharmacy is the branch of medical science concerned with the sources, nature, properties, preparation and safe effective use of medicinal drugs. Pharmacists are key professionals in the health care system who formulate and dispense drugs and work closely with doctors and patients in providing advice on the management of a patient's medication.



A degree in pharmacy aims to integrate scientific, clinical and professional knowledge with communication skills, providing graduates with the expertise to contribute effectively as a pharmacist within the future health care system.



DENTISTRY

Good oral hygiene is important for maintaining not only the health of one's mouth and teeth but for overall health. Poor oral health has been linked to heart and lung disease, diabetes, stroke, extremely high-birth weight, and premature births, and many dental practitioners will argue that oral health is a strong indicator of overall well-being.

The SEGi University Faculty of Dentistry is among the latest additions to the wide range of study areas available. The Faculty boasts its own dental clinic with practicing in-house dentists. Here, students are given hands-on practical sessions, which provide them with an insight into what working with both dentists and patients alike.

NURSING

There is a growing demand for health professionals in Malaysia and worldwide, and SEGi is poised to respond to such demands by providing a range of nursing and health science programmes.



Nursing at SEGi has created significant impact in the health care practice by imparting to students the scientific basis of nursing and its application in the holistic care of patients. This has enabled them to participate actively and effectively as members of the health care team.

ALLIED HEALTH SCIENCES

The Allied Health Science programmes are designed to equip students to become skilled professionals within their respective industries with the aim of advancing the complete performance of healthcare provided in a growing and dynamic healthcare setting. The programmes aim to address the pertinent healthcare workforce shortage in the region by preparing healthcare providers to be a skilled, compassionate



and proficient, providing optimal services to the society at large, and enhancing their competency through problem-based learning and well as developing effective communication and leadership skills.

BUSINESS & MANAGEMENT

Managers and business professionals deal with a range of complex issues on a daily basis and are expected to make business decisions in the face of constant economic and social change, while adapting and relating to both local and global market changes. They are also expected to take on the role of coordinating and integrating the activities of people to ensure that an organisation achieves its goals.

Innovative graduates with business knowledge and savvy skills accelerate organisational growth and competitiveness. The Business and Management programmes available at SEGi aim, to produce graduates capable of managing effectively across the broad range of disciplines required in today's challenging and rapidly changing business environment.

ACCOUNTANCY & FINANCE

Accountancy & Finance are some of the world's fastest growing and most dynamic industries, encompassing a broad range of organisations that deal with the management of money. Today the Accountancy & Finance fields have many faces and a professional in either or both areas is expected to undertake on more than just 'number-crunching', they are more often expected to have a variety of skills relevant to business advising and planning as well.

The Accounting and Finance programmes at SEGi provide students with the opportunity to develop important practical skills such as analytical thinking, problem solving, team working and communication.



MARKETING

In an increasingly competitive business world, marketing is becoming ever more recognised as a vital component in ensuring the growth and success of organisations.

The Marketing programmes available at SEGi will provide students with the skills necessary to analyse market needs, define target markets, create marketing strategies and unlock business opportunities in a competitive environment.

HUMAN RESOURCE MANAGEMENT

The Human Resource Management (HRM) programmes available at SEGi are designed to teach students how to deal with and manage human resources at the workplace, developing knowledge across areas including terms of employment, staff motivation, HR legal issues, teamwork and payroll.



The programmes available at SEGi are industry driven and are designed to equip students with the necessary skills and knowledge required to pursue a career or further studies.

SUPPLY CHAIN MANAGEMENT

Supply chain management involves monitoring the movement and storage of raw materials, maintaining inventories of all stock and work that is in progress, and tracking goods from their point of origin to the final customer.

The Supply Chain Management programme focuses on strategic performance improvement of all business planning, global sourcing and procurement, production, and logistical activities that make up an organisation's supply chain, providing students with an understanding of key factors affecting the operations in a supply chain and giving them the opportunity to both analyse and design supply chain processes.

LAW

The Law programmes available at SEGi are ideal for students who wish to obtain a qualification of international standing en route to a successful career as a practising lawyer.

–Your Future in Mind - SEGi Programmes –



As a commonwealth country, Malaysia practices common law system as practiced in the United Kingdom. As such, SEGi collaborates with the University of London (UK) to offer the Bachelor of Laws (LLB) programme. The University of London LLB is an internationally recognised 'gold standard' programme established for over 100 years.

SEGi also offers the homegrown Diploma in Law programme.

TECHNOLOGY & COMPUTING

The world is increasingly dependent upon the use of technology and information where technological development and its adoption by organisations is central for the transformation of management culture, lifestyle and the global economy.



SEGi's Technology & Computing programmes are comprehensive and relevant to industry and continue to attract top students and academics. They aim to provide graduates with the opportunity to apply adaptive skills and knowledge to a field that is transforming constantly, especially in the conduct of every day business and communications.

ENGINEERING

SEGi offers an impressive range of engineering programmes that focus on a student-centric environment, where students interact with teaching staff from Malaysia as well as staff from our partner universities worldwide. Students will work in technically advanced laboratories and workshops at SEGi campuses, providing them with the essential tools in the development of skills and knowledge. SEGi offers an impressive range of disciplines from Foundation and Diploma through to Bachelor degrees. Its students have gone on to write many success stories and the Faculty is proud to count more than 200 students who obtained First Class Honours in engineering from top-notch universities worldwide.

BUILT ENVIRONMENT

The term built environment refers to the structures, and infrastructure, that are man made. This can include everything from simple housing to entire cities, and even man-made outdoor environments.

Built Environment encompasses a variety of disciplines including architecture, construction, project management, environmental design and planning. Students studying built environment programmes at SEGi will address professional, industrial and consultancy



activities while also exploring the relationship between the buildings/cities and the individuals, communities and organisations that inhabit them, ensuring they develop a prosperous future in the growing job market.



CREATIVE ARTS & DESIGN

The SEGi Creative Arts and Design programmes range from being highly conceptual to those that are deeply practical requiring a specific skill set. With that said, creativity is at the core of all that is executed and taught at SEGi.



SEGi aims to expand the boundaries of teaching and learning by using the latest technologies, ensuring graduates are at the forefront of art and design industries in the new millennium.

COMMUNICATION STUDIES

Mass Communication is the discipline which looks at the various means used to relay information through mass media to large segments of the population at one time.

The Mass Communication programmes at SEGi aim to provide a solid foundation in the basic knowledge and skills necessary to become media practitioners and more informed media consumers. Students will learn essential skills in the areas of television/video, news and current affairs production, print, radio and TV journalism, and desktop and on-line publishing, relevant to the region as well as internationally.

EDUCATION & SOCIAL SCIENCES

Educators at all levels play a significant role in developing the knowledge of society. SEGi recognises the importance of this and, as such, offers a full range of innovative and industry relevant programmes to meet the objective of producing progressive educators who are competent and thoughtful leaders in their respective fields.

In the field of Education & Social Sciences, SEGi offers undergraduate programmes in education, early childhood education and psychology. In addition to this, SEGi also offers the Master of Education (MEd) programme in collaboration with the University of Southern Queensland. The MEd, an intensive programme that allows educators to acquire the capabilities and dispositions required to work as engaged professional educators in knowledge building communities, allows students to choose one of 4 majors consisting; Leadership & Management, Special Education, TESOL, and Early Childhood.

PSYCHOLOGY

Psychology is both an academic and applied discipline concerned with the scientific study of mental processes and behavior. Psychology seeks to explain thought, emotion and behaviour in the context of real life. The SEGi Diploma in Psychology aims to produce graduates with intellectual aptitudes, independence and transferable skills for employment and/or further studies. Students can also apply the basic psychological theories and principles to significant areas of human activities such as healthcare, education, management, social welfare, and many more.

HOSPITALITY & TOURISM

There is tremendous growth in the hotel and tourism industry as businesses and people are spending more money on leisure than ever before. Therefore, this sector of the industry is one of the largest and fastest creators of employment. There is a need for educated and trained people who can be counted on to deliver first class services.



The hospitality and tourism programmes available at SEGi are designed to equip students with the skills and knowledge that are increasingly in demand by today's employers. Students will study highly relevant modules that cover marketing, destination management, human resources, information management, planning and research, among others. During the programme, students will also develop wider skills in communication, team working, problem solving, use of information technology and application of numbers, essential to launch their careers and provide a framework for life-long learning.

AMERICAN DEGREE PROGRAM

The Upper Iowa University (UIU) Bachelor of Science (4+0) program at SEGi University College provides students with the opportunity to experience US-styled education. This style of education focuses heavily on the practical elements of learning with an emphasis on classroom interaction between the students and lecturers as well as group projects, presentations and field trips outside of the classroom.



The American Degree Programs focuses more on assessing the students throughout the course work and allocates less percentage to mid-term and final examinations.

The UIU Bachelor of Science (4+0) program also allows for full completion locally at SEGi with the flexibility to interchange between SEGi and UIU's Fayette Campus in the United States.

Students studying the UIU Bachelor of Science (4+0) program can choose from one of 7 majors including; Management, Marketing, Finance, Communications, Business Administration, Human Resource Management, International Business and Psychology. Students can also elect to combine 2 areas of interest as a double major.

ENGLISH LANGUAGE

Today it is widely accepted that English is the language of diplomacy and international communications, business, tourism, education, science, computer technology, media and the Internet - with almost 70% of all information stored electronically being in English.

The increasing role of English as the language of international communication demands that professionals across all fields be efficient and effective in all areas of communication in language.

The Intensive English Programme is specially designed for international students. It aims to improve these students' English language proficiency to a level equivalent to around IELTS 5.0 - 5.5 to enable them to further their studies at the diploma and degree levels as well as to find employment in English-speaking environments

POSTGRADUATE STUDIES

Today's business environment demands professionals with expert knowledge and business savvy. Highly acclaimed and internationally recognised, the postgraduate programmes offered at SEGi University College are intended for enterprising individuals seeking to holistically combine their expertise with general management skills.

SEGi University Graduate School of Business is a clear leader in the adult learners segment, offering quality programmes that are flexible and that produce competent graduates.



PROFESSIONAL COURSES

For those students wishing to complete professional courses in the fields of business, commerce or accountancy, SEGi collaborates with the Association of Chartered Certified Accountants (ACCA) to further enhance their career and development. SEGi also offers professional programmes related to computing and technology including: Certified Ethical Hacker (CEH) and Computer Hacking Forensic Investigator (CHFI) in collaboration with EC-Council, as well as AutoCAD and Inventor, in collaboration with Autodesk.



VOCATIONAL & TRAINING COURSES

SEGi firmly believes that vocational training is important in complementing academic programmes and ensure that the relevant practical training is provided to students. SEGi's vocational training programmes are suitable for students who are not academically inclined to obtain skills based training. Its training centres provide vocational courses with Sijil Kemahiran Malaysia (SMK) qualification from Skills Development Department or JPK, in the disciplines of Automotive, Air-Conditioning Repair & Maintenance, Civil Draughting, Computer Systems Maintenance, Information Systems Administration, Multimedia Design, Graphic Design, Beauty Therapy, Hotel & Tourism and Business Administration.


Trainees also receive certification from city & Guilds, UK and AETS, Australia.

Strong Foundation - The SEGi Premises

SEGi UNIVERSITY, KOTA DAMANSARA

This flagship campus is built on a strategic site in Kota Damansara, a prime location in Petaling Jaya City in the Selangor state. The impressive campus has academic research, residential and recreational facilities, providing a complete learning experience for up to 12,000 students. It is a short distance to a vibrant commercial centre complete with shopping malls, banks and entertainment spots, accessible using public transport services.





SEGi University boasts a full range of health science programmes, with extensive million-Ringggit infrastructure and learning facilities to cater for medicine, optometry, pharmacy, dentistry and nursing programmes.

Over 2011, SEGi University has successfully developed and expanded on new programmes and schools/faculties in education, language studies, mass communication and allied health sciences.

Construction of an extension building called SEGi Tower which is a few hundred metres away from the flagship campus is in progress. The tower comes with 150,000 sq ft that would accommodate another 6,000 students. This multi-storey building will be utilised to house some of the existing and new programmes of the University.

– Strong Foundation - The SEGi Premises –



SEGi College Kuala Lumpur

From its humble beginnings in 1977, the Kuala Lumpur campus has grown from just one building to occupy a total of five buildings in the same vicinity. SEGi College Kuala Lumpur has been long known to be famous for its business and accounting programmes but now it also offers a wide range of programmes in hospitality and tourism, creative arts and design, information technology and allied health sciences.

The campus is located in Kuala Lumpur, the capital city of Malaysia. Students can enjoy cosmopolitan living with easy access to all modern amenities of the city such as the Light Rail Transit (LRT), buses, shopping malls, banks, restaurants, tourist attractions, entertainment spots and more.

SEGi College Subang Jaya

The modern 12-storey Subang Jaya campus, which opened its doors in January 2006, is located within the college belt of the Subang Jaya district. It has a capacity to accommodate 6,500 students, and is complete with facilities especially for music and early childhood education programmes.



SEGi College Subang Jaya is the lead centre for creative arts and design, music, early childhood education and the American Degree Program. It also offers programmes in the fields of business and accounting, information technology, engineering, allied health sciences, hospitality and tourism.



SEGi College Sarawak

SEGi College Sarawak is positioned as the gateway of the Group to East Malaysia and today stands as one of the largest private colleges in East Malaysia, boasting 3 campuses within close proximity of each other.

The main campus is located at the heart of Kuching, the capital city of Sarawak, offering programmes in business and accounting, hospitality and tourism, information technology, creative arts and design, allied health sciences and law, its specialty. The third campus is a training centre where vocational courses are conducted.



SEGi College Penang

The Penang campus serves as SEGi's education hub for the northern region of Peninsular Malaysia. The campus is situated in Green Hall and comprises modern facilities and a conducive study environment, providing students with a more complete learning experience. Amenities are also convenient and readily available with eateries, banks, shopping malls and public transport located nearby the college.

SEGi College Penang offers programmes in business and accounting, early childhood education, information technology, hospitality and tourism, allied health sciences and engineering.



SEGi College Seri Kembangan

This campus services the southern region of the Klang Valley, providing diploma and certificate level programmes in the fields of business and accounting, creative arts and design, information technology, automotive technology, hospitality and tourism.

The college has established itself as one of the leading providers of quality education in the national language, particularly for the Malay-speaking market. Its modern facilities include computer laboratories, lecture rooms, an automotive workshop, auditorium, hospitality training rooms and a training kitchen.



SEGi Training Centres

SEGi also has four training centres which are approved by the National Vocational Training Council (MLVK). They are located in Seri Kembangan, Pulau Indah, Kuala Lumpur and Kuching.

SEGi Training Centres offer vocational and training programmes for a wide array of skills such as civil draughting, air-conditioning maintenance, electronic servicing, computer programming, beauty therapy, food and beverage services, administration and automotive technology.

Strategic Collaborations - University & Corporate Partners



Emeritus Professor Sir David Read (left) takes SEGi University Vice Chancellor Emeritus Professor Dr Muhamad Awang (right) on a tour of the engineering facilities at The University of Sheffield.



THE UNIVERSITY OF SOUTHERN QUEENSLAND (USQ)

which was established in 1967, is based in Toowoomba, Queensland. The University is seen as one of Australia's leading providers of education both on campus and through its distance education option. With more than 75 per cent of students studying via distance learning or online mode, USQ is at the cutting edge of flexible delivery of resources and technology. USQ had received the highest rating for all Australian Universities for Student Support Experience.

USQ has approximately 27,000 enrolments including over 7400 international students. More than 100 nationalities are represented throughout the student population and about 5000 international students study USQ programs while remaining in their home country.



THE UNIVERSITY OF SHEFFIELD

is a leading research university located in Sheffield in south Yorkshire, England and has thus far produced five Nobel Prize winners. University guides confirms its position as one of the UK's leading universities and the University is constantly ranked amongst the top 20 universities in Britain and Europe according to The Good University Guide. Recently, the 2010 Virgin Guide to British Universities affirmed that "Sheffield is a top university across the board". The University's history stretches back to 1828.

The University of Sheffield has been named UK University of the year in the 2011 Times Higher Education Awards. Official research assessments confirm The University's reputation as a centre for world-class research in many disciplines.



THE UNIVERSITY OF SUNDERLAND

has been providing higher education since 1901. It is well recognised as an innovative, forward-thinking university with high standards of teaching, research and support. The University has strong links with industry and business, and works closely with some world's leading companies.

According to Guardian League Tables 2011, University of Sunderland was ranked 2nd in tourism and ranked 14th in business and management studies. In 2010, the University of Sunderland won the UK's top student experience title at the annual Times Higher Education (THE) awards 2010. It is the sector's most prestigious national awards.





THE UNIVERSITY OF GREENWICH (UOG)

is a British university located in London, England. The University traces its roots to 1890, when Britain's second polytechnic was opened near the Thames at Woolwich. UOG was awarded University status in 1992.

UOG won the Queen's Anniversary prizes for Higher and Further Education in 2008. It also has links with further education and colleges in the Thames Gateway area, including Bexley College and North West Kent College, and plays a regional role in training teachers, nurses and social care professionals. It also houses research and consultancy in architecture, landscape architecture, employment relations, fire safety, natural resources, social network analysis, education, training, educational leadership and public services. The University has established research partnerships with the European Space Agency and many large pharmaceutical companies.



TEESSIDE UNIVERSITY

is a dynamic, energetic and innovative university which, in a double accolade, won University of the Year and Outstanding Employer Engagement Initiative in the Times Higher Education awards in 2009. Located in Middlesbrough, England, Teesside University has a student body of 27,954 students as of the 2008-09 academic years.

With 80 years of innovative education, Teesside is one of the top universities in the UK dedicated to delivering quality education. The Quality Assurance Agency for Higher Education has thus far identified units of teaching "excellence" in art & design, computer science, history, social work, sport & exercise, electrical & electronic engineering, nursing, the Foundation Degree in chemical technology and a number of subjects allied to medicine.



UNIVERSITY
of
ABERTAY DUNDEE

THE UNIVERSITY OF ABERTAY DUNDEE (UAD)

has a long history as one of Scotland's leading universities. UAD has an entrenched reputation for professionalism in offering career-driven higher education. It received top ranking by UK's Quality Assurance Agency when 79% of graduates gave 'thumbs up' for the University's teaching methodologies and learning approaches.

All of UAD's researchers are also involved in teaching and developing courses, giving students the chance to learn from the world leaders every day. Combine this with the fact that the University has an average of one lecturer for every 19 students and you have one of the best dedicated universities in Scotland.





UPPER IOWA UNIVERSITY (UIU)

has been preparing students to succeed in the classroom and in the world since 1857. That rich history, coupled with a student-centred mission, has created a springboard for UIU to become a recognised innovator in offering accredited, quality programs through flexible, multiple delivery systems, including online and independent study.

Offering both undergraduates and graduates degrees with a nearly 40 majors to choose from, UIU ranks in the top 25% of colleges nationally for the enchantment of student learning. UIU has produced a long and distinguished list of alumni who include one of the founders of YMCA and a Nobel Peace Prize Winner, the first speaker of the U.S House of Representatives, a world famous archeologist and scholar of the Dead Sea Scrolls and a founder of a Fortune 500 Company, just to name a few.



York St John University is located in York, England, and as at July 2011, had 6,057 students enrolled across four faculties: Arts; Education and Theology; York St John Business School and Health and Life Sciences.

The University offers a range of subjects at foundation and undergraduate level, including film and television production, physiotherapy, occupational therapy, literature, linguistics, psychology, counselling, business management, marketing, tourism, history, music, art, design, theatre, dance, sport related programmes, psychology, theology and primary education. In addition, at postgraduate and post-experience level, York St John Business School offers a suite of Masters programmes including a new MBA programme. Other subject areas offered at postgraduate level include theology, education, theatre, fine art, film production, music composition, counselling, health, linguistics and TESOL.



University of London

THE UNIVERSITY OF LONDON

is truly one of the great universities in the world - a federation of 19 world class Colleges and 10 specialised institutes, with more than 160,000 students. Its reputation for high academic standards has been built on the outstanding teaching and research of its Colleges since 1836.

For 153 years, University of London degrees have been accessible to students all over the world through the University of London International Programmes. Today, the University of London International Programmes is truly an international in character with over 50,000 students in more than 190 countries.



“Despite the challenges of the programme, the lecturers give good guidance and will push us to our limits because they want the very best from us. Also, the classes are smaller and more focused, so the lecturers can give us their full attention.”



Ng Xe Yiing

A-Levels Graduate who received an offer to study at Oxford University

SEGi Recognised as Honest Enterprise

SEG International Berhad (SEGi) was selected as one of the winners of the 10th Asia Pacific International Honesty Enterprise Keris Award 2011. The Award is an international award which recognises and distinguishes companies in the Asia-Pacific region with outstanding performance and honesty. 'Honesty' signifies the operational and management style of the enterprise, its reputation as well as public image in the market.

SEGi Rates 6 Stars in MyQuest

SEGi Education Group performed commendably and demonstrated their commitment to delivering quality education in the 2010/2011 Malaysian Quality Education System for Private Colleges (MyQuest) carried out by the Ministry of Higher Education (MoHE). SEGi College Subang Jaya was one of only 3 colleges to be awarded the highest rating of 6 stars in the overall college-based rating, depicting an outstanding performance. In addition, SEGi scored 6-star ratings for 5 out of the 9 cluster-based categories, the most of any education group.

SEGi Makes the CR Awards Shortlist

The StarBiz-ICR Malaysia Corporate Responsibility Awards is introduced to recognise and honour companies that demonstrate outstanding Corporate Responsibility (CR) practices that go beyond community and philanthropic activities. The aim is to encourage responsible business practices with more focus on how business practices can be responsible in the ways businesses make their money compared to what they do with the money once they have made it. It was announced during the award ceremony that SEG International Bhd (SEGi) made it to the shortlist, which was made up of 52 companies in total and 27 companies in the category 'Market capitalisation: Below RM1bn' along with SEGi.

SEGi Awarded Best Brand In Education

Organised by the Asia Pacific Brands Foundation, The BrandLaureate Awards aim to recognise brand excellence based on selection criteria consisting of brand strategy, brand culture, integrated brand communications, brand equity and brand performance. SEGi University College was announced as the winner of The BrandLaureate Best Brand Award in the category of Education Tertiary (Private), the only winner in the said category.

Special Mention Award

Wong Pei Tuck, who was at that time in semester 4 of the Diploma in Graphic Design, received the Award on 2 March 2011 at the opening ceremony of the Cool Art exhibition for the best 32 artworks at the White Box of MAP @ Publika, Dutamas. His art piece also earned him a RM200 cheque for the art competition organised by Goethe-Institut Malaysia called 'COOL ART. Climate Change,' which ran from 15 August 2010 to 15 November 2010.



Best Music Award

A short film produced by 5 SEGi University students (Mohd Haniff, Amira Nabila, Mohd Zulfadhli, Norazirah Pudian and Zulfatah Arif) from the School of Communication Studies won in the Best Music category in the 8th Malaysian Short Film & Video Festival for Students (FFVPM-8) held at Universiti Utara Malaysia.

Battle of the Chefs

The 13th Penang International Salon Gastronomique Battle of the Chefs had more than 800 participating young chefs from Asia, Russia and USA. SEGi College Seri Kembangan's four hopeful candidates – Amerrul Azim Azmi, Dzul Fadli Zahri, Mohd Huzami Hussin and Muhammad Afandi Mohd Khairiddin (all 2nd-year Diploma in Culinary Arts students) – made their mark among the best in the culinary arts by winning a Diploma Award for the Apprentice Level Main Course.



Chem-E-Car Win

Sean Toh Zit Cheng, Ng Yee Hwa, Tan Chin Yen and Saihariram a/l Barnee (SEGi University Engineering students) were the first batch from a private institution to be among the top 3 winners of the grand Chem-E-Car Competition, which in the past only saw winners from public institutions. The SEGi team took home the bronze medal, beating 30 other teams from 13 renowned public and private universities from Malaysia and Indonesia. The 6th Malaysia Chem-E-Car Competition 2011 was organised by the Institution of Engineers Malaysia (IEM). Contestants were required to design new unconventional fuel, tested with a miniature engine.

IKIP Culinary Challenge

Two of SEGi's very own took home bronze medals for the 2011 IKIP Culinary Challenge hosted by IKIP Advanced Skills Centre, Pahang. The prestigious competition had 234 contestants from colleges and hotels from all over Malaysia. Chef Mohd. Ridzuan Mokhtar, Lecturer from School of Hospitality and Tourism SEGi College Penang, won the Bronze medal in Class 6 while Mohd. Fareez Roslan, Diploma in Hotel Management student, won 3rd place in his Class 10 category.

Dean's List Party

A massive ceremony was thrown to celebrate the 445 SEGi University Diploma students who achieved outstanding results and made it into the Dean's List. Attendees included the parents of the graduates as well, and encompassed all the faculties/schools. A total of 240 awardees turned out for the party. After the Dean's List awards were handed out, everyone was treated to a generous lunch.

H&T Graduates in Demand

SEGi College Sarawak's graduates, particularly Hotel Management and Tourism Management, are proving to be excellent employees in East Malaysia and Peninsular Malaysia. One such graduate is Phin Jia Zhen who took up a job offer from Pullman Kuching after completing her internship and final semester. Pullman recognised her skills by promoting her to a Supervisor and awarded her as the Best Employee of the Month.



Students Beat Corporates!

The 4-student team Legion SEC (Guruparan Vickneswaran, Siow Hui Shan, Foo Hui Hui and Tong Chai Yan) from SEGi College Kuala Lumpur toppled corporate players and emerged as champion of the National Management Game. They won RM5,000 cash prize; qualifying them to compete at regional level in the Asian Management Game in Macau. They beat 22 other teams and competed against companies like Ambank Group, Malaysian Green Technology and Yung Kong Galvanising Industries. The National Management Game required participants to run a business for 24-hours in a virtual shopping centre.



Culinaire Malaysia 2011

SEGi College Penang culinary arts team managed to clinch Diplomas for two categories of Culinaire Malaysia 2011, which ran from 20 to 23 September. Mohd Ridzuan won the Diploma in the Fish/Seafood Main Course category while Leong Chen Sing won the Diploma in the Apprentice Chicken/Salmon Main Course category.



11 Receive Principal's Award

Eleven students from different programmes at SEGi College Sarawak were recognized for their academic excellence during the Principal's Award 2011 Ceremony. The Principal's Award is given based on students' academic achievement each semester. Eligible recipients must obtain GPA's of 4.0 or two to four distinctions depending on the length of the semester.



4 wins in FHM!

SEGi students and staff bagged 4 awards from their participation in the Food & Hotel Malaysia 2011 (FHM) competition held at Kuala Lumpur Convention Centre. A total of 7 students and 2 lecturers from SEGi took part. Out of 5 participating institutions, SEGi College Seri Kembangan took home 2 bronze medals and 2 diplomas. FHM 2011 serves as a platform offering the opportunity to shine in the F&B and Hospitality industry.



Mpharm Student in UK Top in Class

Tan Xin Ning – a 3rd-year student of the University of Sunderland Master of Pharmacy – received the Hope Winch Memorial Scholarship Prize from the University for being the most proficient third-year pharmacy student at University of Sunderland, UK.



In sync with the trend of globalisation and the Malaysian Government's vision of becoming the educational hub of Asia, SEGi continually endeavours to widen its global connections by partnering with established and reputable foreign universities.

Collaboration with universities in the UK, USA, Australia, New Zealand, Korea and China not only provide SEGi graduates greater choice of programmes and articulation paths, but also a competitive edge in the job market.

SEGi has a large and growing foreign student population from countries in South-East Asia, Middle East, East Europe and Asia. The vast mix of cultures brought by these international students brings vibrancy to SEGi's campuses and makes learning for both local and international students a very enriching experience.



Mr. Lee Kok Cheng, the Deputy Group Managing Director, traveled to the UK in June 2011 to meet with academic staff of university partners The University of Sheffield and University of Sunderland to strengthen bonds.



SEGi Signs Agreement with Vietnam Government

SEGi signed an agreement for the collaboration of technical and vocational training with the Ministry of Labour, War Invalids and Social Affairs (MOLISA) through the General Department of Vocational training of the Government of Vietnam.

The MOU was signed by Nguyen Tien Dung, General Director of the said department and Dato' Sri Clement Hii, the Group Managing Director of SEGi and was witnessed by His Excellency Nguyen Ngoc Phi, Deputy Minister of MOLISA and Madam Nguyen Thi Thanh Nhan CEO & President of Advanced International Joint Stock Company (AIC).

Under the MOU, SEGi will be responsible for providing skill-based training to vocational teachers and instructors so as to raise their level of competencies to that of an internationally recognised standard. The implementation and teaching of the programme would be conducted both in Vietnam and Malaysia.

It allows for approximately 10,000 trainees from Vietnam to be trained over a period of 3 years. The participants will be supported and funded by the Government of Vietnam.

SEGi MOA with UAD for Dual Awards

SEGi University further strengthened the worth and international recognition of its homegrown business and accounting degree programmes through an academic arrangement with the University of Abertay Dundee.

Under the arrangement, graduates of these programmes will receive a separate degree parchment issued by the University of Abertay Dundee, apart from their SEGi degree parchments.



SCKL Host Exchange Students from UAD

Five students from University of Abertay-Dundee (UAD) in Scotland flew across the globe to SEGi College Kuala Lumpur to pursue a Business Administration Course for one semester. The foreign student exchange programme gave these five Scottish students as well as their college-mates a great learning experience.

They actively participated in the SEGi Entrepreneurship Council (SEC). Four of them made it to the Finals of the MyBC 2011 Penang, an Intervarsity Case Study Business Challenge on business strategies for the Malaysian Association for the Blind.

These students are the first to study at SEGi College Kuala Lumpur as a part of the new Foreign Student Exchange Program with Abertay and SEGi College is looking forward to more such future collaborations with UAD.

SEGi Collaborates with AETS

SEGi's many initiatives in its pursuit of excellence continue full steam ahead. One fine example is the signing of a Memorandum of Understanding (MOU) between SEGi Education Group and Australasian Education and Training Services (AETS). The MOU will serve as a collaboration framework between SEGi and AETS, where SEGi's vocational skills training programmes will receive advisory and validation services from AETS.

AETS is a registered training organization specialising in the delivery of quality vocational education and training and in issuing nationally recognised qualifications. AETS is accredited by the Australia Skills Quality Authority (ASQA).



Strengthening Foothold in China

SEGi formalised a twinning arrangement with Xinjiang Language Centre that will see SEGi providing its expertise and syllabus in Intensive English Programme and Foundation courses (“the software”) to be conducted at Xinjiang Language Centre’s 24 learning institutions to be set up within the next 12 months in Xinjiang and other provinces in China such as Hubei and Henan.

The upshot in the strategic tie-up is that SEGi will be able to tap into the Language Centre’s 20,000 student base who are eyeing quality education beyond the shores of China after the completion of their initial studies in their home country.



ACCA Accreditation

The Association of Chartered Certified Accountants (ACCA) presented SEGi University with an Accreditation Award during a ceremony held at the campus. The agreement enables SEGi Diploma in Accounting graduates and Bachelor of Accounting (Hons) graduates to have exemption accreditations for 4 ACCA papers and 9 ACCA papers respectively, the maximum number of exemptions awarded to any institution of higher learning worldwide.



Visual Effects & Animation Talk

Double Negative, Europe’s largest company to provide visual effects for film, was invited to give a talk to Creative Arts & Design students at SEGi College Subang Jaya. Karen Joseph, from the Double Negative headquarters in London, engrossed the students with details of the work conducted by the company, including their recent work on blockbusters including Inception and Sherlock Holmes which won them numerous awards.



UEC Entry Accepted

SEGi University, University of Southern Queensland and The University of Sheffield held a ceremony at the SEGi main campus to announce the recognition of UEC (Unified Examination Certificate) for entry into their programmes. The UEC examination is conducted by The United Chinese School Committees’ Association of Malaysia for students completing six years of education in independent Chinese secondary schools and the certificate is equivalent to the STPM.



Hansei University Partnership

SEGi Group Deputy Managing Director, Mr. Lee Kok Cheng and President of Hansei University Prof. Dr Kim Sunghae Cho signed a Memorandum of Understanding during SEGi's visit to the university in South Korea. The strength of Hansei University is in music and design with over 4,000 students on campus.

The collaboration will pave the opportunity for its students to come to SEGi for English programmes as well as in other academic areas such as music, design, American Degree Program and nursing.

During Dr Kim's visit to SEGi College Subang Jaya, she conducted a Piano Master Class for SEGi Diploma in Music students. At SEGi University, she gave a talk entitled 'Youths Today Transforming For A Better Tomorrow' organised by the Christian Fellowship of SEGi. Dr Kim announced that she will be giving one full scholarships and two partial scholarships to selected music students at SEGi College Subang Jaya to study at Hansei University.

CPA Australia Exemptions for SEGi's Bachelor of Accounting (Hons)

The SEGi University Bachelor of Accounting (Hons) degree received international recognition following its accreditation by one of Australia's most respected professional accountancy bodies, CPA Australia, previously known as the Australian Society of Certified Practising Accountants. Through this accreditation, graduates of the SEGi Accounting degree programme will be awarded exemptions from the first 8 (eight) exam papers out of the total 14 (fourteen) they are required to sit. By way of these exemptions, students will meet all the requirements of the CPA Program Foundation level and will commence at the professional level.



MOU with Al-Madinah International University

SEGi University signed a Memorandum of Understanding with Al-Madinah International University (MEDIU) to provide a framework for collaboration between SEGi and MEDIU for mutual and joint cooperation, promoting and undertaking research & development, training and education in the fields of Engineering and Postgraduate Studies.

BIT Students Get Dual Awards from SEGi & UAD

Under the arrangement, students graduating from the SEGi University Bachelor of Information Technology (Hons) will also receive a separate degree parchment issued by University of Abertay Dundee, apart from the SEGi degree parchment.



MOU with Suncheon University, Korea

In recognising SEGi's strength in the nursing and allied health sciences, Suncheon University formed a collaboration with SEGi to develop its new nursing and allied health science schools. Suncheon University President Professor Im Sang-Gyu expressed his hopes to improve the students' command of the English language as well as collaborate on practical and apprenticeship placements for the University's nursing students.

Accounting Students Get Exemptions from ICAEW

Graduates of the SEGi University Bachelor of Accounting with (Hons) will have exemption accreditations for 7 subjects from the Institute of Chartered Accountants in England and Wales (ICAEW), the pioneer and founder of professional accountancy in the UK. The Institute's qualification is recognised around the world as a prestigious professional business qualification. Members of the Institute are entitled to the designation 'chartered accountant' and to the designator letters ACA or FCA.



New Ties with China from VC's Visit

Emeritus Professor Dr. Muhamad Awang had an extensive trip in China which resulted in SEGi, signing a Memorandum of Agreement with Guangxi University of Nationalities, followed by a Memorandum of Understanding with Guangxi Medical University, Hezhou University, and Guangxi Vocational & Technical University. It also established opportunities for faculty exchanges and joint research programmes between the teaching fraternity and students.

Group Deputy Managing Director & Vice Chancellor Strengthen Ties with UK Partners

SEGi's Group Deputy Managing Director Mr. KC Lee and Vice Chancellor Emeritus Professor Dr Muhamad Awang visited SEGi's UK university partners over a 5-day period to strengthen old bonds. They toured the engineering faculties at The University of Sheffield (TUOS) assured them of the top quality facilities. They also checked out the refurbished and upgraded Pharmacy School facilities at University of Sunderland, and were satisfied with the upgrades.

Korean Students Graduate at SEGi

22 Students from Hansung University, Korea successfully completed their English Summer Camp at SEGi College Sarawak. The partnership programme with the University enabled its selected students to experience everything Malaysia has to offer and attend an English language course here. All of them were pleased with the warmth they received in Kuching and hope that they can someday return to Malaysia to study at SEGi University.



SEGi Sarawak Signs MOU with Tongwon University

SEGi College Sarawak signed a Memorandum of Understanding with the prominent Tongwon University of South Korea. The partnership will allow Tongwon University students to undergo an English Internship Programme at the SEGi Kuching campus, exposing them to hands-on practical training while also improving their English language skills.

Delegates from York St John University Visit SEGi

SEGi College Subang Jaya signed collaboration with York St John University, UK, to offer SEGi students pathways into two new exciting degree programmes - BA (Hons) Psychology and BA (Hons) Music Studies. SEGi Diploma graduates with the right entry requirements will be able to articulate into Year 2 of these degree programmes.



Tajikistan Independence Day

As an acknowledgement to the many SEGi students from Tajikistan, the International Marketing Department organised a Tajikistan Independence Day celebration at SEGi University. The Tajikistan Independence Day actually falls on 9 September, but the celebration was brought forward to 22nd of July in conjunction with Safira Television Station's visit to Malaysia. The event was recorded by the station for broadcast in Tajikistan as a special feature.



Kazakhstan Independence Day at SEGi

Organised by the students from Kazakhstan and supported by SEGi University, SEGi students from Kazakhstan and their guests celebrated the National Independence of Kazakhstan at the campus auditorium. The event also saw the participation by Kazakhstaniaan students from other local colleges and universities, where they were treated to a campus tour, various performances prepared by the students and also a delicious buffet spread for dinner.

Special Projects

SEGi launched its very own transformation programme, a project special to 2011, with the aim to propel the organisation to greater heights, and prepare it for a path of exponential and sustainable growth.

The Group set 3 main objectives of the transformation of SEGi to propel it from a good to a great company.

- Achievement of good profit growth for 2011;
- Getting more than 10,000 Facebook Likes; and
- Attainment of top range for SETARA (Rating System for Malaysian Higher Education Institution)

SEGi solicited input from every one of its 1,250 full-time staff as well as other stakeholders on what it takes to strengthen its' brand name and bring the Group to a new level of excellence.

50 people representing the various campuses, departments and levels were identified and went through various lab session and workshops since October of 2010. Deloitte were also engaged as consultants to advise and assist in the crafting of the programme.



The result was the identification of 4 SEGi Brand Attributes that are both factual and aspirational – **Quality, Passion, Vibrant and Caring**. These Brand Attributes would be supported by strategies:



– Special Projects –



The Group Deputy Managing Director, Lee Kok Cheng who was present to launch the programme advised that as the organisation “pushes towards new and innovative ways of doing things, it is important to be guided by clear milestones, driven by an engaged and motivated team of people.”

The transformation programme was implemented through initiatives over short, medium and long term. A few short-term initiatives with high impact were highlighted at the launch event.

TRANSFORMATION

SEGi's intention to be the “Institution of Choice” was identified and five strategic outcomes were isolated to fulfill this intention



SEGi's STRATEGIC OUTCOMES

These strategic outcomes imply the fulfillment of several of SEGi's ambitions

Highly Sought-After Graduates

- Produce highly employable graduates, attracting headhunters before graduation
- Produce award-winners and captains of industry
- Produce graduates suited for post-graduate research, R&D

Holistic Student Experience

- Enrich students by instilling a culture of lifelong independent learning
- Create a rich and diverse student / campus life
- Ensure students feel a sense of "SEGi Pride" and school spirit

Academic Strength

- Create and disperse quality courses / programmes
- Have excellent teaching and learning methods
- Increase eminence of research and development programmes

Best Place to Work

- Attract and retain notable and award-winning academics
- Cultivate a 'sense of belonging', a 'family culture', creating happy and satisfied faculty and staff, which ensures brand loyalty and a culture of high achievement

Global Brand Recognition

- Become known as the "Ivy League of Malaysia"
- Become globally known and accepted
- To have a brand name that is "the talk of the town" and is instantly recognisable



SNAPSHOTS OF OUR TARGETS

Highly Sought-After Graduates

- Real-world classrooms in 2011
- Get a job before graduation in 2011
- Scholarship from top-notch companies in June 2011
- Winner of 3 major national or state level competition in 2011
- Money and support for potential champions in April 2011
- 10 mobile clinic visits by June 2011

Holistic Student Experience

- Student lounge built by October 2011
- Futsal court by May 2011
- 5 happening events in 2011
- International university visits by students in 2011
- Establish SEGi Alumni office by May 2011
- 4.0 point linkert scale evaluation by May 2011
- Smart classrooms with amartboards by 2011
- Student residence ICT Adoption by May 2011
- New lifestyle café and eateries by 2011

Academic Strength

- Lectures via podcast in 2011
- Distinguished lecture series 2011
- Launch RIMC research centre in April 2011
- Real-world classrooms in 2011
- Scholarship from top-notch companies in June 2011
- Staff mentor-mentee system

Best Place to Work

- Inspire staff lounge by March 2011
- At least 4 staff parties by 2011
- Facebook open to all staff in 2011
- Staff to have a SAY in satisfactory survey in 2011
- Movie days for staff in 2011
- Maintenance helpline by April 2011
- Online staff directory by April 2011
- Delivering happiness and core values workshop in 2011
- Staff townhouse talks in 2011
- Go casual T-shirt day in 2011
- Performance Management System

Global Brand Recognition

- SEGi International Conference in 2011
- SEGi in all major local & international fairs in 2011
- Co-branded Products
- International-links
- Major web presence

SEGi Launches Research & Innovation Management Centre

SEGi is committed to embarking on Research and Innovation activities in efforts to becoming an institution with excellence in teaching and learning. It is also the Group's goal to establish numerous academic and industry collaborations in research and development that will enhance university-industry linkages through a smart partnership concept.

To further strengthen its' commitment in the Research and Development initiative, SEGi has established a Research & Innovation Management Centre (RIMC) as the main liaison centre. This centre is also committed to the promotion of research activities within the Group through organising relevant workshops and seminars in order to enhance the research capabilities among academicians.



SEGi Named Champion For EPP2

SEGi was appointed by the Government of Malaysia as the Champion for Entry Point Project (EPP) 2 under the Education National Key Economic Area (NKEA) to develop integrated early childhood and childcare education (ECCE) in the country. With the appointment, SEGi will lead the initiative in training and developing high quality early childhood and childcare practitioners. SEGi will also play a lead role in coordinating the establishment of teacher training centres that provide pre-service and in-service ECCE courses recognised by the Malaysian Qualifications Agency (MQA).

SEGi Recognises Children's Rights

SEGi College Subang Jaya collaborated with the Malaysian Child Resource Institute to organise the Child Advocacy Workshop 2011 on 2 July. Staff from the Malaysian Child Resource Institute ran the workshop, using a method of presentation known as the Open Space Technology. The workshop covered the role of a child advocate, guiding principles and so on. Participants discovered the knowledge and skills to be an effective child advocate, and developed an action plan aligned to the mission of a child advocate.



Government Names SEGi SkillsMalaysia INVITE Leader

On 3 August, SEG International Berhad was appointed by the Malaysian government as Project Leader for a new initiative to bring in foreign trainees and learners to Malaysia. The initiative is called SkillsMalaysia International Technical Education and Vocational Training Programme; in short, SkillsMalaysia INVITE.

This appointment marks the government's recognition of SEGi's quality and expertise in providing skills-based training. SkillsMalaysia INVITE also equips trainees with entrepreneurial and other soft skills to prepare them for employment or self-employment in their own countries or abroad.

Drug Abuse & Addiction Awareness

On 9 and 11 August, the School of Nursing and Allied Health Sciences, SEGi College Penang, took it upon itself to organise a Drug Abuse and Addiction Awareness Campaign. The main objective of the campaign was to increase the awareness of the impact of drug abuse on students and to educate students to reject illicit drugs. The School collaborated with the Anti-Drug Agency Penang, Drug Research Centre USM Penang and The Canine Unit Customs Department Penang to make the 2-day event a success filled with activities such as educational health talks, exhibitions, drug detection demonstration by staff members of the canine unit and a poster drawing competition.

The Launch of ECCE Council

On 18 August, the Early Childhood Care & Education (ECCE) Council was officially launched at the Companies Commission of Malaysia. Two of the Executive Committee members of the Council are SEGi personnel: Lydia Foong (Dean, Faculty of Education) and Ms Carolyn Choo (Head, ECCE, SEGi College Subang Jaya). Officiated by Y.A.B. Tan Sri Dato' Haji Muhyiddin bin Haji Mohd Yassin (Deputy Prime Minister) and the Minister of Education of Malaysia, the ceremony celebrates the strengthening of the governance of ECCE in the private sector by professionalising the industry and assuring quality control.

Research & Development

2011 was a year of intensified effort towards SEGi's achievement of full-fledged University status. In order to achieve this status, SEGi had to fulfill many SETARA (The MQA Rating System for Higher Education Institutions in Malaysia) requirements, as set by the Ministry of Higher Education.

Foremost in requirements is the upgrade of qualifications of its academia. To support their advancement and development, a Research & Innovation Management Centre (RIMC) was initiated and the teaching staff was encouraged to obtain grants for their research.

At the same time, the SEGi management and top academia began setting up an international academic advisory board to ensure the quality of SEGi's programmes is on par with international standards and industry expectations.



Research Grants

Emeritus Professor Dr. Muhamad Awang, Vice Chancellor of SEGi University, was honoured to be one of the very lucky recipients of research grants awarded to select researchers in Malaysia by the Ministry of Higher Education. The grant presentation ceremony was held at the ministry in Putrajaya on 23 July 2011.

The Ministry of Higher Education Malaysia offers various research grants to researchers from both public and private tertiary institutions throughout the year to conduct essential studies. Under the Long Term Research Grant Scheme (LRGS), Professor Muhamad's grant will amount to an approximate of RM1.3 million.

Prof. Muhamad will utilise this grant to conduct his research entitled 'Carbon Footprint of Agro-based Bio-fuels and Conventional Fossil Fuel – Quantification and Evaluation for Low Carbon Economy' over the span of the next 5 years. This is part of a collaboration programme with other prominent researchers from multiple universities across Malaysia.



The Ministry of Higher Education Malaysia also offers various research grants under the following categories: Exploratory Research Grant Scheme (ERGS), Fundamental Research Grant Scheme (FRGS) and Prototype Research Grant Scheme (PRGS). Like these grants, the Long Term Research Grant Scheme will enable researchers from both public and private tertiary institutions such as Prof. Muhamad to conduct their research activities.

Another defining moment in academia for SEGi is when Dr Sharon Chen, Head of American Degree Program and Director of Research & Innovation Management Centre, was awarded an ERGS research grant in the amount of RM50,000 for her research entitled “Cross-Cultural Adaptation of Maslach Burnout Inventory (MBI) and Work-Related Quality of Life (WRQoL) Scale in Malaysia”.

Dr Chen will be conducting her study in collaboration with Dr Jamaiah Haniff (Head of the Clinical Epidemiology Unit in Clinical Research Centre, Ministry of Health Malaysia) and Siau Ching Sin (American Degree Program Lecturer, SEGi University). Their research work began in August 2011 and this study is expected to span one and half years.

SEGi University is also proud to announce that two of its academicians from the School of Engineering and the Built Environment have secured FRGS grants to assist them in conducting their research.

Dr Foo Ji Jinn recently secured an FRGS grant in the amount of approximately RM67,000 to conduct his study entitled “LES of Fractal-Generated Turbulent Mixing”. Another FRGS grant in the amount of approximately RM76,000 has been awarded to Aida Isma Mohamad Idris to conduct her study entitled “Influence of Time and Temperature on Pyrolysis of Municipal Mixed Plastic Waste”.

The attainment of these and future research grants is a significant milestone for SEGi in its effort for research and development in the education sector.



Advancing Academia of SEGi

In 2011, aside from attracting some of the industries’ best and brightest minds into the Group as part of setting an extensive infrastructure and integrated curriculum, our academicians and staff continuously strive to greater heights scholastically.

SEGi University’s very own Deputy Vice Chancellor (Student Affairs), Dato’ Professor Dr. Jamaludin Mohaiadin, presented his paper title “Kota Damansara Community Forests – A Photographic Journey of Insects” at the recent Diverse Biology of the Kota Damansara Forest Reserve Scientific Expedition Seminar held from the 11th to 12th of December 2011.

His paper highlights the plight and dangers faced by these insects from the forest reserve, due to illegal logging, deforestation and the pollution caused by over developing of suburban areas nearby. His research is further presented by displaying a photographic journey of the insects found at the forest reserve as compared to other forest reserves.



Professor Dr. Karim Alwan Mohamed Al-Jashamy, the Professor of Pathology from the Faculty of Medicine of SEGi University was also invited to present his research on stem cells at the 20th Scientific Conference of Microscopy Society of Malaysia. Held at Permaisuri Resort, Port Dickson from the 20th till 22nd of December 2011, the conference covers a wide spectrum of life and physical sciences both theoretical and experimental that consist of plenary, oral and poster sessions.

Professor Dr. Karim was chosen to present at the poster session, where he showcased his winning photograph in the Best Micrograph with Scientific Knowledge category. His research titled 'Histopathology and Ultrastructural Observations on the Sciatic Nerve Neurotmesis Regeneration treated with Mesenchymal Stem Cells in Rabbits' is a joint venture between himself and researchers from UPM. The research aimed to provide an understanding the role of mesenchymal stem cells (MSCs) in peripheral nerve regeneration by utilising an established rabbit sciatic nerve experimental model.

Not far behind, the many lecturers of SEGi are on track in furthering their studies. To date, the Group currently has 32 lecturers pursuing their Doctorates or Doctorates of Philosophy (PhD) and some are scheduled to complete their studies in 2013. The following are the relevant fields but not limited to:

- Doctor of Philosophy (PhD) in Optometry
- Ophthalmic Doctorate (OD)
- Doctor in Business Administration
- PhD in Science
- PhD in Arts
- PhD in Computer Science



- PhD In Economics
- PhD in Education
- PhD in English Literature
- PhD in Mass Communication
- PhD in Teaching English as a Second Language
- PhD in Business Administration
- PhD in Electrical Engineering
- PhD in Chemical Engineering
- PhD in Engineering Technology (Manufacturing)
- PhD in Science and Technology

The Group also currently has 33 academicians who have either completed or are currently pursuing their MBA or Masters Degree, in the fields of:

- Master in Occupational Safety and Health
- Master in Science
- Master of Arts in Visual Communication
- Master of Computer Science
- Master of Mathematical Sciences
- Master of Education
- Master in Nursing
- Master of Applied Linguistics (English Language)
- MESL (Master in English As a Second Language)
- Master in Chemistry
- Masters in Business Administration in Finance
- Masters in Business Administration with specialisation in Corporate Finance and Management Accounting
- Master in Engineering Management
- Master in Mass Communication

This academic development of staff and lecturers is crucial in the Groups efforts towards becoming an institution with excellence in teaching and learning.

International Academic Advisory Board

SEGi does not rest on its laurels. Its key products are its academic programmes, so we are what we sell. They must be tailored to produce truly industry relevant graduates. And in this highly globalised environment, we are not alone. We need input and be in constant touch with not just what's happening in Malaysia, but also the world around us.

That is why we have an International Academic Advisory Board comprising of internationally renowned academicians and leaders in their respective fields. The Board participates, with our local deans and advisors from the local industries, in curriculum development to provide a truly global perspective to SEGi's learning experience. With globalisation being an inevitable key element, SEGi is a local institution with true global connections.



Prof. Nigel Bell

Nigel Bell is Professor of Environmental Pollution and Director of the MSc in Environmental Technology at Imperial College London, where he has worked since 1970. His degrees are in Botany and Plant Ecology from University of Manchester and University of Waterloo, Ontario. He has carried out research for over 38 years on the effects of air pollution on ecosystems in both the UK and a number of developing countries. He has been specialist adviser 7 times to enquiries of House of Commons and House of Lords Select Committees. Currently he is also a commissioner on the Greater London Authority's Sustainable Development.



Prof. Sir David Read

Professor Sir David Read is Emeritus Professor of Plant Science in the Department of Animal and Plant Sciences at The University of Sheffield. His first degree and PhD came from University of Hull, the latter in 1963. He also serves on the Rothamsted Research Board of Directors. Read's research focuses on plant and fungal physiology and ecology, particularly the biology of root-fungus symbioses. He was Vice President and Secretary to the Biological Sciences of the Royal Society responsible for overseeing the Society's scientific business including discussions meeting on 'Reducing Greenhouse Gas (GHG) emissions from Agriculture' in 2011.



Prof. Motonori Hoshi

He is an Emeritus Professor at Tokyo Institute of Technology, a Visiting Professor of The Open University of Japan, an AAAS Fellow, a Fellow of International Institute for Advanced Sciences, and an Honorary Member of Zoological Society of Japan and Japan Society for Innunology of Reproduction. After obtaining his Master degree in Science at the University of Tokyo in 1965, he was appointed as an Instructor in the Department of Biology, and obtained a Doctorate in Science in 1970.



Prof. Bruce Millett

Prof Millett is Senior Lecturer, School of Management and Marketing, Faculty of Business at University of Southern Queensland, Australia. His fields of interest include strategic management, organisational change and development, organisational behaviour, human resource management, and organisational learning. Prof Millett obtained his Master of Educational Administration from University of New England and his PhD from Griffith University.



Prof. Paul Barron Eberle

He is Professor of Finance and Economics at Florida Southern College, Lakeland, Florida. His current teaching responsibilities include Advanced Financial Management, Managerial Finance, International Financial Management, Quantitative Analysis for Managers, Investment Management, Money & Banking, and Principles of Macroeconomics. He graduated from Texas A&M University, College Station, Texas in 1983 with his M.S. Finance, following which he obtained his Ph.D. Economics from University of Missouri-Columbia, Columbia, Missouri in 1990.

Looking Ahead into 2012

As we usher into the New Year, SEGi will continue to strive for greater accomplishments in all aspects. The advancement of the Group's research and development progress has been astounding, and using these achievements to further boost morale and spirit, our stakeholders may look forward to the coming of many great things ahead.



“R&D is of great importance to SEGi and is essential to remain at the forefront of the industry as competition continues to toughen and the market continues to change and evolve. We also recognise the importance of R&D in increasing the stock of knowledge amongst our academicians, staff and students.”

Emeritus Professor Dr Muhamad Awang

Senior Vice President, Group Academic Quality & Enhancement
Vice Chancellor, SEGi University



SEGi UNIVERSITY

At SEGi, we are governed by 4 core values:

- **We Believe In The Power of Synergy**

We support, value and respect the contribution of each individual, and acknowledge that every achievement is the synergy of skills, knowledge and commitment from the entire SEGi team.

- **We Encourage and Promote Innovation**

We seek to address current and future market needs through creative entrepreneurial solutions that enhance the competitive edge of our stakeholders.

- **We Are Committed to Care**

We endeavour to provide the highest level of care and service to our stakeholders, to learn from each other and support on another, untied in our passion for growth.

- **We Honour Integrity**


We will abide by the code of ethics at SEGi and actively seek to contribute towards building and maintaining a culture of trust, transparency and accountability in our speech and action.

*“Passion guided,
industry driven”*

To learn more visit:

www.segi.edu.my





Each member of the SEGi family upholds the core values of synergy, innovation, care and integrity in both their speech and action towards each other and the community.

Corporate Responsibility Report

Ever since Bursa Malaysia revealed the new Corporate Responsibility (CR) guidelines in 2009, SEG International Berhad has been striving to adhere to as many elements as possible delineated in each of the four focal areas.

It has been clearly expressed by Bursa that CR is not merely about how an organisation spends money, but also about how it makes money; the bottom line being conducting a business, which is of sustainable value to society at large, including the organisation's workers.

The Bursa Malaysia CR Framework looks at these 4 main focal areas for CSR:



The Environment



Sustainability of a business is futile if there is no decent environment for an organisation to thrive in. Thus, SEGi encourages both its staff and students to participate in environmental conversation efforts.

- **30 June, SEGians Care Project**

To show their care for the environment, health and consumer rights and issues, the Care Project was organised by lectures and students from School of Business & Accounting, as well as Degree and IT Schools. The project consisted of exciting events such as a talk by Consumer's Association of Penang, competitions and an outdoor activity in collaboration with School of Hospitality & Tourism. The highlight of the event was a talent competition which required them to incorporate a message to all on the importance of caring for mother nature.

- **23 July, SEGi VC Conducts Eco-Friendly Research**

Emeritus Professor Dr. Muhamad Awang, Vice Chancellor of SEGi University College, was honoured to be one of the very lucky recipients of research grants awarded to select researchers in Malaysia by the Ministry of Higher Education (MoHE).

The grant, to the amount of approximately 1.3 million, is intended for Prof. Muhamad to conduct his research entitled 'Carbon Footprint of Agro-based Bio-fuels and Conventional Fossil Fuel – Quantification and Evaluation for Low Carbon Economy' over the span of the next 5 years.



- **24 July, Tree-Planting at Shah Alam**

Teams of SEGi students from SEGi College Kuala Lumpur and SEGi University college helped plant some of the 2,000 saplings along the bank of the Damansara River in Shah Alam. The tree-planting event was called 'Shah Alam River & Trees for Life' organised by Eco Warriors Malaysia, and other private and public organisations.

- **2 August, SEGi Loves GREEN**

Being a group that cares deeply for nature, students from Event and Convention Management organised an event to remind us how important it is to care for the environment around us. 180 SEGi students and 20 kindergarten kids participated in the event officiated by Datuk Seri Hilmi Yahya, ADUN Teluk Bahang. It took place in Taman Negara Balik Pulau, Penang. The aim was to celebrate love for nature and to create awareness as to the harm we are causing to the Earth. Among the exciting activities held were tree planting, recycle item costume creation, stage performance, kids coloring session and cake decorations.



The Community

Under this focal area, SEGi has been very active especially in employee volunteerism, youth development, underprivileged, graduate employment and children.



- **14 January, Hands for Cancer**

25 final year students from the SEGi College Subang Jaya Diploma in Mass Communications programme teamed up with Majlis Kanser Nasional (MAKNA) to raise awareness and funds for this worthy cause. As a part of their final project, the students organised a fundraising event entitled 'Hands For Cancer' which was held at the IUtama shopping centre from 14th January to 16th January 2011.

- **2 March, Osteoporosis Campaign**

A group of Master of Pharmacy (MPharm) students and members of the Faculty of Pharmacy at SEGi University College ran a campaign to raise awareness on osteoporosis at the campus clinic. A pharmacist from Abbott Laboratories Malaysia was invited to give a talk on osteoporosis and Abbott sponsored the machine for free bone scans to anyone who visited the clinic.



- **19 March, Community Project**

The 2-day outing to K-Bestari Sadong Jaya Village was organised by Mr Faizel Adenan (Student Affairs Officer, SEGi College Sarawak). A total of 29 students participated in this community project which aimed to foster closer relations with the villagers. The students were divided into teams, each team including members of villagers, for activities like carom, darts and blow-dart competition as well as a treasure hunt.



- **5 April, SEGi UC Holds 'Hope for Japan'**

The Chinese Cultural Society at SEGi University College held a 3-day campaign to raise funds to aid unfortunate victims of the 9.0 magnitude quake in Japan. Held at the Dictator's Stage, funds were raised through a food fair, jumble sales and entertainment provided by the students. SEGi staff and students alike contributed to the cause and all proceeds were donated to Japan.

- **6 April, Seri Cahaya Orphanage Visit**

The Students' Council of SEGi College Penang collected RM1,000 from last year's prom night and donated it to the Rumah Seri Cahaya Orphanage in Batu Maung which houses children from as young as 2 years old to secondary school children as well as single mothers. The donation included cash, clothing and some food.



- **5 August, Creative Day with Temuan Children**

Students from the Faculty of Creative Arts & Design, SEGi College Subang Jaya, organised a Corporate Responsibility programme for the Temuan orang asli children at Kampung Orang Asli Sungai Rasau, Puchong. The organisers held activities such as a brainstorming session, imaginative and expressive games, and some colouring and designing activities. The event concluded with the distribution of hampers and goodie bags to the children.

- **29 September, Talk on Contagious Diseases and Health by Ministry of Health**

Tuberculosis is a contagious disease affecting 80% of the population in Asian and African countries. Understanding this, SEGi University College organised a talk and an exhibition to raise awareness among its students and staff. It was organised by the Student Affairs Department and presented by the Ministry of Health of Malaysia. The exhibition also covered other contagious diseases including HIV and AIDS.

- **16 October, Visit to Annai Illam Charity Home**

A group of students from the Academic English class conducted by the Language Center at SEGi University College visited the Annai Illam Charity Home located at Batu Caves. The group brought some food and daily necessities for the Home. The students stayed back to play games, sing, dance and made muruku (an Indian delicacy) with the children and single mothers.

- **19 October, Blood Donation**

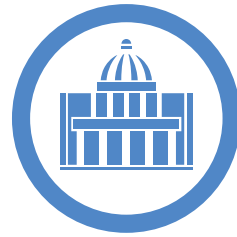
In conjunction with the SEGi University College International Cultural Night, a massive blood donation drive and International Food Fair were organised by the Student Affairs Department. A large number of staff and students participated.



- **13 November, SEGi Sponsors Community Care Carnival**

Tropicana Medical Centre hosted their first annual Community Care Carnival with SEGi University College being the main sponsor. In addition to that, SEGi University College provided free basic health examinations to visitors of the Carnival. Students and staff from the Faculties of Medicine, Optometry, Dentistry and Nursing provided free health checks to visitors at the carnival.

The Workplace



One of SEGi's aspirations in its 2011 Transformation plan was to make SEGi a great place to work. This is in line with the CR ambition set out by Bursa Malaysia as well, which cover having a quality work environment for employees, taking into account their health and safety as well as human capital development.



- **13 May, Inspire Lounge**

As part of the SEGi Transformation plan to make SEGi University College a comfortable and inspiring place to work, the management created the Inspire Lounge specially for its staff to utilise at will. The spacious, comfortable Lounge is complete with sofas, coffee machine, bar counter, magazines and a big-screen television with cable news subscription.



- **18 June, Annual Dinner**

SEGi gave all its staff a grand dinner treat at Sunway Lagoon Resort Hotel. The dinner was themed Back To School. Almost 1,000 staff from all of the campuses and training centres attended. The grand prize of the lucky draw, sponsored by the top management, was worth a whopping RM12,000 – a travel package of RM6,000 and travel expenses of RM6,000. Long Service Awards of a gold pendant worth RM500 and cheque from RM500 were given to each staff who have served a period of 10, 15, 20 and 25 years.

- **24 June, SEGi Signs Malaysian Corporate Identity Pledge**

SEG International Bhd (SEGi) signalled its continued commitment to a high level of accountability and transparency by being the latest signatory to the Malaysian Corporate Integrity Pledge. The signing of the pledge reflects SEGi's recognition of the Anti-Corruption Principles for Corporations in Malaysia and is committed to promote integrity, transparency and good governance in all aspects of its operations.

- **9 September, SEGi College Penang Family Day**

Held at the Penang Times Square, it was the second year the college had organised the Family Day for its staff. Students were welcomed to join staff in station games ala Amazing Race. A total of 120 took part in the fun-packed challenge which ended nicely with a lucky draw.

- **1 October, Staff-Get-Together Party**

SEGi College Sarawak organised a party for all the staff as a reward for their hard work, to strengthen bonds and to celebrate the College's success of growing its student numbers from 1,600 to 2,500 within the year.



- **17 November, Incentive Trip to Bali**

As a reward for the outstanding performance of the sales and marketing teams from the Kota Damansara, Kuala Lumpur and Subang Jaya campuses, the SEGi management sponsored their 4-day 3-night trip to Bali.



- **Major Festival Celebrations**

The management of each campus arranged lunch or dinner treats for its staff to celebrate each of the major celebrations, namely for Raya, Chinese New Year, Deepavali and Christmas.

- **Employee Development Programme**

Regular in-house training sessions are arranged for staff to cater to a range of skills and professional development needs. Each employee is required to meet the mandatory training hours. Financial assistance is also given to qualified staff wishing to pursue further education. This is given in the form of discounts or scholarships. The Management recently introduced The Cambridge International Diploma for Teachers and Trainers (CIDTT) to help lecturers further enhance their teaching skills.

- **Employee Healthcare Programme**

SEGi works closely with its nearby healthcare institutions such as hospitals and specialist centres to promote a variety of free or discounted healthcare check-ups for its staff to enjoy.



The Marketplace

The marketplace consists of stakeholders (shareholders, suppliers and customers), stakeholder engagement, corporate governance and so on. Since SEGi is an education business its customers are mainly students and parents.

SEGi believes in education for all, especially for deserving students who have financial issues. Thus, a list of full and partial scholarships were set up; some are funded purely by SEGi while some are in partnership with other organisations. The following are in force:

- o SEGi High Achievers' Scholarship
- o SEGi Vice Chancellor's Scholarship
- o SEGi Sports Scholarship
- o Star Education Fund
- o Inner Wheel Club of Kuala Lumpur Scholarship Programme

• Transformation Plan

In order to serve its stakeholders better and to prepare for a leap in performance for the next year, SEGi launched this plan by first garnering involvement from its entire workforce early in the year. Employees were encouraged to give their input strategies, initiatives and suggestions to strengthen SEGi's brand position and visibility.





- **9 March, SEGi Sponsors 13th National Secondary School Mandarin Debate**

SEGi Education Group teamed up with the Youth Section of the Federation of Hokkien Associations of Malaysia in organising the 13th National Secondary School Mandarin Debate Competition. The Group also sponsored more than RM600,000 in scholarships and cash prizes.

“Being in the education industry, SEGi realises the importance of balancing its business interests with its responsibilities towards the community,” said the then SEGi Group COO, Hew Moi Lan.

“As a well-regarded institution of higher learning, we want to encourage our students to not just pursue knowledge per se but to be excited and enjoy the pursuit. The National Secondary School Mandarin Debate clearly encapsulates this philosophy well. Students must also learn to have fun as well,” added Hew.

- **8 June, Students Benefit From Helping Hands**

Support is always within reach for students at SEGi University College. That was the key message during the launch of Helping Hands ‘From Students to Students’.

The mission of the Helping Hands program is to help fellow students have a meaningful campus life. Members of Helping Hands will be trained with basic communication skills to communicate effectively and help peers. These members will build an effective support service to assist Counseling & Student Development Center in developing a mentally healthy environment on campus.



- **27 July, Scholarships for CHEER Champions**

It was all cheers for team Cyrens at CHEER 2011, the national inter-school cheerleading competition. Team Cyrens from Sri Kuala Lumpur Secondary School took home the champion title for the second year in a row, along with prizes such as RM5,000 cash from The Star Newspaper and Partial Scholarships worth up to RM48,000 sponsored by SEGi University College. The champions also won a chance to study at SEGi University College.



- **14 September, 62,500 NiE copies Sponsored**

Secondary school students from 75 schools nationwide received free newspapers as SEGi unveiled its sponsorship of 62,500 copies of The Star’s NiE (Newspaper in Education) pullout, which is used to supplement education in schools. Representatives from 20 of these schools attended the presentation ceremony at SEGi University College, marking yet another cooperation between SEGi and The Star Publication to enhance the quality and standard of education in Malaysia.

2011 at a Glance

January

10 January 2011

Declaration of Special Dividend

The Board of Directors declared a special dividend of RM0.14 per ordinary share of RM0.50 each in respect of the financial year ended 31 December 2011. The special dividend, less income tax of 25%, amounting to RM25,914,000, was paid on 18 February 2011.

18 January 2011

KL High Achievers

All diploma students who made it to the Dean's List and the High Achiever's Award were honoured in a ceremony at the Hokkien Hall. A total of 43 students made it to the Dean's List with a CGPA of 3.5 and above.

27 January 2011

SEGi Nurses Prove Their Merit

SEGi University College School of Nursing celebrated when 149 Diploma in Nursing graduates sat for the Malaysian Nursing Board Examinations and a whopping 95% of the students successfully passed.

Sitting for these examinations is definitely not something that the students take lightly as it will define their future. In order to become registered with the Malaysia Nursing Board, nursing students are required to sit for the Malaysian Nursing Board Examination upon successful completion of their studies.

March

2 March 2011

Osteoporosis Campaign

A group of Master of Pharmacy (MPharm) students and faculty members of SEGi University College ran a campaign to raise awareness on osteoporosis at the campus. A pharmacist from Abbott Laboratories Malaysia was invited to give a talk on osteoporosis and Abbott sponsored the machine for free bone scans.

2 March 2011

Special Mention Award

Currently in semester 4 of the Diploma in Graphic Design, Wong Pei Tuck received the Award at the opening ceremony of the Cool Art exhibition for the best 32 artworks at the White Box of MAP @ Publika, Dutamas. His art piece also earned him a RM200 cheque for the art competition organised by Goethe-Institut Malaysia called 'COOL ART. Climate Change,' which ran from 15 August 2010 to 15 November 2010.

4 March 2011

8th Wave Concert

The Music Department at SEGi College Subang Jaya (SCSJ) held its 8th annual musical concert at the ground floor lobby on 4 March 2011. Aptly entitled '8th Wave Concert', the aim of the event was to showcase the talents of the students while also providing them a platform to put what they have learnt into practice. Each student performed, either as part of an ensemble or as a soloist, a wide range of genres and talents for the captivated audience.

6 March 2011

Best Music Award

A short film produced by 5 SEGi students from the School of Communication Studies entitled Irony – a story of friendship, love and betrayal – won in the Best Music category in the 8th Malaysian Short Film & Video Festival for Students (FFVPM-8). This was the students' first time participating in this kind of competition which was held at Universiti Utara Malaysia.

7 March 2011

SEGi Signs Agreement with UAD for Dual Awards

Under the arrangement, students graduating with SEGi University College business and accounting degree programmes will also receive a separate degree parchment issued by the University of Abertay Dundee, apart from their SEGi degree parchments. The SEGi University College homegrown business degree programmes which are covered in this unique arrangement are the 3-year Bachelor of Business Management (Hons) programmes and the 4-year Bachelor of Accounting (Hons).

9 March 2011

SEGi Sponsors 13th National Secondary School Mandarin Debate



More than RM600,000 worth of scholarships and cash prizes are up at stake in the 13th National Secondary School Mandarin Debate Competition jointly organised by the Youth Section of the Federation of Hokkien Associations of Malaysia and the SEGi Education Group.

Present to sign the memorandum of agreement between the two parties were Datuk Khoo Chai Kaa (Deputy President of the Federation of Hokkien Associations of Malaysia) and Ms Hew Moi Lan (Group Chief Operating Officer of SEGi Education Group).

15 March 2011
ACCA Accreditation Ceremony



The Association of Chartered Certified Accountants (ACCA) presented SEGi University College with an Accreditation Award during a ceremony held at the campus. It was to formalise the agreement whereby SEGi diploma in Accounting graduates and Bachelor of Accounting (Hons) graduates will be given exemption accreditations for 4 ACCA Papers and 9 ACCA Papers respectively, the maximum number of exemptions awarded to any institution of higher learning worldwide.

17 March 2011
Chem-E-Car Win

Sean Toh Zit Cheng, Ng Yee Hwa, Tan Chin Yen and Saihariram a/l Barnee were the first batch of students from a private institution to be in the top 3 winners of the grand competition. The SEGi team took the bronze medal, beating 30 other teams from 13 renowned public and private universities from Malaysia and Indonesia. The 6th Malaysia Chem-E-Car Competition 2011 is organised by the institution of Engineers Malaysia (IEM).

19 March 2011
Community Project

The 2-day outing to K-Bestari Sadong Jaya Village was organised by Mr Faizel Adenan (Student Affairs Officer). A total of 29 students participated in this community project which aimed to foster closer relations with the villagers. The students were divided into teams, each team including members of villagers, for activities like carom, darts and blow-dart competition as well as a treasure hunt.

19 March 2011
Logout! Go Out!

About 1,000 young adults from all over Klang Valley showed up for the campaign held at the Extreme Park Shah Alam, located near Stadium Shah Alam. It was organised by a class of Mass Communication students from the School of Communications Studies. The campaign was to encourage online addicts to reduce their frequency of being online, and start socialising and participating in more physical activities. Participants enjoyed a host of outdoor activities and sports.

21 March 2011
SEGi Students First to Get 4G Mobile Internet



SEGi Education Group (SEGi) signed a Memorandum of Understanding (MOU) with YTL Communications Sdn Bhd at their main campus in Kota Damansara on 21 March 2011. All SEGi students will be eligible for Yes 4G mobile Internet service with free 300MB data usage every month, no activation fee and no minimum usage for the entire duration of their study at SEGi.

This MOU will see SEGi being the first among private institutions of higher learning in Malaysia to collaborate with YTL Communications in offering free Yes 4G mobile Internet to their students under the later's Education Partner Program (EPP) initiative.

22 March 2011
SEGi Launches Tangible Transformation Roadmap to Propel it into a Great Organisation



SEGi Education Group (SEGi) recently launched its very own transformation programme to all its' staff. The programme aims to set SEGi on the path of exponential and sustainable growth.

Over the past few months, SEGi had solicited input from every one of its 1,250 full-time staff as well as other stakeholders on what it takes to strengthen its' brand name and bring the Group to a new level of excellence. The result was the identification of 4 SEGi attributes that are both factual and aspirational – quality, passion, vibrancy and caring.

Group CEO, Lee Kok Cheng who was present to launch the programme advised that as the organisation “pushes towards new and innovative ways of doing things, it is important to be guided by clear milestones, driven by an engaged and motivated team of people.”

23 March 2011
SEGi Wins BrandLaurette Award

SEGi University College was announced as the winner of The BrandLaurette Best Brand Award in the category of Education Tertiary (Private) at a ceremony held in the Shangri La Kuala Lumpur Hotel. SEGi University College was the sole winner of The BrandLaurette Best Brand Award in the said category.

April

24 March 2011

Visual Effects & Animation Talk

Double Negative, Europe's largest company to provide visual effects for film, was invited to give a talk to Creative Arts & Design students at SCSJ. Karen Joseph, from the Double Negative headquarters in London, engrossed the students with details of the work conducted by the company, including their recent work on blockbusters including Inception and Sherlock Holmes which won them numerous awards.

26 March 2011

UEC Entry Accepted

SEGi University College, University of Southern Queensland (USQ) from Australia, and The University of Sheffield (TUOS) from the UK, held a ceremony at the SEGi main campus to announce the recognition of UEC (Unified Examination Certificate) for entry into their programmes. The UEC examination is conducted by The United Chinese School Committees' Association of Malaysia for students completing six years of education in Independent Chinese secondary schools and the certificate is equivalent to the STPM.

28 March 2011

Autism Visit



The visit provided a chance for Communications major students to interview caretakers of autistic children and for psychology students to understand autism better.

1-3 April 2011

Culinary Challenge



Two of SEGi's very own took home bronze medals for the 2011 IKIP Culinary Challenge hosted by IKIP Advanced Skills Centre, Pahang. The prestigious competition had 234 contestants from colleges and hotels from all over Malaysia. Chef Mohd. Ridzuan Mokhtar, a lecturer from The School of Hospitality and Tourism SEGi College Penang won the Bronze medal in Class 6 and Mohd. Fareez Roslan, Diploma in Hotel Management student, won 3rd place in his Class 10 category.

5-7 April 2011

SEGi UC Holds 'Hope for Japan'



The Chinese Cultural Society held a 3-day campaign to raise funds to aid unfortunate victims of the 9.0 magnitude quake in Japan. Held at the Dictator's Stage, funds were raised through a food fair, jumble sales and entertainment provided by the students. SEGi staff and students alike contributed to the cause and all proceeds were donated to the country.

6 April 2011

Seri Cahaya Orphanage Visit



SEGi College Penang Students' Council collected RM1,000 from last year's prom night and donated it to the Rumah Seri Cahaya Orphanage in Batu Maung which houses children from as young as 2 years old to secondary school children and also single mothers. The donation included cash, clothing and some food.

7 April 2011

YTL Hotel Careers

School of Hospitality 7 Tourism Management invited YTL Hotels to give its students a talk on career opportunities offered by YTL Hotels and services and businesses run by YTL. Mr Justin Lee (Assistant Vice President of Human Resource Group, YTL Hotels) also gave the 30 students present a clear overview of the world of hospitality and tourism.

8 April 2011

Hansei University Partnership



SEGi Group CEO Mr Lee Kok Cheng and President of Hansei University Prof. Dr Kim Sunghae Cho signed a Memorandum of Understanding during SEGi's visit to the university in South Korea. The collaboration will pave the opportunity

for its students to come to SEGi for English programmes as well as in other academic areas such as music, design, American Degree Program and nursing. The strength of Hansei University is in music and design with over 4000 students on campus.

13 April 2011

Visit to F&N

The Faculty of Business & Accountancy brought 20 of its students to the F&N Beverages Manufacturing Sdn Bhd factory to expose students to the business environment of the establishment. They were given a comprehensive tour and brief of the company operations.

14 April 2011

SEGi Produces Ethical Computer Hackers

SEGi University College signed a Memorandum of Agreement with EC-Council Academy to integrate the EC-Council IT Security Programme, Certified Ethical Hacker (CEH), into the Bachelor of IT (Hons) programme and offer the CEH course to its students as an industry skill course. The EC-Council Academy is a renowned institution providing IT security training. This development would give SEGi IT graduates a more competitive edge in the job market.

18 April 2011

CPA Australia Accredits and Awards Exemptions for SEGi's Bachelor of Accounting (Hons)

The SEGi University College Bachelor of Accounting (Hons) degree has again received international recognition following its accreditation by one of Australia's most respected professional accountancy bodies, namely CPA Australia, previously known as the Australian Society of Certified Practising Accountants. Through this accreditation, graduates of the SEGi Accounting degree

programme will be awarded exemptions from the first 8 (eight) exam papers out of the total 14 (fourteen) they are required to sit. By way of these exemptions, students will meet all the requirements of the CPA Program Foundation level and will commence at the professional level.

19 April 2011

MOU with Al-Madinah International University



SEGi University College signed a Memorandum of Understanding (MOU) with Al-Madinah International University (MEDIU). The MOU intends to provide a framework for collaboration between SEGi and MEDIU for mutual and joint cooperation, promoting and undertaking research & development, training and education in the fields of Engineering and Postgraduate Studies.

25 April 2011

BIT Students Get Dual Awards from SEGi & UAD

SEGi University College has further strengthened the worth and international recognition of its homegrown programmes through an academic arrangement with the University of Abertay Dundee (UAD), one of United Kingdom's leading universities. Under the arrangement, students graduating from the SEGi University College Bachelor of Information Technology (Hons) programme will also receive a separate degree parchment issued by UAD, apart from their SEGi degree parchments.

26 April 2011

MOU with Suncheon University, Korea



Suncheon University recognises SEGi's strength in the nursing and allied health sciences; thus, the University formed a collaboration with SEGi in order to develop its new nursing and allied health science schools. Suncheon University President Professor Im Sang-Gyu expressed his hopes to improve the students' command of the English language as well as collaborate on practical and apprenticeship placements for the University's nursing students.

May

4 May 2011

25th Annual General Meeting (AGM)

25th AGM was held at SEGi University College. Declared dividend of 7.0 sen per ordinary shares less income tax of 25%.

5 May 2011

Accounting Students Get Exemptions from ICAEW

SEGi University College's Bachelor of Accounting with Honours has recently secured exemption accreditations for 7 subjects from the Institute of Chartered Accountants in England and Wales (ICAEW), the pioneer and founder of professional accountancy in the UK. The Institute's qualification is recognised around the world as a prestigious professional business qualification. Members of the Institute are entitled to the designation 'chartered accountant' and to the designatory letters ACA or FCA.

14 May 2011

Praise Emmanuel Children's Home Visit

20 students made a trip to the orphanage to brighten up the children's day and give donations in kind. The activity was part of the pledge made by organisers of the Miss SEGi 2011 event to donate part of the proceeds from the concert to charity. The SEGi students who made the visit also bought the children presents and a scrumptious Kentucky Fried Chicken lunch. They organised different games which occupied the day and brought much joy to the children.

21 May 2011

Dean's List Party



A massive ceremony was thrown in celebration of the 445 Diploma students who achieved outstanding results and made it into the Dean's List. The party included the parents of the graduates as well, and encompassed all the faculties/schools. A total of 240 awardees turned out for the party. After the Dean's List awards were handed out, everyone was treated to a generous lunch.

26 May 2011

Launch of Master of Environmental Management Technology

The Master of Environmental Management Technology is offered at SEGi's Kota Damansara campus under the School of The Built Environment and can be completed in 1 year and 4 months when studied full-time, or as little as 2 years part-time. The programme aims to address the ever growing demand for highly specialised and effectively

trained managers and scientists to tackle significant environmental issues in today's natural environment, agro-environmental issues and land use functions.

26 May 2011

MEMENT Launch and Talk on Radiation

Professor Nigel Bell gave detailed and enlightening case studies of the nuclear disasters at Chernobyl in Ukraine and Fukushima in Japan. He pointed out the long-term effects of radiation and how the effects on the ecosystem would ultimately affect humankind as well. After the talk, he was given the honor of launching the SEGi Master of Environmental Management Technology.

June

2 June 2011

Top Surgeon Visits SEGi

SEGi was honoured when Dr Daryl Wall, one of Australia's top transplant surgeons, accepted the invitation to visit the main campus in Kota Damansara. He and his wife Jan were taken on a tour of SEGi University College. They were particularly impressed with the facilities of its medical faculty.

6 June 2011

National Mandarin Debate Winners



The 13th Secondary School Mandarin Debate competition organised by The Federation of Hokkien Association of Malaysia was fully sponsored by SEGi. Each of the 6 champion team members received full scholarships, 1st runner

ups received 70% scholarships and 2nd runner ups 50% scholarships to study at SEGi campuses nationwide. The champions of the competition were students from Catholic High School in Petaling Jaya, Selangor.

6 June 2011

New campus in Perak



SEGi launched the building of a new state-of-the-art campus called SEGi Enclave in Perak, in collaboration with its academic partners from UK, Australia and the USA. It is located near Ipoh City Centre, and is expected to serve up to 8,000 students. This new campus will feature an iconic campus design complete with recreational facilities, on-campus residences and lifestyle retail for the benefit of students and staff.

6 June 2011

MDeC Sponsors Java EE Training



SEGi University College students were treated to free intensive training on Java Enterprise Edition (Java EE) under the Undergraduate Skill Programme scheme, conducted by Guidance View training centre. The training was fully sponsored and coordinated by Multimedia Development Corporation

(MDeC), targeting SEGi students with a CGPA of above 2.5. MDeC also directs and oversees Malaysia's National ICT (Information & Communication Technology) Initiative.

8 June 2011
Helping Hands Launched



The Student Affairs and Alumni Division launched the student support programme known as 'Helping Hands,' officiated by Vice Chancellor of SEGi UC, Emeritus Professor Dr Muhamad Awang. The mission of Helping Hands is to help students have a meaningful campus life. Members of Helping Hands will be trained with basic communication skills to communicate effectively and help peers. The talented KURAL Club members wowed everyone present at the launch with a modern Indian dance. The Vice Chancellor said in his speech that the most important thing which determines one's success is attitude.

9 June 2011
Visit by the Prince of Perlis



SEGi University College was blessed with a visit by Yang Amat Mulia Tan Sri Dato' Seri Syed Anwar Jamalullail who is the prince of Perlis royalty.

He showed particular interest in the medical facilities at the campus. His Excellency was brought on a campus tour and was particularly impressed with the teaching-learning resources of the campus. Though very much a corporate figure, His Excellency is interested in the educational development, especially of private educational institutions.

13 June 2011
New Ties with China from VC's visit



Emeritus Professor Dr. Muhamad Awang had an extensive trip in China which resulted in SEGi establishing a foothold in long-term relations with established universities there. It also established opportunities for faculty exchanges and joint research programmes between the teaching fraternity and students. Professor Muhamad signed a Memorandum of Agreement with Guangxi University of Nationalities, followed by a Memorandum of Understanding with Guangxi Medical University, Hezhou University, and Guangxi Vocational & Technical University.

13 June 2011
SEGi Part of National Roadmap
The Malaysian Prime Minister made an official announcement of all the key industry champions in the Economic Transformation Programme (ETP) as well as the roadmap laid out for the success of the ETP. SEGi is one of the major players in the ETP for the development of Early Childhood & Childcare Education (ECCE). SEGi, with a consortium of 8 other ECCE providers, are assigned

to upgrade the qualifications of the nation's ECCE workforce to a minimum of diploma level. SEGi was earlier appointed champion of ECCE by the Ministry of Education in November 2010.

16 June 2011
Battle of the Chefs



The 13th Penang International Salon Gastronomique Battle of the Chefs had more than 800 participating young chefs from Asia, Russia and USA. SEGi College Seri Kembangan's four hopeful candidates, Amerrul Azim Azmi, Dzul Fadli Zahri, Mohd Huzami Hussin and Muhammad Afandi Mohd Khairiddin (all 2nd year Diploma in Culinary Arts students) made their mark among the best in the culinary arts by winning a Diploma Award for the Apprentice Level Main Course.

17 June 2011
Strong Bonds Help Students Excel

The Vice Principal of Academic at SEGi College Sarawak believes that an intensive orientation programme is crucial because students who attend orientation at their campus tend to have a higher success rate of completing their studies at university. The 3-day programme is compulsory for all new students at the college. Designed to inculcate interaction and educate new students on the skills of effective learning, this orientation was also filled with interesting talks and fun ice-breaking games.

July

21 June 2011 **1st Intellectual Forum**



The Student Affairs & Alumni Division presented the 1st Student Intellectual Forum 2011 on the topic 'Impact of Facebook & Twitter on Students.' The forum was chaired by Professor Dr. Atiya Ab. Sallam (Dean, Faculty of Medicine) at the Auditorium A. The four speakers were from SEGi UC and Kuala Lumpur and Subang Jaya campuses. A total of 180 students attended the interesting discussion.

24 June 2011 **SEGi Hotel & Tourism Graduates in Demand**

SEGi College Sarawak's graduates, particularly Hotel Management and Tourism Management, are proving to be excellent employees in East Malaysia and Peninsular Malaysia. One such graduate is Phin Jia Zhen who is working for Pullman Kuching. Phin who took up the job offer after completing her internship and final semester with SCSWK. Pullman recognised her skills by promoting her to Supervisor and awarding her Best Employee of the Month for December, 2010. Most students are interned with the institution's corporate partners.

27 June 2011 **CEO & VC Strengthen Ties with UK Partners**



SEGi's Group CEO Mr KC Lee and Vice Chancellor Emeritus Professor Dr Muhamad Awang bore a fruitful outcome after they visited the UK university partners over a 5-day period from 27 June to 1 July to strengthen old bonds. Their first-hand tour of the engineering faculties at The University of Sheffield (TUOS) assured them of the top quality facilities awaiting students enrolled in Engineering programmes under TUOS. They also checked out the refurbished and upgraded Pharmacy School facilities at University of Sunderland, and were satisfied with the upgrades. Our Vice Chancellor also took the chance to catch up with his old mentor, Emeritus Professor Sir David Read, who was his PhD supervisor.

30 June 2011 **SEGiCare Project**

To show their care for the environment, health and consumer rights and issues, the Care Project was organised by lectures and students from School of Business & Accounting, as well as Degree and IT Schools. The project consisted of exciting events such as a talk by Consumer's Association of Penang, competitions and an outdoor activity in collaboration with School of Hospitality & Tourism. The highlight of the event was a talent competition which required them to incorporate a message to all on the importance of caring for mother nature.

27 July 2011 **Scholarships for CHEER Champions**

It was all cheers for the Cyrens at CHEER 2011, the national inter-school cheerleading competition. Team Cyrens from Sri Kuala Lumpur Secondary School took home the champion title for the second year in a row, along with prizes such as RM5,000 cash from The Star Newspaper and Partial Scholarships worth up to RM 48,000 sponsored by SEGi University College. The champions also won a chance to study at SEGi University College.

31 July 2011 **The 5th Malaysian Student Leaders Summit (MSLS)**

Six SEGi College Kuala Lumpur student leaders were selected to attend the 5th Annual Malaysian Student Leaders Summit (MSLS), held in Hilton Hotel Kuala Lumpur from 30 July – 31 July 2011. This two-day summit was organised, entirely free of charge, by the United Kingdom and Eire Council of Malaysian Students (UKEC). It attracted about 900 local and foreign students from Malaysian universities. The objective of the Summit was to promote the development of young leaders and to provide an open, neutral platform for discussion. The theme of the Summit was "Piercing Together the Malaysian Puzzle".

September

11 September 2011

Think Ink Graduation



The School of Creative Design at SEGi University College celebrated the graduation of students from various arts and design diploma programmes through the 'Think Ink' Showcase on 10 and 11 September 2011 at The Empire Shopping Gallery in Subang Jaya, Selangor. The event was officially launched on the 10th by Mr. Ghulam Irshad, Registrar of SEGi University College. Thereafter was an on-stage eBook showcase for the attending guests. Representatives from companies such as Petronas and GDP Architects Sdn. Bhd, as well as from various industries attended the event as well as to scout for potential employees.

20 September 2011

Students Today Spoil Brats?



The Student Affairs & Alumni Division presented the 2nd Student Intellectual Forum 2011 on the topic 'Are students of today spoil brats?' The forum was chaired by Dato' Jamaluddin, the Deputy Vice Chancellor at the campus. The 4 speakers were from SEGi UC, SEGi College Kuala Lumpur and SEGi College Subang Jaya. A total of 180 students attended the interesting discussion.

23 September 2011

Lanterns Light Up UC



The Mid Autumn Festival was celebrated at the piazza specially organised by the Chinese Society and Student Affairs Department. Staff and students alike were invited to join in this colourful night. The itinerary for the night included a wu shu performance, magic show, Talent Time, mooncake eating competition as well as lantern competition. This event was a truly illuminating experience that will be cherished by all who participated.

24 September 2011

Futsal Open Tournament



Student Council of SEGi College Kuala Lumpur organised a Futsal Tournament on 24 September 2011 at The Challenger Sports Centre in Petaling Jaya. 13 teams of 8 members each vied for the first prize of RM1,000 and second prize of RM800. Among the teams – White Devilz, Ikan Bilis, Frenz, 1M, Sempoi, Waka-Waka and Legend put up a good fight. Eventually, it was The Bad Boyz who defeated all the teams to emerge as the champions of the day with the Graduan coming in as the runners-up.

29 September 2011

Talk on Contagious Diseases and Health by Ministry of Health

Tuberculosis is a contagious disease that is affecting 80% of the population of Asian and African countries. In understanding the importance of its awareness, SEGi University organised a talk and an exhibition on 29 September 2011.

Organised by the SEGi University College Department of Student Affairs and presented by the Ministry of Health of Malaysia, the exhibition was aimed at educating students about the different kinds of contagious diseases and its effects on Malaysians, with the focus on tuberculosis, HIV and AIDS.

October

1 October 2011

AFC's Visit to ACCA Career Fair 2011

October 1st, 2011 was a memorable date for the members of Accounting & Finance Club (AFC), SEGi University College, Kota Damansara, as they took the opportunity to attend the Association of Chartered Certified Accountants (ACCA) Career Fair 2011 at Hotel Istana, Kuala Lumpur.

This time the theme of the fair was 'Accountants for Business: Transforming the Finance Landscape', focused on providing opportunities, support, services and guidance for qualified professionals to continuously fulfill their career aspirations.

A total of 51 students from AFC participated in this spectacular event organised by ACCA. The number of students from SEGi University College who turned up for the event impressed many companies especially the multinationals such as PricewaterhouseCoopers, KPMG, BASF, British American Tobacco, and Grant Thornton.

November

19 October 2011

International Cultural Night 2011



The night at SEGi University College was filled with light, sounds and high energy on 19 October during the International Cultural Night 2011. Organised by the Student Affairs Department of SEGi University College, the event had an amazing line up of performances that inspired the imagination and brought culture and tradition across borders closer to home here at SEGi.

A total of 19 dazzling performances by SEGi University College students captivated the audience. There was a huge range of performances featuring different cultures from different countries such as the Zapin and Sumazao dance of Malaysia, Syrian traditional dance, violin solo from Turkey, traditional Chinese singing and Traditional Kazakhstan Folk Dance. International Cultural Night 2011 definitely achieved what it sought to do: present the wide array of cultures at SEGi and bring students together through this beacon of friendship across borders.

21 October 2011

Field Trip to Canon Opto (M) Sdn Bhd



Students from the faculty of Business and Accountancy, Subang Jaya campus organised a field trip for its students to Canon Opto (M) Sdn Bhd on 21 October 2011. The objective of this trip is to expose students to the manufacturing environment. The students were briefed on the enterprise's operations and also the safety before visiting the production area. Then they proceeded to the Camera Assembly Area to gain some knowledge. A talk on scholarships and Management Trainee Program was given to students followed by a Q&A session.

22 October 2011

Don't Duck It!



Understanding the importance of awareness amongst young adults of breast and cervical cancer, a competition and campaign was held on the 22 October 2011 organised by Assunta Hospital. Students took part in the 'Paint the Duck' and 'Quacky Kart Race' competition. Our students won second prize in the race. Mr. Choy Wah Wei, CEO of Assunta was very pleased with the design of the kart as it brought a meaningful message on the prevention of breast and cervical cancer.

3 November 2011

PSYCH Club Visits Tanjung Rambutan!



November 3, 2011 was a day that projected life in a different light to the Psych Club members who visited the medical facilities at 'Hospital Bahagia' Tanjung Rambutan. Members of the Psych Club are American Degree Program students majoring in psychology.

Students were briefed on various aspects such as the history and the daily operations at the hospital. They were taken on a tour of the premises. They learnt of a number of centers within the hospital that engaged patients in skills-based tasks such as handicraft, carpentry, gardening and farming. These tasks are believed to be therapeutic and aid in the treatment of the patients. The patients are also paid for their hard work. Witnessing the patients at the hospitals is an invaluable experience that served as a gentle reminder to care for mental and emotional health.

8 November 2011

Declaration of 2nd Interim Dividend

The Board of Directors declared a 2nd interim single tier dividend of RM0.10 per ordinary share of RM0.25 each in respect of the financial year ended 31 December 2011. This 2nd interim single tier dividend amounting to RM53,263,000 was paid on 6 January 2012.

11 November 2011
FOCAD Soft Opening



SEGi's Faculty of Creative and Design (FOCAD) had their soft opening on the 11 November 2011 as they have expanded to the 5th floor of Menara Summit. This opening was attended by students and staffs of FOCAD.

16 November 2011
BPN and Bina Bakti Foundation Indonesia



The Badan Pertahanan Nasional (BPN) and Bina Bakti Foundation Indonesia visited SEGi College Subang Jaya on the 16th of November 2011. The reason of their visit was to have a better understanding on how the teachings aids and materials are being used. The delegates were then brought to the Early Childhood showcase centre to have a clear understanding. They were highly impressed that SEGi had an international faculty, modern and advanced facilities and the exceptional teaching arrangements to offer to all its students' and felt extremely satisfied with the professional educational structure.

23 November 2011
Journey To Success



Student Affairs Department of SEGi University College organised a talk on the 'Journey to Success' on 23 November. Held at Auditorium A, the organisers brought in two very successful people who are already well known to students of SEGi to share secrets to their success. The first speaker was SEGi's very own Vice Chancellor, Emeritus Professor Dr. Muhamad bin Awang. The second speaker was Mr. Wong Soo Chiang, who is a proud member of the SEGi Alumni and a SEGi Business Administration graduate. Mr. Wong currently works as Director of Talent in the prestigious YTL Hotel Group of companies. Students who participated in the three hours session felt rejuvenated and received a great deal of inspiration and motivation needed to succeed in life.

25 November 2011
Diploma Graduation Ceremony November 2011



SEGi celebrated the joy of 1,342 diploma graduates on 25 November 2011 during their commencement. Diploma graduates were from SEGi University College, SEGi College Kuala Lumpur and SEGi

College Subang Jaya. The 1,342 graduates were from the diploma programmes in business, accounting & management, the built environment, engineering, creative arts, communication studies and nursing.

This year's graduation was all the more special, as the SEGi University College ceremony was inaugurated by SEGi's newly appointed Chancellor, Yang Amat Mulia Tan Sri Dato' Seri Syed Anwar Jamalullail. The ceremony was also attended by Yang Berbahagia Dato' Pahamin Rejab, Chairman of SEGi University College Academic Council and SEGi UC Vice Chancellor Emeritus Professor Muhamad Awang.

December

3 December 2011
Tarian Cuti-Cuti 1 Malaysia



A total of 16,000 participants including 120 from SEGi College Kuala Lumpur gathered at the Dataran Merdeka on 3 December for the Tarian Cuti-Cuti 1 Malaysia this year. The event, held from 6 a.m. till 11 a.m., was graced by Y.A.B. Datin Sri Paduka Rosmah Mansor and Dato' Sri Dr. Ng Yen Yen. Seven different types of dances were performed, breaking the previous year's record.

The students from the Nursing Faculty of SEGi College Kuala Lumpur have actively participated in this event since 2010. As a token of appreciation all the participants received certificates and souvenirs such as T-shirts, caps and bag packs. They were also treated to breakfast. The Ministry of Tourism was very pleased with the cooperation from the students of SEGi College Kuala Lumpur and hopes for their continuing support in the future.

4 December 2011
7th Upper Iowa University
Commencement Ceremony



Smiles of pride and joy beamed from the faces of the graduates and parents who filled the ballroom at the Prince Hotel and Residences Kuala Lumpur on the 4th December 2011. The American Degree Program graduates received their degrees from the 20th President of Upper Iowa University, Dr Alan G. Walker. This year the SEGi American Degree Program saw a record number of 119 graduates from both the Kota Damansara and Subang Jaya campuses, with 31 of them receiving their degrees with honours. The top student, Abelene Phua was a student from SEGi UC.

10 December 2011
Art Bandits attack Tropicana City
Mall



Diploma graduates from the School of Creative Arts & Design, SEGi University College gave mall-goers a 'free show' of their creative work and displays on 10 and 11 December 2011 as part of their graduation. The Art Banditism Graduation Showcase was so called to show their freedom in creating art, which comes in many forms. The 'Art Banditism' concept symbolizes resistant movement for the freedom of art.

Quotes from the Media



News Straits Times

18 December 2011

"I'm grateful that I took up the course at SEGi College Subang Jaya many years back. It was something different and challenging for me, but its totally worthwhile"

"In fact, many of my staff are SEGi graduates because I know they are able to handle Montessori materials and I have confidence in the quality of their training"

-Datin Nonadiah Abdullah, Director of Children's Discovery House-

Berita Harian

29 December 2011

SEGi adalah antara institusi pendidikan di negara ini yang menggunakan Human Patient Simulator untuk tujuan pengajaran

The Star

28 December 2011

SEGi College KL has the reputation of being the preferred college for further education in the discipline of IT, computing and multimedia

The Borneo Post

11 December 2011

SEGi's American Degree Programme is gaining popularity due to its unique liberal teaching methods, which emphasizes critical thinking

News Straits Times

11 December 2011

SEGi Education Group has once again demonstrated its commitment to delivering quality education by meeting the high standards as set out by the higher education Ministry during the 2010/2011 Malaysian Quality Evaluation System for Private Colleges (MyQuest) on Nov 10 in Putrajaya.

News Straits Times

20 November 2011

ADP at SEGi is also the only one which provides students the option of completing the entire programme in Malaysia or completing part of the programme in the United States.

The Borneo Post

16 October 2011

When school leavers enroll at SEGi, they don't just graduate with highly recognized degrees and diplomas. They become part of the community.

Utusan Sarawak

27 August 2011

Pelajar Kolej SEGi Sarawak sekali lagi membanggakan SEGi apabila mereka lulus cemerlang dari Northumbria University di UK

Tujuh graduan Diploma Undang-Undang yang terbang ke universiti berpusat di United Kingdom untuk menyiapkan bahagian terakhir program Sarjana Muda Undang Undang (Kepujian), menghadiri majlis graduasi mereka di Northumbria beberapa minggu lalu.

– Quotes from the Media –

The Borneo Post

11 August 2011

I was selected because I provided the company's customers with useful information and the training I received in SEGi helped me provide good customer service and make them feel comfortable talking to me...

-Joana Fung, recipient of the Best Customer Service Award from a Singapore Company-

The Star

3 August 2011

To provide its students the best possible quality, SEGi Education Group has invested millions of ringgit at its campuses, especially for its health science programmes.

Utusan Sarawak

2 August 2011

SEGi merupakan penyedia pendidikan tinggi swasta yang paling luas di Malaysia dengan jumlah pelajar tempatan dan antarabangsa yang mencecah 24,500 orang dan turut bersenarai di Bursa Malaysia dengan jumlah modal yang mencecah RM1.4 billion

Utusan Sarawak

1 August 2011

Diploma Kejururawatan SEGi telah berkembang pesat sejak tahun 2006, membolehkan mereka muncul sebagai salah sebuah daripada sekolah kejururawatan terbaik di Negara ini.

The Borneo Post

5 July 2011

SEGi College Sarawak is making its programmes more industry relevant by giving its students more hands on experience through its industry partners.

The Star

6 July 2011

The Economic Transformation programme is a national road map put in place by the government to make Malaysia a high income nation. SEGi is one of the major players of this massive plan which involves all sectors and industries in the country.

News Straits Times

10 July 2011

SEGi University College has further strengthened the worth and international recognition of its homegrown programmes through an academic arrangement with the University of Abertay Dundee (UAD), one of United Kingdom's leading Universities.

The Sun

12 July 2011

SEGi's Business and Accountancy Programmes are popular among students because of their qualities; variety, experience and relevance

The Malaysian Reserve

12 July 2011

SEG International Bhd (SEGi) is one of the largest private tertiary education providers in Malaysia by enrolment with 23,000 students in six campuses.

Berita Harian

12 July 2011

Fakulti Kejururawatan SEGi University College sekali lagi menggapai pencapaian terbaik selepas 95 peratus daripada 149 pelajar Diploma Kejururawatan kolej lulus cemerlang dalam peperiksaan yang diselia Lembaga Peperiksaan Kejururawatan Malaysia.



– Quotes from the Media –



The Borneo Post
15 July 2011

SEGi also draws a large number of top notch academics and captains of industry into its community, who serve as academics advisors, lecturers, examiners and moderators.

The Borneo Post
17 July 2011

I would recommend SEGi University College to anybody because it's an amazing place to study. The lecturers are very approachable and dedicated. They have really helped me throughout my studies. Also, all the facilities at SEGi University College are state-of-the-art. SEGi has become my second home.

New Sabah Times
21 July 2011

SEGi College Sarawak's Diploma in Medical Laboratory Technology can be the foundation upon which graduates delve into new areas of expertise like forensic sciences and veterinary services.

The Borneo Post
29 July 2011

SEGi was appointed by the government as 'champion' to lead a consortium to upgrade qualification of the existing work force for Early Childhood Care and Education (ECCE) numbering approximately 40,000 and to train up to 218,000 ECCE educators by 2020.

New Sarawak Tribune
7 June 2011

Perak's human capital development and economy is set to thrive with the construction of the SEGi University College, modeled as a cosmopolitan education hub for holistic learning.

News Straits Times
29 May 2011

Many of SEGi's Foundations students have gone on to other degree programmes, including dentistry in Russia, India and Indonesia as the pre-university programmes at SEGi are internationally recognised.

The Sun
20 May 2011

A reputable provider of Master of Business Administration programmes for the past decade, SEGi Education Group has produced a long list of postgraduates who have gone on to succeed in the world of business.

The Borneo Post
16 April 2011

SEGi Education Group strengthened its international foothold with an academic collaboration with Chung Cheong University...to set up its Nursing faculty at its Kota Damansara campus.

The Borneo Post
17 April 2011

For the first time in history, a private institution made it into the top three of the sixth Malaysia Chem E-Car Competition 2011. And it was none other than SEGi University College!

News Straits Times
24 April 2011

SEGi University College was announced the winner of The BrandLaureate Best Brand Award in the category of Education Tertiary (Private).

News Straits Times
16 March 2011

SEGi University College's three year Bachelor of Environmental Technology (Hons) programme produces graduates who are literate and competent in all environmental aspects while being able to develop creative solutions for environmental problems.

New Sarawak Tribune
5 February 2011

SEGi College Sarawak is one step above the rest when it comes to college life in that its students are not only performing well in their studies but also have many extra curricular activities that they are free to join and events to partake.

Quotes from Analysts

OSK

3 April 2012

We deem the valuation rather appealing given that SEGi's estimated earnings CAGR will be attractive 17.3% over the next 2 years while the potential dividend yield is 2.9% for FY12 and 3.6% for FY13. On top of these, SEGi remains the largest listed tertiary education provider in Malaysia offering some 100 programs and an existing student base of about 26k as end-2011.

The emergence of a prominent name as SEGi's major shareholder should bolster trading interest in the company's shares. More importantly, the entry Navis Capital signifies the underlying growth potential in SEGi.

RHB Research Institute

2 April 2012

We reiterate our outperform call on SEGi, with unchanged fair value of RM2.00. We believe that SEGi remains an attractive investment due to: 1) its 3-year EPS CAGR of 22.4%; 2) its decent dividend yield of about 4% p.a.; and 3) the stock's resilience in riding out the current market volatility.

TA Securities

29 February 2012

SEGi also increased its programme offering with the launches of number of new courses with overseas partner universities as well as its own homegrown programmes. The higher number of students and the inclusion of own homegrown programmes have contributed to healthier EBIT margin of 31.9% from 25.3% previously, in our view.

The active involvement in ETP related projects will prove to be a positive factor for SEG. This can be seen from the collaboration with the Vietnam government which started in Sept 2011. We believe there will be more overseas collaboration in due time.

Kenanga Research

29 February 2012

SEGi full year core net profit of RM72.3m came in slightly higher than our expectations but within street's, and accounted for 106% and 98% of ours and the street's estimates, respectively. SEGi's sales grew by 28% YoY while its profit before tax grew by 63% YoY.

Kenanga Research

26 January 2012

Healthy balance sheet. As at 9MFY11, SEGi's total borrowings stood at less than RM6m against a cash pile of RM58.4m, even after taking into account its more than 50% dividend payout last year.

Handsome margins to continue.

In 2009, there was a significant jump in SEGi's EBITDA and net profit margins and we are expecting it to be on an increasing trend moving forward for the following reason; i) a higher margin coming from the newer courses introduced since FY10 such as medicine, optometry, pharmacy, dental surgery and engineering; ii) higher margin on a total basis from its popular business courses not forgetting the introduction of its DBA course (Doctorate in Business Administration) in FY10; and iii) higher year on year student fees.

OSK

2012

SEG International outperformed the benchmark FBM KLCI by 9% since our initiation reports, with the former leveraging on its diversified course offerings and rolling out healthcare and medical science programs.

SEG International (BUY; FV: RM2.23) is our top buy for its diversified course offerings, asset-light operating model and decent dividend yield.

Kenanga Research

5 December 2011

SEGi recorded a respectable set of 9MFY11 results. After a quick check with management, we are confident that SEGi's strong financial performance is real and sustainable. We also believe that its operation risk is low as education is an evergreen and also a growing industry. Further, SEGi has a pool of diversified students and products. With its net cash position, its dividend-paying ability is strong.

OSK

10 November 2011

...when PTPTN imposed a cap on all new loans provided for diploma courses at RM45k from RM60k, SEGi came out relatively unscathed as its students are typically from mid-income households which managed to make up that buffer.

RHB Research Institute

10 November 2011

We reiterate our outperform call on SEGi, with a fair value of RM 2.15, based on an unchanged FY12 EPS of 13.4 sen and target 17x FY12 PER. SEGi remains our top pick for the Education sector due to: 1) its strong 3-year EPS CAGR of 26.3% (vs. Masterskill's -19.6% and HELP's 6.8%); 2) its good risk management; and 3) its resilience in riding out the market uncertainties.

TA Securities

10 November 2011

SEGi's 9M11 net profit of RM54.6mn came in within ours and consensus' expectations, accounting for approximately 70.5% and 71.9% respectively. This is a 74.2% jump as compared to the corresponding period in 2010. The growth in net profit was mainly due to the increase in revenue.

– Quotes from Analysts –

RHB Research Institute

15 September 2011

SEGi will benefit from the shift in demand from diploma to degree programmes as this player is already offering established degree programmes.

SEGi is currently in the planning stages of setting up its own private schools, and we believe that this venture will have a positive impact on the stock as attaching SEGi brands of education to the private schools will give parents the confidence of enrolling their children in the schools, and this in our view will boost SEGi topline growth over the long-term.

RHB Research Institute

15 September 2011

SEGi and HELP are currently in the planning stages of setting up their own private schools, and we believe that this venture will also help to build their brands of education at the primary and secondary levels. The increased branding visibility would help to boost their topline growth in the long-term. ...

SEGi remains our top pick for the sector, due to its strong growth potential in line with the sector's positive growth and decent net dividend yield of 3.5%.

TA Securities

29 July 2011

As far as SEG is concerned, the company has participated in the transformation programme by taking up a lead role in several EPPs identified for the education industry. We expect this to be earnings enhancing for the company.

Kenanga Research

19 April 2011

We also like its 50% dividend payout policy.

TA Securities

21 February 2011

SEG offers a compelling total return of 15.7%. As there are more upside risks to our future earnings forecast, chances for an upward revision in target price are bright.

JF Apex Securities Bhd

9 February 2011

SEGi's revenue has been growing steadily in the past three years with a CAGR of 34.45%.

Kenanga Research

28 January 2011

... the Group is poised to stage for aggressive harvesting from FY10 onwards. This can be clearly seen from the significant jump in revenue and net profit of the Group since 1QFY10. We believe FY10 will be the "new norm" and more to come judging from the Group's growth strategies.



Corporate Governance Statement

The Board of Directors is committed to implementing the highest standards of corporate governance throughout the Group. The Board believes that their unwavering commitment and continued effort to strive for the best corporate governance practices are essential to business integrity and performance of the Group. The adoption of best corporate governance practices in the Group further protects and enhances shareholders' values and assists to build sustainable business growth for the Group.

The Board of Directors of the Company is pleased to report to shareholders on the manner in which the Group has applied the principles as set out in Part 1 of the Malaysian Code on Corporate Governance ("the Code"), and the extent to which it has complied with the best practices as set out in Part 2 of the Code.

PRINCIPLE A - BOARD OF DIRECTORS

Constitution of the Board and Board Balance

The Board has overall responsibility for corporate governance, strategic direction and overseeing investments of the Group and of the Company.

The Board, led by an Independent Non-Executive Chairman, is currently made up of nine (9) members, of whom four (4) are Independent Non-Executive Directors, two (2) are Non-Independent Non-Executive Director and three (3) are Executive Directors. The Board members comprise high calibre individuals who are professionals in their respective fields. They, with their different backgrounds and specialisations, collectively bring with them a wide range of experience and expertise primarily in legal, business, financial and academic fields. The mixture of skills and experience is vital to add value in governing the strategic directions of the Group and ensuring that the Group continues to be a competitive leader in the education industry. A brief profile of each Director is presented on pages 12 to 17.

There is a clear division of responsibilities between the Chairman and Group Managing Director to ensure that there is a balance of power and authority. The Chairman is responsible for ensuring Board's effectiveness and conduct whilst the Group Managing Director has overall responsibility for the operating units, organisational effectiveness and implementation of Board's policies and decisions. The Executive Directors have direct responsibility for business operations and performance. The presence of Independent Non-Executive Directors fulfil a

pivotal role in corporate accountability. Although all the Directors have equal responsibilities for the Group's operations, the roles of these Independent Non-Executive Directors are important. They provide independent and objective views, advice and judgement on issues of strategy, business performance and controls. The Independent Non-Executive Directors always take account of the interests of the Group, shareholders and communities in which the Group conducts business as well as the public at large. The current size of the Board is appropriate and conducive for efficient deliberations at Board meetings and effective decision making.

Board Meetings

The Board meets on a scheduled basis, at least once every quarter with additional meetings held as and when urgent issues and important decisions are required to be made between the scheduled quarterly meetings. The Board has a formal schedule of matters reserved to it for decision, including the approval of annual and quarterly results, major acquisitions and disposals, material contracts or agreements, major capital expenditures, major decisions affecting business operations and performance of the Group. All Board members carry an independent judgement when deliberating matters concerning the Group including strategy, operations, performance, finance, resources and standard of conduct.

Senior management staff and/or external advisors may be invited to attend the Board meetings to advise the Board on issues under their respective purview.

– Corporate Governance Statement –

During the year ended 31 December 2011, five (5) meetings were held. A summary of attendance for each of the Board of Directors are as follows:

<u>Name of Directors</u>	<u>No. of meetings attended</u>
Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr. Haji Megat Khas	5 out of 5
Dato' Sri Clement Hii Chii Kok	5 out of 5
Lee Kok Cheng	5 out of 5
Hew Moi Lan	5 out of 5
Datuk Chee Hong Leong (appointed on 21 February 2011)	4 out of 4
Amos Siew Boon Yeong	5 out of 5
Goh Leng Chua	5 out of 5
Nicholas Rupert Heylett Bloy (appointed on 2 April 2012)	N/A
Tan Chow Yin (appointed on 2 April 2012)	N/A
Dato' (Dr.) Patrick Teoh Seng Foo (resigned on 2 April 2012)	5 out of 5
Datu Haji Putit bin Matzen (resigned on 2 April 2012)	5 out of 5
Foo San Kan (resigned on 2 April 2012)	5 out of 5

Access to Information

Board meetings are structured with a pre-set agenda, whereby prior to each Board meeting, all Directors are provided with a set of Board papers containing information relevant to the business of the meeting to facilitate decision-making. The Board has unrestricted access to all information pertaining to the Group's affairs and the services of the Company Secretary. If necessary, the Directors are at liberty to seek independent professional advice on matters relating to the fulfilment of their roles and responsibilities at the Company's expense to enable them to discharge their duties effectively.

Board Committees

The Board assumes responsibility for effective stewardship and control of the Group. It delegates certain responsibilities to the Board Committees as described below with clearly defined terms of reference and the Board receives reports of their proceedings and deliberations. Where committees have no authority to make decisions on matters reserved for the Board, recommendations would be highlighted for the Board's approval. The chairman of the various committees reports the outcome of the committee meetings to the Board, and the minutes of the various committees are enclosed in the board papers at the following Board meetings.

- **Nomination Committee**

The Nomination Committee is entrusted with the specific task of identifying and recommending new nominees to the Board. However, the Board has the final decision on appointments after considering the recommendations of the committee.

The committee implemented self-appraisal programme to assess the Directors of the Company on an on-going basis. The duties include evaluating the effectiveness of the Board as a whole, the various board committees and reviewing the mix of skills, experience and expertise of each Director and their contributions to the effectiveness of the decision-making process of the Board.

The Nomination Committee comprises Non-Executive Directors as follows:

Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr. Haji Megat Khas	- Chairman
<i>Independent Non-Executive Director</i>	
Datuk Chee Hong Leong	- Member
<i>Independent Non-Executive Director</i>	
Datu Haji Putit bin Matzen	- Member
<i>Non-Independent Non-Executive Director</i> (resigned on 2 April 2012)	

The committee met once during the year under review.

– Corporate Governance Statement –

• Remuneration Committee

The Remuneration Committee is responsible for developing the remuneration policy framework and to make recommendations to the Board on the remuneration packages of the Directors. The Executive Directors do not participate in decisions relating to their remuneration. The Board as a whole determines the remuneration of the Directors. The individual concerned abstains from participating in decisions in respect of his/her individual remuneration.

The Remuneration Committee consists of a majority of Non-Executive Directors as follows:

Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr. Haji Megat Khas - Chairman
Independent Non-Executive Director

Dato' Sri Clement Hii Chii Kok - Member
Group Managing Director

Datuk Chee Hong Leong - Member
Independent Non-Executive Director

Dato' (Dr.) Patrick Teoh Seng Foo - Member
Executive Deputy Chairman / President
(resigned on 2 April 2012)

Datu Haji Putit bin Matzen - Member
Non-Independent Non-Executive Director
(resigned on 2 April 2012)

Foo San Kan - Member
Independent Non-Executive Director
(resigned on 2 April 2012)

The committee met once during the year under review.

• Audit Committee

The Audit Committee assists the Board in discharging its duty in maintaining a sound internal control system to safeguard the shareholders' investment and the Company's assets.

The terms of reference and further information on the Audit Committee are set out in the Report of the Audit Committee.

• Risk Management Committee

The Risk Management Committee is established to oversee the implementation of the risk management system in the Group. The committee reports directly to the Board and assists the Board in overseeing the management of risk issues and reviews the effectiveness of internal controls within the Group.

The Risk Management Committee consists of the following members:

Lee Kok Cheng - Chairman
Deputy Group Managing Director

Amos Siew Boon Yeong - Member
Independent Non-Executive Director

Hew Moi Lan - Member
Chief Executive Officer / Executive Director

The Group recognises that risk is an integral and unavoidable component of its business and is committed to managing all risks in a proactive and effective manner. The Risk Management Committee is assisted by a RMC Working Committee.

A RMC Working Committee, comprises the heads from various business units and corporate departments, was formed to identify, evaluate and manage risks that affect the operation and performance of the Group. The principal risks identified will then be highlighted in the Risk Management Committee meetings, Audit Committee meetings and Board meetings. Appropriate actions were proposed and implemented to mitigate the risks to an acceptable level.

The committee met twice during the year under review.

Re-election

In accordance with the Articles of Association of the Company, all Directors who are appointed by the Board are subject to retirement and eligible for election by shareholders at the annual general meeting following their appointment. The remaining Directors will retire at regular intervals by rotation at least once every three (3) years and shall be eligible for re-election.

The Nomination Committee conducts annual assessment of the Board in respect of their skills, experience and contributions, and whether the Independent Non-Executive Directors are

– Corporate Governance Statement –

able to discharge their duties with unbiased and independent judgement. There is no maximum tenure for Directors as the Board is of the opinion that the ability of a Director is very much a function of his calibre, qualification, experience and personal qualities, particularly of his integrity and objectivity, regardless of his tenure as an Independent Non-Executive Director.

Training and Development of Directors

Mandatory Accreditation Programme will be organised for the newly appointed Directors, if necessary. The Directors who have completed the Mandatory Accreditation Programme continuously attended various training programmes to stay abreast with developments in the market place and new statutory and regulatory requirements. The Board recognises the importance of Directors being kept abreast with industry development and trends. The Directors are also regularly updated on new and relevant statutory as well as regulatory guidelines from time to time during the Board meetings. Conferences and seminars which are beneficial to the Directors were circulated for the Directors' attention and participation.

The Company regularly identifies relevant training programmes, either internal or external, for the Directors and members of the Board Committees. During the year under review, a training titled **“Living-Learning: Current trends for student accommodation”** was organised on 28 April 2011. All the Directors together with the senior management participated in the session and deliberated on the development and enhancement of the inner potential of individuals pursuant to Maslow Theory and the challenges in preparing students for the real world after graduation.

In addition, all Directors also attended education programmes and seminars in connection to the relevant changes in laws, regulations, capital market developments, business environment, corporate governance, risk management, leadership and business management to stay abreast with developments in the market place. Among the relevant professional programmes attended were as follows:

- Sustainability Session for Directors – Plantation, Construction, Property and Hotel Industry Sector
- MICG Directors Duties and Governance Conference 2011
- High Performance Leadership for 21st Century
- MICG Strategic Investor Relations and Effective Corporate Communication – “Integrating Best Practices to Enhance Corporate Reputation”

- Banking Insights
- Sustainability Session for Directors – Consumer Products, Finance, Technology and Closed End Funds
- MICG Medical Negligence, Mediation and Medical Records Upkeeping Conference 2011 – “Updates in Current Medico – Legal Issues to Safeguard Against Claims and Litigation”
- Anti-Money Laundering and Counter Financing of Terrorism
- Corporate Governance Programme: Building Audit Committee for Tomorrow
- MICG Land and Property Governance Conference for the Public and Private Sector 2011 – “Regulatory Updates and Green Technology Issues”
- National Tax Conference 2011
- Seminar Percukaian Kebangsaan 2011
- 7th Tricor Tax & Corporate Seminar
- Allianz, Making A Difference – National Marketing Convention
- Insurance Insights: Management, Governance and Supervision of Insurance Companies
- Seminar on “Where is the World Economy Heading?” and “Economic Outlook Asia”
- Internal Audit, Internal Control & Compliance Conference 2011 – “Nexus between Audit Committee (Board) and Internal Audit in Discharging Effective Governance”
- IT Governance and Risk Management Programme
- Scrutinising Financial Statement Fraud and Detection of Red Flags for Directors and Officers of PLC's and Government Regulatory Agencies
- Derivatives Training – Equity Derivatives and Portfolio Hedging, Treasury Products for Hedging Interest Rate, Foreign Exchange and Credit Risk
- Corporate Governance Blueprint 2011

The Board will continue to evaluate and determine the training needs of its Directors on an ongoing basis.

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PRINCIPLE B - DIRECTORS' REMUNERATION

The objective of the Company's policy on Directors' remuneration is to attract and retain Directors of calibre needed for the achievement of the Company's strategic objectives. The remuneration is structured so as to link rewards to the performance for the Executive Directors. The Non-Executive Directors are paid annual fees for their contributions to the Company. The details of the remuneration for the Directors of the Company for the year under review are as follows:

1. Aggregate remuneration of each Director

	Salary	Fee	Other Emoluments
Executive Directors			
Dato' (Dr) Patrick Teoh Seng Foo	592,500	-	102,250
Dato' Sri Clement Hii Chii Kok	922,000	-	110,640
Lee Kok Cheng	770,800	-	92,496
Hew Moi Lan	764,800	-	116,376
Non-Executive Directors			
Tan Sri Megat Najmuddin bin Dato' Seri Dr. Hj Megat Khas	-	82,000	-
Datu Haji Putit bin Matzen	-	48,000	-
Datuk Chee Hong Leong (appointed on 21/02/2011)	-	42,000	-
Amos Siew Boon Yeong	-	55,000	-
Foo San Kan	-	48,000	-
Goh Leng Chua	-	48,000	-

Note: Other emoluments include benefits-in-kind and statutory contributions.

2. Aggregate remuneration of Directors in respective bands of RM50,000

Range of Remuneration	Number of Directors	
	Executive	Non-Executive
Below RM50,000	-	4
RM50,001 to RM100,000	-	2
RM650,001 to RM700,000	1	-
RM850,001 to RM900,000	2	
RM1,000,001 to 1 RM1,050,000	1	-

Note: Successive bands of RM50,000 are not shown entirely as they are not represented.

– Corporate Governance Statement –

PRINCIPLE C – SHAREHOLDERS

Relationship with Shareholders and Investors

The Board recognises the importance of an effective communication channel between the Board, shareholders and general public. The Board acknowledges the need for shareholders and other stakeholders to be informed of all material business matters affecting the Company.

Recognising the importance of timely dissemination of information to shareholders and other stakeholders, the Board is committed to ensure that the shareholders and the general public would have an easy and convenient access to the Group's latest financial results, press releases, annual reports and other corporate information through the following channels:

- The various disclosures and announcements to Bursa Malaysia Securities Berhad (“Bursa Securities”) including quarterly and annual results via www.bursamalaysia.com;
- The Company's website at www.segi.edu.my; and
- The Company's investor relations website at segi.investor.net.my

The Company also conducts press conference, corporate briefings and regular meets with analyst to update them on the latest development of the Company. Analyst reports are available to the public via the Group's investor relations website at segi.investor.net.my.

The Group welcomes inquiries and feedbacks from shareholders and other stakeholders. All queries and concerns regarding the Group may be conveyed to the following persons:

- i. Cheryl Chong Poh Yee
Senior Vice President, Group Corporate Development & Finance
- ii. Clifford Hii Toh Leong
Vice President, Group Projects & Functions
- iii. Hew Ling Sze
Company Secretary

Telephone number : 603-6287 3777
Facsimile number : 603-6145 2755
Email : corporate@segi.edu.my

The Board has appointed Mr. Amos Siew Boon Yeong, a Senior Independent Non-Executive Director, to whom all concerns regarding the Company may be conveyed.

Annual General Meeting (“AGM”)

The AGM provides a platform for two-way communication between the Company and shareholders. The Chairman and the Board encourage shareholders to attend and participate in the AGM. Shareholders are given the opportunity to seek clarification on any matters pertaining to the business and financial performance of the Group.

PRINCIPLE D – ACCOUNTABILITY AND AUDIT

Financial Reporting

The Board aims to present a balanced and understandable assessment of the Group's financial performance and prospects to the shareholders, primarily through its annual financial statements and unaudited interim results as well as other corporate announcements, the Chairman's Statement and other reports in the Annual Report. The Audit Committee assists the Board in reviewing information disclosed to ensure accuracy and adequacy.

Internal Control

Information on the Group's internal control is presented in the Statement of Internal Control which appears in the ensuing pages of this report.

Relationship with Auditors

The role of the Audit Committee in relation to external auditors is described in the Audit Committee Report set in the ensuing pages of this Annual Report. The Company has maintained a close and transparent relationship with its auditors in seeking professional advice and ensuring compliance with applicable approved accounting standards in Malaysia.

Corporate Responsibility

The Board believes that effective corporate responsibility is of benefit to its businesses and, in turn, to its shareholders. The Group has actively integrated corporate responsibility initiatives as part of our business operations. The Group's corporate responsibility initiatives are explained in our Corporate Responsibility section in this annual report.

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Related Party Transactions

An internal compliance framework exists to ensure that the Group meets its obligations under the Main Market Listing Requirements for any related party transactions and conflict of interest situation which may arise within the Company or the Group. The Board, through the Audit Committee, reviews material related party transactions, if any. A Director who has an interest in a transaction will abstain from deliberating and voting on the relevant resolution in respect of such transaction at the Board meeting.

A list of the significant related party transactions is reported in the notes to the financial statements for the year ended 31 December 2011.

Whistle-blowing Policy

The Group introduced a whistle-blowing policy to provide employees with an accessible avenue to report in good faith of any suspected wrongdoing which includes suspected fraud, misappropriation of assets, criminal breach of trust, corruption, questionable or improper accounting records, misuse of confidential information and acts or omissions which are deemed to be against the interest of the Company, laws, regulations or public policies.

The employees are encouraged to report any misfeasance by any persons in the workplace to the appropriate parties within the Group. Proper investigations on all allegations or reports from within and outside the Group will be carried out to ensure that all concerns received are appropriately accounted for and reported to the right channel.

Should the employees still have concerns after the investigation(s) or if the employees feel the matter is so serious that it cannot be discussed with the parties concerned, they are able to bring their concerns to Mr. Amos Siew Boon Yeong, the Senior Independent Non-Executive Director and Chairman of the Audit Committee.

Corporate Integrity Pledge

The Group recognises the Anti-Corruption Principles for Corporations in Malaysia and is committed to promote integrity, transparency and good governance in all aspects of its operations.

SEGi believes that the best interests of the company and long-term value to shareholders will ultimately be preserved by conducting business free from corruption and in accordance with the highest principles of integrity.

Compliance Statement

The Board has taken steps to ensure that the Group has implemented the best practices as set out in the Code and CG Guide.

This statement was approved by the Board of Directors on 20 March 2012.

This statement also incorporated the subsequent changes in the composition of the Board which were approved and announced on 2 April 2012.

Other information required by the Bursa Securities Listing Requirements

1. Utilisation of Proceeds Raised from Corporate Proposals

There were no proceeds raised from corporate proposals in the year under review.

2. Share Buy-back

During the year ended 31 December 2011, the Company bought back 3,747,400 of its own ordinary shares of RM0.50 each and 4,175,800 of its own ordinary shares of RM0.25 each at the total consideration of RM20,778,598. The shares bought back were held as treasury shares in accordance with Section 67A of the Companies Act, 1965.

None of the shares purchased were being resold or cancelled during the year.

Details of the movement of treasury shares during the year were as follows:-

Monthly Breakdown	Purchase Price No. of Shares Purchased	Average Cost Per Share (RM)		Per Share RM	Total RM
		Lowest	Highest		
<i>Prior to Share Split</i>					
March 2011	2,987,400	3.250	3.600	3.497	10,446,686
April 2011	250,000	3.450	3.510	3.489	872,243
May 2011	510,000	3.740	3.810	3.799	1,937,240
	3,747,400				13,256,169
Note: The Company implemented a share split involving the subdivision of every one (1) existing ordinary shares of RM0.50 each held in the Company into two (2) ordinary shares of RM0.25 each in the Company ("Share Split"). The Share Split completed on 13 July 2011.					
<i>After Share Split</i>					
August 2011	2,675,800	1.800	1.910	1.841	4,926,679
September 2011	1,500,000	1.690	1.760	1.730	2,595,750
	4,175,800				7,522,429

As at 31 December 2011, the total treasury shares held by the Company was 26,039,600 shares.

3. Options, Warrants or Convertible Securities

The number and exercise price of five (5)-year 2010/2015 warrants ("Warrants") were adjusted following the completion of the share split involving the subdivision of every one (1) existing ordinary shares of RM0.50 each into two (2) ordinary shares of RM0.25 each ("Share Split") on 13 July 2011. Pursuant to the Share Split, 101,283,197 additional Warrants were issued to the Warrant Holders registered in the Warrant register in proportion to their holdings in the ratio of one (1) additional Warrant for every one (1) Warrant held immediately after the entitlement date of the Share Split on 12 July 2011 and the exercise price was revised from RM1.00 to RM0.50.

As at 31 December 2011, there were 56,202,360 new ordinary shares of RM0.25 each issued pursuant to the exercise of Warrants.

Save as disclosed above, there were no options or convertible securities issue during the year under review.

4. American Depository Receipt (“ADR”) or Global Depository Receipt (“GDR”) Programme

The Company did not sponsor any ADR or GDR Programme during the year.

5. Sanctions and/or Penalties

During the year, there were no major sanctions and/or penalties imposed on the Company or its subsidiary companies, Directors or management by the relevant regulatory authorities.

6. Non-Audit Fees

Non-audit fees of RM5,000 were paid to Crowe Horwath, the reporting accountants for the corporate exercise of Share Split implemented during the year ended 31 December 2011.

7. Variation in Results

There was no material variance in results between the audited results for the year ended 31 December 2011 and the unaudited results previously announced.

8. Profit Guarantee

There was no profit guarantee given to the Company during the year under review.

9. Material Contracts

There were no material contracts entered into by the Company and its subsidiaries, involving the interest of directors and major shareholders, either still subsisting at the end of the year or entered into since the end of the previous year.

10. Revaluation Policy on Landed Properties

The Company does not have a policy to revalue its landed properties.

11. Recurrent Related Party Transactions of a revenue or trading nature

There were no recurrent related party transactions of revenue nature which required shareholders' mandate during the year ended 31 December 2011.

12. Internal Audit Function

During the year under review, the Company incurred expenses amounting to RM204,000 for the internal audit function.

Statement of Directors' Responsibilities in Respect of **the Audited Financial Statements**

The Board is responsible for ensuring that the financial statements of the Group give a true and fair view of the state of affairs of the Group and of the Company as at the end of the year, and of their results and cash flows for the year then ended. The Directors also ensured that the financial statements are drawn up in accordance with the applicable approved accounting standards in Malaysia and the provisions of the Companies Act, 1965.

In preparing the financial statements, the Directors have adopted and consistently applied suitable accounting policies and made reasonable and prudent judgements.

The Directors are also responsible for taking such steps as are reasonably open to them to safeguard the assets of the Group and to prevent and detect fraud and other irregularities.

This statement was approved by the Board of Directors on 20 March 2012.

Audit Committee Report

The Board of Directors is pleased to present the Audit Committee Report for the year ended 31 December 2011.

Membership

The Audit Committee comprises:

Amos Siew Boon Yeong

Chairman, Independent Non-Executive Director

Goh Leng Chua

Independent Non-Executive Director

Foo San Kan (resigned on 2 April 2012)

Independent Non-Executive Director

MEETINGS

During the year under review, a total of five (5) meetings were held on 21 February 2011, 24 March 2011, 28 April 2011, 28 July 2011 and 9 November 2011. Attendance of each member was as follows:

<u>Audit Committee Members</u>	<u>No. of meetings attended</u>
Amos Siew Boon Yeong	5/5
Goh Leng Chua	5/5
Foo San Kan (resigned on 2 April 2012)	5/5

Terms of Reference of the Audit Committee

The Audit Committee ("the Committee") is governed by the terms of reference that were formally endorsed by the Board on 11 May 2001 and have been reviewed from time to time. The terms of reference are set out as follows:

OBJECTIVES

The principal objectives of the Committee are to review the adequacy and the integrity of the Company's internal control system and management information system, including systems for compliance with applicable laws, regulations, rules, directives and guidelines, as well as to oversee the conduct of the Company's businesses.

The Committee provides assistance to the Board in fulfilling its fiduciary responsibilities, particularly in areas related to financial accounting and reporting practices, as well as operation and management controls. This is to ensure conformity with good

corporate governance, transparency, integrity and accountability in the conduct of the Group's activities so as to safeguard the rights and interests of the shareholders.

COMPOSITION

The Committee shall consist of at least three (3) members. All the Committee members must be non-executive Directors, with a majority of them being independent. The Chairman shall be an Independent Non-Executive Director. At least one member of the Committee must be a member of the Malaysian Institute of Accountants or if he is not, then he must be a person who complies with the requirements of Paragraph 15.09 of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad ("Main Market Listing Requirements").

In the event of any vacancy in the Committee resulting in the non-compliance of subparagraph 15.09(1) of the Main Market Listing Requirements, the vacancy must be filled within three (3) months.

The term of office and performance of the Committee and each of the members shall be reviewed by the Board of Directors at least once every three (3) years to determine whether the Committee and its members have carried out their duties in accordance with the Terms of Reference.

MEETINGS

The Committee shall meet not less than four (4) times a year. A quorum shall consist of two (2) members, with independent directors forming the majority.

Certain members of senior management shall attend meetings by invitation of the Committee. The external auditors will be present at certain meetings to report to the Committee on their audit plan, their audit report, any major audit findings and any other specific issues. The Committee also meets at least twice a year with the external auditors without the management present.

The Secretary shall be responsible for drawing up the agenda and circulating it, supported by explanatory documentation to the Committee members prior to each meeting.

– Audit Committee Report –

The Secretary shall also be responsible for keeping the minutes of the Committee, and circulating them to each member of the Committee and of the Board of Directors. The Chairman of the Committee shall report on each meeting to the Board. The Secretary to the Committee shall be the Company Secretary.

AUTHORITY

The Committee is authorised by the Board:

- a) to investigate any matter within its terms of reference;
- b) to have the resources which are required to perform its duties;
- c) to have full and unrestricted access to any information pertaining to the Group and the Company;
- d) to have direct communication channels with the external auditors and person(s) carrying out the internal audit function or activity;
- e) to obtain independent professional or other advice as necessary; and
- f) to convene meetings with the external auditors, the internal auditors or both, excluding the attendance of other directors and employees of the Company, whenever deemed necessary.

FUNCTIONS

The functions of the Committee are as follows:

- a) to review the following and report the same to the Board of Directors:
 - i. with the external auditors, the audit plan;
 - ii. with the external auditors, their evaluation of the system of internal controls;
 - iii. with the external auditors, their audit report;
 - iv. the assistance given by the Company's employees to the external auditors;
 - v. the adequacy of the scope, functions, competency and resources of the internal audit function and that it has the necessary authority to carry out its work;

- vi. the internal audit programme, processes, the results of the internal audit work undertaken and whether or not appropriate actions are taken on the recommendations of the internal audit function;
- vii. the quarterly results and year end financial statements, prior to the approval by the Board of Directors, focusing particularly on:
 - changes in or implementation of major accounting policies and practices;
 - significant adjustments arising from the audit;
 - significant and unusual events; and
 - compliance with accounting standards and legal requirements;
- viii. any related party transaction and conflict of interest situation that may arise within the Company or Group including any transaction, procedure or course of conduct that raises questions of management integrity and transparency;
- ix. external auditors' management letter and management's responses; and
- x. the Risk Management Committee, the risks identified and the mitigation plans to address the risks.

- b) to consider the appointment of the external auditors, the audit fee and any questions on resignation or dismissal;
- c) to recommend the nomination of a person or persons as external auditors; and
- d) such other functions as the Board may from time to time determine.

Activities during the year

During the year under review, the following were the activities of the Committee:

- Reviewed the external auditors' scope of work and audit plans for the year prior to the audit with the representatives from the external auditors who presented their audit strategy and plan.

– Audit Committee Report –

- Reviewed with the external auditors the results of the audit and the audit report and considered the major findings by the external auditors and the management's responses thereto.
- Reviewed the assistance given by the Group employees to the auditors.
- Considered and recommended to the Board for approval the audit fees payable to the external auditors as disclosed in the notes to the financial statements.
- Reviewed the quarterly reports of the Group and year end financial statements of the Company and the Group before recommending for the Board's approval.
- Reviewed the related party transactions entered into by the Company and the Group and the disclosure of such transactions in the annual report of the Company.
- Reviewed the Company's compliances, in particular the quarterly reports and year end financial statements, with the provisions of the Companies Act, 1965, Main Market Listing Requirements, applicable approved accounting standards in Malaysia and other relevant legal and regulatory requirements.
- Reviewed the Company's Statement on Internal Control prior to endorsement by the Board.
- Reviewed the effectiveness of the internal audit process, audit function resource requirements, and assessed the performance of the internal auditors.
- Reviewed the programmes and internal annual audit plan for the current financial year to ensure adequate scope and comprehensive coverage of the activities of the Company and the Group.
- Reviewed with the internal auditors, important issues highlighted including the management's responses and the follow-up action plans implemented.
- Reviewed the extent of the Group's compliance with provisions set out in the Malaysian Code on Corporate Governance ("the Code").

- Recommended to the Board action plans to address identified gaps between the Group's existing corporate governance practices and the prescribed corporate governance principles and best practices under the Code.
- Met with the external auditors independently without the presence of the management.
- Met with the internal auditors independently without the presence of the management.

Internal Audit Function

The Audit Committee is supported by the in-house and independent Internal Audit Department who performs the internal audit function for the Group. The main role of the Internal Audit Department is to review the effectiveness of the system of internal control and risk management within the Group and this is performed with impartiality, proficiency and due professional care.

It is the responsibility of the Internal Audit Department to provide the Audit Committee with independent and objective report on the state of internal control of the various operating units within the Group and the extent of compliance with the Group's established policies and procedures as well as the relevant statutory requirements.

During the year, the Internal Audit Department has performed audits on Group's Institutions and corporate departments in accordance to the approved Internal Audit Plan. The completed audit reports were presented to the Audit Committee for deliberation and follow-up audits were also performed to ensure Management had addressed the control weaknesses accordingly.

The Audit Committee Report was approved by the Board of Directors on 20 March 2012.

This report also incorporated the subsequent changes in the composition of the Audit Committee which were approved and announced on 2 April 2012.

Statement on Internal Control

Introduction

The Board of Directors (“Board”) is pleased to outline the state of internal control of the Group for the financial year ended 31 December 2011.

The Board’s Commitment

The Board remains committed towards operating a sound internal control system and has recognised that the system must continually evolve to support the type of business and size of operations of the Group. Due to the limitations that are inherent in any system of internal control, the Board is aware that such system is designed to manage rather than eliminate the risk of failure to achieve business objectives, and can provide only reasonable and not absolute assurance against material misstatement or loss.

Assurance Mechanism

The Board has reviewed the effectiveness of the Group’s system of internal controls and risk management processes and the Board confirms that there is an ongoing process for identifying, evaluating and managing the significant risks faced by the Group and this process is regularly reviewed by the Board.

Key elements of which are as follows:

The Management

- a. The Group Organisational Chart clearly defines the reporting lines for proper control and execution of the Group’s plan.
- b. Key business processes of the Group are governed by Standard Operating Procedures to ensure consistencies in delivery of quality academic and support services to students, integrity and timeliness of management reporting, as well as good governance processes in engagement of services and payments to suppliers. The examination departments of the Group’s key institutions have been certified ISO 9001 in order to further enhance the integrity of the examination processes.
- c. Business strategies, sales targets and budgets are set by Group Senior Management together with Heads of Business Units. These targets and budgets together with any major operational issues are regularly monitored and discussed at Management meetings.

- d. The Executive Directors and Group Senior Management report to the Board the financial performances of the Group during regular Audit Committee and Board meetings. Major investments and business strategies are also discussed and approved by the Board.
- e. Requisitions for large purchases are evaluated by the Group’s Procurement and Quality Assurance Department to ensure competitiveness, quality and transparency in the sourcing and recommendations made by the users. These requisitions are also approved by the Group Senior Management prior to the acquisition.
- f. The Safety and Health Committee has been set up to review the occupational safety and health procedures within the Group’s institutions.
- g. Key functions such as finance and treasury, legal, human resource, IT infrastructure and regulatory matters are controlled centrally to ensure consistency in the setting and application of policies and procedures relating to these functions, and reduce duplication of efforts, thereby providing efficiency to the Group.

The Risk Management Committee (RMC)

- h. The Board has entrusted the RMC to review the Risk Management processes within the Group. During the year, two meetings were conducted to review and monitor the significant risks and relevant mitigating controls. The findings were documented in the Risk Profile. The outcomes of the RMC meetings were presented to the Board accordingly.

The RMC is assisted by the Risk Management Working Committee which comprises of Management from various business units and corporate department, to monitor and ensure relevant controls to mitigate significant business risks within the Group’s business units in the day to day operations are in place.

– Statement on Internal Control –

The Audit Committee (AC)

- i. The Board has tasked the AC with established Terms of Reference to examine the effectiveness of the Group's system of internal control. In order to achieve that, the AC ensures the audit scope in the Internal Audit covered significant risks area identified by the Group. In addition, any major control weaknesses and management's commitments pertaining to the audit recommendations highlighted in the Internal Audit Reports are being addressed accordingly. The AC had updated the Board on the status of the Group's system of internal control in the Board meetings conducted during the year.
- j. The AC also reviewed the internal control weaknesses raised by the external auditors during the audit committee meeting and noted that Management has put in place relevant controls to rectify the deficiencies.

Assurance

The Management, in striving for continuous improvement will put in place appropriate action plans, where necessary, to further enhance the Group's system of internal control.

During the current financial year, there were no major weaknesses of internal control which result in material losses, contingencies or uncertainties that would require disclosure in the Company's Annual Report.

The Statement on Internal Control was approved by the Board of Directors on 20 March 2012.

Notice of Annual General Meeting

NOTICE IS HEREBY GIVEN that the Twenty-Sixth Annual General Meeting of SEG International Bhd (“SEGi” or “the Company”) will be held at Level 2, Right Wing, SEGi University, No. 9, Jalan Teknologi, Taman Sains Selangor, Kota Damansara, PJU 5, 47810 Petaling Jaya, Selangor Darul Ehsan on Tuesday, 15 May 2012 at 2.30 p.m. for the following purposes:-

AS ORDINARY BUSINESS

1. To receive and adopt the Audited Financial Statements for the year ended 31 December 2011 and the Directors’ and Auditors’ Reports thereon. (Ordinary Resolution 1)
2. To approve the payment of Directors’ fees for the year ended 31 December 2011. (Ordinary Resolution 2)
3. To re-elect the following Directors retiring in accordance with Article 86 of the Company’s Articles of Association:-
 - (a) Tan Sri Dato’ Seri Megat Najmuddin bin Dato’ Seri Dr Haji Megat Khas (Ordinary Resolution 3)
 - (b) Amos Siew Boon Yeong (Ordinary Resolution 4)
4. To elect the following Directors retiring in accordance with Article 93 of the Company’s Articles of Association:-
 - (a) Nicholas Rupert Heylett Bloy (Ordinary Resolution 5)
 - (b) Tan Chow Yin (Ordinary Resolution 6)
5. To re-appoint Messrs. Crowe Horwath as Auditors of the Company and authorise the Directors to fix their remuneration. (Ordinary Resolution 7)

AS SPECIAL BUSINESS

To consider and if thought fit, to pass the following resolutions:-

Ordinary Resolution

6. Authority to allot and issue shares pursuant to Section 132D of the Companies Act, 1965

“THAT pursuant to Section 132D of the Companies Act, 1965, the Directors be and are hereby empowered to issue shares in the Company, at any time and upon such terms and conditions and for such purposes as the Directors may, in their absolute discretion, deem fit, provided that the aggregate number of shares to be issued pursuant to this resolution in any one financial year does not exceed ten percent (10%) of the issued capital of the Company for the time being and that the Directors be and are also empowered to obtain approval for the listing of and quotation for the additional shares so issued on Bursa Malaysia Securities Berhad (“Bursa Securities”) and that such authority shall continue in force until the conclusion of the next Annual General Meeting (“AGM”) of the Company.”

(Ordinary Resolution 8)

– Notice of Annual General Meeting –

7. **Proposed Renewal of Authority for the Purchase by SEG International Bhd (“SEGi”) of its Own Shares (“Proposed Share Buy-Back”)**

“THAT, subject to the provisions of the Companies Act, 1965 (“the Act”) (as may be amended, modified or re-enacted from time to time), the Articles of Association of the Company, the Main Market Listing Requirements of Bursa Securities and any other relevant authorities, the Company be and is hereby authorised to purchase on the market of the Bursa Securities and/or hold such number of ordinary shares of RM0.25 each in SEGi (“SEGi Shares”) as may be determined by the Directors from time to time through Bursa Securities upon such terms and conditions as the Directors may deem fit in the interest of the Company provided that the total aggregate number of shares purchased or to be purchased pursuant to this resolution does not exceed ten percent (10%) of the total issued and paid-up share capital of the Company for the time being; an amount not exceeding the Company’s latest audited retained profit of RM7,252,000 and share premium account of RM16,412,000 as at 31 December 2011, be allocated by the Company for the Proposed Share Buy-Back AND THAT in respect of each purchase of SEGi Shares, the Directors shall have the absolute discretion to decide whether such shares purchased are to be cancelled and/or retained as treasury shares and distributed as dividends or resold on the market of the Bursa Securities or subsequently cancelled;

AND THAT the authority conferred by this resolution shall commence immediately upon the passing of this resolution and shall continue to be in force until:-

- i. the conclusion of the next AGM of the Company, at which time it will lapse, unless renewed by an ordinary resolution passed by the shareholders of the Company in a general meeting;
- ii. the expiry of the period within which the next AGM of the Company is required to be held pursuant to Section 143(1) of the Act (but shall not extend to such extension as may be allowed pursuant to Section 143(2) of the Act); or
- iii. revoked or varied by an ordinary resolution passed by the shareholders of the Company in a general meeting;

whichever is the earlier;

AND THAT the Directors be and are hereby authorised to act and to take all such steps to give full effect to the Proposed Share Buy-Back and do all such acts and things as they may deem necessary or expedient in the best interests of the Company.”

(Ordinary Resolution 9)

Special Resolution

8. **Proposed Amendments to the Articles of Association**

“THAT the deletion, alterations, modifications, variations and additions to the Articles of Association of the Company as set out in “Annexure A” be and are hereby approved.”

(Special Resolution 1)

9. To consider any other business of which due notice shall have been given.

By Order of the Board

CHONG POH YEE (MIA 7620)
HEW LING SZE (MAICSA 7010381)
Secretaries

Petaling Jaya, Selangor
23 April 2012

– Notice of Annual General Meeting –

NOTES:

1. A member entitled to attend and vote at the meeting is entitled to appoint not more than two proxies to attend and vote in his stead. A proxy may but need not be a member of the Company and the provision of Section 149(1)(b) of the Companies Act, 1965 shall not apply to the Company. A member who is an exempt authorised nominee may appoint at least one proxy in respect of each securities account it holds.
2. The Form of Proxy must be deposited at the Registered Office of the Company at 6th Floor, SEGi University, No. 9, Jalan Teknologi, Taman Sains Selangor, Kota Damansara, PJU 5, 47810 Petaling Jaya, Selangor Darul Ehsan not less than 48 hours before the time and date of the meeting or adjourned meeting.
3. Explanatory notes on Special Business

a. Ordinary Resolution 8 - Authority to allot and issue shares pursuant to Section 132D of the Companies Act, 1965

The proposed Ordinary Resolution 8, if passed, will give authority to the Directors of the Company to issue ordinary shares in the Company up to an aggregate amount of not exceeding ten percent (10%) of the issued share capital of the Company for such purposes as the Directors consider would be in the interest of the Company. This authority, unless revoked or varied at a general meeting, will expire at the conclusion of the next AGM of the Company.

The general mandate, once approved and renewed, will provide flexibility to the Company for allotment of shares for any possible

fund raising activities for the purpose of funding future investment project(s), working capital and/or acquisition(s).

As at the date of this Notice, no new shares in the Company were issued pursuant to the mandate granted to the Directors at the Twenty-Fifth AGM held on 4 May 2011 and hence no proceeds were raised therefrom.

b. Ordinary Resolution 9 - Proposed Renewal of Authority for the Proposed Share Buy-Back

The proposed Ordinary Resolution 9, if passed, will empower the Directors to purchase SEGi shares through Bursa Securities up to an amount not exceeding ten percent (10%) of the issued and paid-up share capital of the Company. This authority, unless revoked or varied at a general meeting, will expire at the conclusion of the next AGM of the Company.

Detailed information on the Proposed Share Buy-Back is set out in the Statement to Shareholders dated 23 April 2012 which is despatched together with this Annual Report.

c. Special Resolution 1 - Proposed Amendments to the Articles of Association

The proposed Special Resolution 1, if passed, will render the Articles of Association of the Company to be in line with the recent amendments required under the Main Market Listing Requirements of Bursa Securities.

Statement Accompanying Notice of Annual General Meeting

(Pursuant to Paragraph 8.27(2) of the Main Market Listing Requirements of the Bursa Malaysia Securities Berhad)

1. Directors who are standing for election and re-election at the Twenty-Sixth Annual General Meeting of the Company

The Directors retiring at the Twenty-Sixth Annual General Meeting pursuant to Article 86 of the Company's Articles of Association are as follows:

- (a) Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Haji Megat Khas; and
- (b) Amos Siew Boon Yeong

The Directors retiring at the Twenty-Sixth Annual General Meeting pursuant to Article 93 of the Company's Articles of Association are as follows:

- (a) Nicholas Rupert Heylett Bloy; and
- (b) Tan Chow Yin

Details of Directors who are standing for election and re-election are set out in the Directors' Profile appearing on pages 12 to 17 of the Annual Report.

2. Details of Attendance of Directors at Board meetings

There were five (5) Board meetings held during the financial year ended 31 December 2011. Details of attendance of the Directors are set out in the Corporate Governance Statement appearing on page 91 of the Annual Report.

3. Place, Date and Time of Twenty-Sixth Annual General Meeting

The Twenty-Sixth Annual General Meeting of the Company will be held at Level 2, Right Wing, SEGi University, No. 9, Jalan Teknologi, Taman Sains Selangor, Kota Damansara, PJU 5, 47810 Petaling Jaya, Selangor Darul Ehsan on Tuesday, 15 May 2012 at 2.30 p.m.

Proposed Amendments to the Articles of Association

“Annexure A”

The Articles of Association of the Company are proposed to be amended in the following manner :-

1. Article 2

The existing interpretation for “Listing Requirements” be altered by adding the words “**Main Market**” immediately before “...Main Market Listing Requirements....” to read as follows:

“Listing Requirements” means the **Main Market** Listing Requirements of the Exchange as may be amended from time to time.

2. Article 75

The existing Article 75 be altered by adding the last sentence “There shall be no restriction as to the qualification of the proxy. A proxy appointed to attend and vote at a meeting of a company shall have the same rights as members to speak at the meeting.” at the end of the Article to read as follows:

75. “Any corporation which is a member of the Company may by resolution of its Directors or other governing body authorise such person as it thinks fit to act as its representative either at a particular meeting of the Company, or at all meetings of the Company or any class of members and the person so authorised shall, in accordance with his authority and until his authority is revoked by the corporation, be entitled to exercise the same powers on behalf of the corporation which he represents as that corporation could exercise if it were an individual member of the Company. **There shall be no restriction as to the qualification of the proxy. A proxy appointed to attend and vote at a meeting of a company shall have the same rights as members to speak at the meeting.**”

3. Article 80

To delete the existing Article 80 in its entirety and to adopt the following new Articles 80 and 80A:

Existing

80 “Where a member of the Company is an authorised nominee as defined under the Central Depositories Act, it may appoint at least one proxy in respect of each Securities Account it holds with ordinary shares of the Company standing to the credit of the said Securities Account.”

New

80 “**Where a member of the Company is an exempt authorised nominee which holds ordinary shares in the Company for multiple beneficial owners in one securities account (“omnibus account”), there is no limit to the number of proxies which the exempt authorised nominee may appoint in respect of each omnibus account it holds.**”

80A “**An exempt authorised nominee refers to an authorised nominee defined under Central Depositories Act which is exempted from compliance with the provisions of sub-section 25A(1) of Central Depositories Act.**”



SEG INTERNATIONAL BHD
142998-U

Financial Information

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Directors' Report

The directors hereby submit their report and the audited financial statements of the Group and of the Company for the financial year ended 31 December 2011.

PRINCIPAL ACTIVITIES

The Company is principally engaged in the businesses of investment holding and provision of management consultancy services, property management, rental of premises, business advisory services, and educational and training services whilst the principal activities of the subsidiaries are set out in Note 5 to the financial statements. There have been no significant changes in the nature of these activities during the financial year.

RESULTS

	The Group RM'000	The Company RM'000
Profit for the financial year	72,216	45,377
Attributable to:-		
Owners of the Company	72,314	45,377
Non-controlling interests	(98)	-
	72,216	45,377

DIVIDENDS

Since the end of the previous financial year, the Company paid:

- (i) a special dividend of RM0.14 per ordinary share of RM0.50 each, less income tax at 25%, amounting to RM25,914,000 in respect of the financial year ended 31 December 2011 on 18 February 2011;
- (ii) a first and final single tier dividend of RM0.07 per ordinary shares of RM0.50 each amounting to RM17,841,000 in respect of the financial year ended 31 December 2010 on 27 May 2011; and
- (iii) a second interim single tier dividend of RM0.10 per ordinary shares of RM0.25 each in respect of the financial year ended 31 December 2011 amounting to RM53,263,000 on 6 January 2012.

The Directors do not recommend any final dividend in respect of the financial year ended 31 December 2011.

RESERVES AND PROVISIONS

All material transfers to or from reserves and provisions during the financial year are disclosed in the financial statements.

ISSUES OF SHARES AND DEBENTURES

- (a) During the financial year, the Company:-
 - (i) completed a share split involving the subdivision of every one (1) existing ordinary share of RM0.50 each into two (2) ordinary shares of RM0.25 each ("Share Split"); and

– Directors' Report –

ISSUES OF SHARES AND DEBENTURES (Cont'd)

(a) During the financial year, the Company (Cont'd):-

(ii) increased its issued and paid-up share capital from RM125,623,000 to RM139,674,000 by way of issuance of:

- (a) 21,660,000 new ordinary shares of RM0.50 prior to the Share Split pursuant to the exercise of warrants; and
- (b) 12,883,000 new ordinary shares of RM0.25 each after the Share Split pursuant to the exercise of warrants.

The new ordinary shares issued rank pari passu in all respects with the existing ordinary shares of the Company.

(b) there were no issues of debentures by the Company.

TREASURY SHARES

During the financial year, the Company purchased its issued ordinary shares on the open market under the share buy-back programme. Details are as follows:-

	← Price Per Share →			No of Shares	Par Value RM	Cost Of Shares RM'000
	Lowest RM	Highest RM	Average RM			
Balance at 1 January 2011				7,184,500	0.50	16,693
Addition during the financial year	3.25	3.81	3.54	3,747,400	0.50	13,256
Consequential adjustment due to share split				10,931,900		29,949
Addition during the financial year	1.69	1.91	1.80	4,175,800	0.25	7,522
Balance at 31 December 2011				26,039,600	0.25	37,471

The shares purchased under the share buy-back programme were financed by internally generated funds. The shares purchased were retained as treasury shares in accordance with Section 67A of the Companies Act 1965 in Malaysia and are presented as a deduction from shareholders' equity.

During the financial year, there were no re-sale of treasury shares.

OPTIONS GRANTED OVER UNISSUED SHARES

During the financial year, no options were granted by the Company to any person to take up any unissued shares in the Company, except for the consequential adjustment made to the number and exercise price of the 101,283,197 warrants at an exercise price of RM1.00 following the completion of the share split involving the subdivision of every one (1) existing ordinary share of RM0.50 each into two (2) ordinary shares of RM0.25 each on 12 July 2011. As at 31 December 2011, there were 189,683,154 unexercised warrants in issue at a revised exercise price of RM0.50.

The ordinary shares issued from the exercise of Warrants shall rank pari passu in all respects with the existing issued ordinary shares of the Company except that they shall not be entitled to any dividends, distributions, rights, allotment and/or any other forms of distribution where the entitlement date of which precedes the relevant date of the allotment and issuance of the new shares arising from the exercise of Warrants.

– Directors' Report –

BAD AND DOUBTFUL DEBTS

Before the financial statements of the Group and of the Company were made out, the directors took reasonable steps to ascertain that action had been taken in relation to the writing off of bad debts and the making of allowance for impairment losses on receivables, and satisfied themselves that all known bad debts had been written off and that adequate allowance had been made for impairment losses on receivables.

At the date of this report, the directors are not aware of any circumstances that would require the further writing off of bad debts, or the additional allowance for impairment losses on receivables in the financial statements of the Group and of the Company.

CURRENT ASSETS

Before the financial statements of the Group and of the Company were made out, the directors took reasonable steps to ascertain that any current assets other than debts, which were unlikely to be realised in the ordinary course of business, including their value as shown in the accounting records of the Group and of the Company, have been written down to an amount which they might be expected so to realise.

At the date of this report, the directors are not aware of any circumstances which would render the values attributed to the current assets in the financial statements of the Group and of the Company misleading.

VALUATION METHODS

At the date of this report, the directors are not aware of any circumstances which have arisen which render adherence to the existing methods of valuation of assets or liabilities of the Group and of the Company misleading or inappropriate.

CONTINGENT AND OTHER LIABILITIES

The contingent liabilities of the Group and of the Company are disclosed in Note 32 to the financial statements. At the date of this report, there does not exist:-

- (a) any charge on the assets of the Group and of the Company that has arisen since the end of the financial year which secures the liabilities of any other person; or
- (b) any contingent liability of the Group and of the Company which has arisen since the end of the financial year.

No contingent or other liability of the Group and of the Company has become enforceable or is likely to become enforceable within the period of twelve months after the end of the financial year which, in the opinion of the directors, will or may substantially affect the ability of the Group and of the Company to meet their obligations when they fall due.

CHANGE OF CIRCUMSTANCES

At the date of this report, the directors are not aware of any circumstances not otherwise dealt with in this report or the financial statements of the Group and of the Company which would render any amount stated in the financial statements misleading.

– Directors' Report –

ITEMS OF AN UNUSUAL NATURE

The results of the operations of the Group and of the Company during the financial year were not, in the opinion of the directors, substantially affected by any item, transaction or event of a material and unusual nature.

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of a material and unusual nature likely, in the opinion of the directors, to affect substantially the results of the operations of the Group and of the Company for the financial year.

DIRECTORS

The directors who served since the date of the last report are as follows:-

TAN SRI DATO' SERI MEGAT NAJMUDDIN BIN DATO' SERI DR. HAJI MEGAT KHAS
 DATO' (DR.) PATRICK TEOH SENG FOO
 DATO' SRI CLEMENT HII CHII KOK
 LEE KOK CHENG
 HEW MOI LAN
 DATU HAJI PUTIT BIN MATZEN
 DATUK CHEE HONG LEONG
 AMOS SIEW BOON YEONG
 FOO SAN KAN
 GOH LENG CHUA

DIRECTORS' INTERESTS

According to the register of directors' shareholdings, the interests of directors holding office at the end of the financial year in shares in the Company and its related corporations during the financial year are as follows:-

	Number Of Ordinary Shares Of RM0.50 Each			Balance Prior To Share Split
	At 1.1.2011	Bought	Sold	
DIRECT INTERESTS				
DATO' (DR.) PATRICK TEOH SENG FOO	172,780	-	(172,780)	-
DATO' SRI CLEMENT HII CHII KOK	11,225,820	68,194,420	-	79,420,240
TAN SRI DATO' SERI MEGAT NAJMUDDIN BIN DATO' SERI DR. HAJI MEGAT KHAS	831	-	-	831
DATUK CHEE HONG LEONG	90,400	-	-	90,400
HEW MOI LAN	232,400	-	-	232,400
INDIRECT INTERESTS				
DATUK CHEE HONG LEONG ⁽¹⁾	15,305,100	1,441,000	-	16,746,100
DATU HAJI PUTIT BIN MATZEN ⁽²⁾	57,400,000	-	-	57,400,000

– Directors' Report –

DIRECTORS' INTERESTS (Cont'd)

	Number Of Ordinary Shares Of RM0.25 Each			At 31.12.2011
	Balance After Share Split	Bought	Sold	
DIRECT INTERESTS				
DATO' (DR.) PATRICK TEOH SENG FOO	-	-	-	-
DATO' SRI CLEMENT HII CHII KOK	158,840,480	-	-	158,840,480
TAN SRI DATO' SERI MEGAT NAJMUDDIN				
BIN DATO' SERI DR. HAJI MEGAT KHAS	1,662	-	-	1,662
LEE KOK CHENG	-	4,440,000	-	4,440,000
DATUK CHEE HONG LEONG	180,800	-	-	180,800
HEW MOI LAN	464,800	6,204,000	-	6,668,800
AMOS SIEW BOON YEONG	-	2,200,000	-	2,200,000
INDIRECT INTERESTS				
DATUK CHEE HONG LEONG (1)	33,492,200	-	-	33,492,200
DATU HAJI PUTIT BIN MATZEN (2)	114,800,000	-	-	114,800,000

**Number Of 2011/2015 Warrants At An Exercise Price Of
RM1.00 Each**

	At	Bought	Sold	Balance Prior To Share Split
	1.1.2011			
DIRECT INTERESTS				
DATO' (DR.) PATRICK TEOH SENG FOO	77,640	-	(77,640)	-
DATO' SRI CLEMENT HII CHII KOK	1,015,200	37,076,600	-	38,091,800
DATUK CHEE HONG LEONG	290,500	-	-	290,500
INDIRECT INTERESTS				
DATUK CHEE HONG LEONG (1)	336,000	-	-	336,000
DATU HAJI PUTIT BIN MATZEN (2)	29,568,100	-	-	29,568,100

**Number Of 2011/2015 Warrants At A Revised Exercise Price
Of Rm0.50 Each After Share Split**

	Balance	Bought	Sold	At 31.12.2011
	After Share Split			
DIRECT INTERESTS				
DATO' (DR.) PATRICK TEOH SENG FOO	-	-	-	-
DATO' SRI CLEMENT HII CHII KOK	76,183,600	-	-	76,183,600
DATUK CHEE HONG LEONG	581,000	672,000	-	1,253,000
INDIRECT INTERESTS				
DATUK CHEE HONG LEONG (1)	672,000	-	(672,000)	-
DATU HAJI PUTIT BIN MATZEN (2)	59,136,200	670,000	-	59,806,200

(1) Deemed interests through Segmen Entiti Sdn. Bhd.

(2) Deemed interests through Cerahsar Sdn. Bhd.

– Directors' Report –

DIRECTORS' INTERESTS (Cont'd)

By virtue of their interests in shares in the Company, the above directors are deemed interested in the shares of the subsidiaries during the financial year to the extent that the Company has an interest.

Other than as disclosed, none of the other directors holding office at the end of the financial year had any interest in shares in the Company or its related corporations during the financial year.

DIRECTORS' BENEFITS

Since the end of the previous financial year, no director has received or become entitled to receive any benefit (other than a benefit included in the aggregate amount of emoluments received or due and receivable by directors as shown in the financial statements, or the fixed salary of a full-time employee of the Company or a related corporation) by reason of a contract made by the Company or a related corporation with the director or with a firm of which the director is a member, or with a company in which the director has a substantial financial interest.

Neither during nor at the end of the financial year was the Company a party to any arrangements whose object is to enable the directors to acquire benefits by means of the acquisition of shares in, or debentures of, the Company or any other body corporate.

AUDITORS

The auditors, Messrs. Crowe Horwath, have expressed their willingness to continue in office.

Signed in accordance with a resolution of the directors dated 20 March 2012.

Tan Sri Dato' Seri Megat Najmuddin Bin Dato' Seri Dr. Haji Megat Khas

Dato' Sri Clement Hii Chii Kok

Statement by Directors

We, Tan Sri Dato' Seri Megat Najmuddin Bin Dato' Seri Dr. Haji Megat Khas and Dato' Sri Clement Hii Chii Kok, being two of the directors of SEG International Bhd., state that, in the opinion of the directors, the financial statements set out on pages 119 to 181, are drawn up in accordance with Financial Reporting Standards and the Companies Act 1965 in Malaysia so as to give a true and fair view of the state of affairs of the Group and of the Company at 31 December 2011 and of their results and cash flows for the financial year ended on that date.

The supplementary information set out in Note 37, which is not part of the financial statements, is prepared in all material respects, in accordance with Guidance on Special Matter No. 1, Determination of Realised and Unrealised Profits and Losses in the Context of Disclosure Pursuant to Bursa Malaysia Securities Berhad Listing Requirements, as issued by the Malaysian Institute of Accountants and the directive of Bursa Malaysia Securities Berhad.

Signed in accordance with a resolution of the directors dated 20 March 2012.

**Tan Sri Dato' Seri Megat Najmuddin
Bin Dato' Seri Dr. Haji Megat Khas**

Dato' Sri Clement Hii Chii Kok

Statutory Declaration

I, Chong Poh Yee, being the officer primarily responsible for the financial management of SEG International Bhd., do solemnly and sincerely declare that the financial statements set out on pages 119 to 181 are, to the best of my knowledge and belief, correct, and I make this solemn declaration conscientiously believing the same to be true and by virtue of the provisions of the Statutory Declarations Act 1960.

Subscribed and solemnly declared by Chong Poh Yee, at Petaling Jaya in Selangor Darul Ehsan on this 20 March 2012.

Chong Poh Yee

Before me

Zulkifla Mohd Dahlim
No. W541
Commissioner for Oaths

Independent Auditors' Report

to the members of SEG International Bhd.

(Incorporate in Malaysia)

Company No.: 145998-U

Report on the Financial Statements

We have audited the financial statements of SEG International Bhd., which comprise the statements of financial position as at 31 December 2011 of the Group and of the Company, and the statements of comprehensive income, statements of changes in equity and statements of cash flows of the Group and of the Company for the financial year then ended, and a summary of significant accounting policies and other explanatory information, as set out on pages 119 to 181.

Directors' Responsibility for the Financial Statements

The directors of the Company are responsible for the preparation of financial statements that give a true and fair view in accordance with Financial Reporting Standards and the Companies Act 1965 in Malaysia, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with approved standards on auditing in Malaysia. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgement, including the assessment of risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the Company's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements have been properly drawn up in accordance with Financial Reporting Standards and the Companies Act 1965 in Malaysia so as to give a true and fair view of the financial position of the Group and of the Company as of 31 December 2011 and of their financial performance and cash flows for the financial year then ended.

Report on Other Legal and Regulatory Requirements

In accordance with the requirements of the Companies Act 1965 in Malaysia, we also report the following:-

- (a) In our opinion, the accounting and other records and the registers required by the Act to be kept by the Company and its subsidiaries of which we have acted as auditors have been properly kept in accordance with the provisions of the Act.
- (b) We have considered the financial statements and the auditors' reports of the subsidiaries of which we have not acted as auditors, which are indicated in Note 5 to the financial statements.
- (c) We are satisfied that the financial statements of the subsidiaries that have been consolidated with the Company's financial statements are in form and content appropriate and proper for the purposes of the preparation of the financial statements of the Group and we have received satisfactory information and explanations required by us for those purposes.
- (d) The audit reports on the financial statements of the subsidiaries did not contain any qualification or any adverse comment made under Section 174(3) of the Act.

– Independent Auditor’s Report–

The supplementary information set out in Note 37 on page 181 is disclosed to meet the requirement of Bursa Malaysia Securities Berhad and is not part of the financial statements. The directors are responsible for the preparation of the supplementary information in accordance with Guidance on Special Matter No. 1, Determination of Realised and Unrealised Profits or Losses in the Context of Disclosure Pursuant to Bursa Malaysia Securities Berhad Listing Requirements, as issued by the Malaysian Institute of Accountants (“MIA Guidance”) and the directive of Bursa Malaysia Securities Berhad. In our opinion, the supplementary information is prepared, in all material respects, in accordance with the MIA Guidance and the directive of Bursa Malaysia Securities Berhad.

Other Matters

This report is made solely to the members of the Company, as a body, in accordance with Section 174 of the Companies Act 1965 in Malaysia and for no other purpose. We do not assume responsibility to any other person for the content of this report.

Crowe Horwath

Firm No.: AF 1018
Chartered Accountants

Kuala Lumpur

Lee Kok Wai

Approval No.: 2760/06/12 (J)
Chartered Accountant

Statements of Financial Position

at 31 December 2011

	Note	The Group		The Company	
		31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
ASSETS					
NON-CURRENT ASSETS					
Investments in subsidiaries	5	-	-	68,379	67,229
Investments in associates	6	-	4,760	-	-
Property, plant and equipment	7	111,614	100,113	7,847	8,137
Investment properties	8	-	-	-	-
Receivables	9	1,233	2,425	1,233	2,425
Intangible assets	10	28,041	27,679	-	-
Other investments	11	4,567	2,734	-	-
Deferred tax assets	12	2,771	3,174	1,121	1,557
		148,226	140,885	78,580	79,348
CURRENT ASSETS					
Inventories	13	28	30	-	-
Receivables	9	47,146	37,572	76,571	63,471
Tax refundable		7,552	5,720	1,044	1,249
Cash and cash equivalents	14	87,155	78,831	79,679	66,948
		141,881	122,153	157,294	131,668
TOTAL ASSETS		290,107	263,038	235,874	211,016
EQUITY AND LIABILITIES					
EQUITY					
Share capital	15	139,674	125,623	139,674	125,623
Reserves	16	44,085	76,961	(7,138)	51,230
		183,759	202,584	132,536	176,853
Non-controlling interests		762	899	-	-
TOTAL EQUITY		184,521	203,483	132,536	176,853
LIABILITIES					
NON-CURRENT LIABILITIES					
Long-term borrowings	17	4,992	10,831	179	6,477
Deferred tax liabilities	20	4,322	2,487	-	-
		9,314	13,318	179	6,477
CURRENT LIABILITIES					
Payables	21	37,850	38,607	49,806	24,163
Short-term borrowings	22	3,737	7,170	90	3,523
Current tax liabilities		1,422	460	-	-
Dividend payable		53,263	-	53,263	-
		96,272	46,237	103,159	27,686
TOTAL LIABILITIES		105,586	59,555	103,338	34,163
TOTAL EQUITY AND LIABILITIES		290,107	263,038	235,874	211,016

The annexed notes form an integral part of these financial statements.

Statements of Comprehensive Income

for the financial year ended 31 December 2011

	NOTE	The Group		The Company	
		2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
REVENUE	23	278,293	217,615	74,903	73,470
COST OF SERVICES		(69,005)	(56,522)	(5,211)	(3,784)
GROSS PROFIT		209,288	161,093	69,692	69,686
OTHER INCOME		22,599	18,315	3,085	2,880
		231,887	179,408	72,777	72,566
DISTRIBUTION EXPENSES		(28,004)	(18,714)	(318)	(169)
ADMINISTRATIVE EXPENSES		(52,791)	(47,930)	(6,407)	(5,962)
OTHER EXPENSES		(62,314)	(57,764)	(18,495)	(17,664)
FINANCE COSTS		(746)	(1,233)	(207)	(837)
SHARE OF RESULTS IN AN ASSOCIATE		186	547	-	-
PROFIT BEFORE TAXATION	24	88,218	54,314	47,350	47,934
INCOME TAX EXPENSE	25	(16,002)	(11,074)	(1,973)	(2,105)
PROFIT AFTER TAXATION		72,216	43,240	45,377	45,829
OTHER COMPREHENSIVE INCOME, NET OF TAX					
Available-for-sale financial assets:					
- gain on fair value changes		(1,649)	1,329	-	-
Foreign currency translation		204	(963)	-	-
		(1,445)	366	-	-
TOTAL COMPREHENSIVE INCOME FOR THE FINANCIAL YEAR		70,771	43,606	45,377	45,829

The annexed notes form an integral part of these financial statements.

– Statement of Comprehensive Income–
for the financial year ended 31 December 2011

	NOTE	The Group		The Company	
		2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
PROFIT AFTER TAXATION					
ATTRIBUTABLE TO:-					
Owners of the Company		72,314	43,059	45,377	45,829
Non-controlling interests		(98)	181	-	-
		72,216	43,240	45,377	45,829
TOTAL COMPREHENSIVE INCOME					
ATTRIBUTABLE TO:-					
Owners of the Company		70,869	43,425	45,377	45,829
Non-controlling interests		(98)	181	-	-
		70,771	43,606	45,377	45,829
EARNINGS PER SHARE:					
- Basic	26	14.11 sen	8.70 sen		
- Diluted	26	11.16 sen	6.75 sen		

The annexed notes form an integral part of these financial statements.

Statements of Changes in Equity

for the financial year ended 31 December 2011

Attributable To Equity Holders Of The Company

	Share Capital RM'000	Share Premium RM'000	Warrant Reserve RM'000	Available-For-Sale Financial Asset Reserve		Revaluation Reserve RM'000	Retained Profits RM'000	Exchange Translation Reserve RM'000	Treasury Shares RM'000	Total RM'000	Non-Controlling Interest RM'000	Total Equity RM'000
				RM'000	RM'000							
Balance at 01.01.2010	89,093	35,876	-	(1,054)	1,977	44,062	(429)	(2,355)	167,170	839	168,009	
- as restated	-	-	-	-	-	43,059	-	-	43,059	181	43,240	
Profit after taxation for the financial year	-	-	-	-	-	-	-	-	-	-	-	-
Other comprehensive income for the financial year, net of tax	-	-	-	1,329	-	-	-	-	1,329	-	-	1,329
Available-for-sale financial assets:	-	-	-	-	-	-	-	(963)	(963)	-	-	(963)
- gain on fair value changes	-	-	-	-	-	-	-	-	-	-	-	-
Foreign currency translation	-	-	-	-	-	-	-	-	-	-	-	-
Total comprehensive income for the financial year	-	-	-	1,329	-	43,059	(963)	-	43,425	181	43,606	
Balance carried forward	89,093	35,876	-	275	1,977	87,121	(1,392)	(2,355)	210,595	1,020	211,615	

The annexed notes form an integral part of these financial statements.

– Statement of Changes in Equity –
for the financial year ended 31 December 2011

Attributable To Equity Holders Of The Company

	Note	Share Capital RM'000	Share Premium RM'000	Warrant Reserve RM'000	Available-For-Sale Financial		Retained Profits RM'000	Exchange Translation Reserve RM'000	Treasury Shares RM'000	Total RM'000	Non-Controlling Interest RM'000	Total Equity RM'000
					Asset Reserve RM'000	Revaluation Reserve RM'000						
Balance brought forward		89,093	35,876	-	275	1,977	87,121	(1,392)	(2,355)	210,595	1,020	211,615
Transactions with owners:												
- Issuance of bonus shares		35,637	(35,637)	-	-	-	-	-	-	-	-	-
- Issuance of warrants		-	-	6,236	-	-	-	-	-	6,236	-	6,236
- Issuance of shares from exercise of warrants		893	982	(89)	-	-	-	-	-	1,786	-	1,786
- Purchase of own shares		-	-	-	-	-	-	-	(16,693)	(16,693)	-	(16,693)
- Disposal of own shares		-	-	-	-	-	909	-	2,355	3,264	-	3,264
- Shares issuance expenses		-	(265)	-	-	-	-	-	-	(265)	-	(265)
- Dividends	27	-	-	-	-	-	(2,339)	-	-	(2,339)	-	(2,339)
- Dividends paid to non-controlling interest		-	-	-	-	-	-	-	-	-	(121)	(121)
Transfer to retained profits on realisation of revaluation reserve		-	-	-	-	(25)	25	-	-	-	-	-
Balance at 31.12.2010		125,623	956	6,147	275	1,952	85,716	(1,392)	(16,693)	202,584	899	203,483

The annexed notes form an integral part of these financial statements.

– Statement of Changes in Equity –
for the financial year ended 31 December 2011

Attributable To Equity Holders Of The Company

The Group (cont'd)	Share Capital RM'000	Share Premium RM'000	Warrant Reserve RM'000	Available-For-Sale Financial			Retained Profits RM'000	Exchange Translation Reserve RM'000	Treasury Shares RM'000	Total RM'000	Non-Controlling Interest RM'000	Total Equity RM'000
				Asset Reserve RM'000	Revaluation Reserve RM'000	Reserve RM'000						
Balance at 1.1.2011	125,623	956	6,147	275	1,952	85,716	(1,392)	(16,693)	202,584	899	203,483	
Profit after taxation for the financial year	-	-	-	-	-	72,314	-	-	72,314	(98)	72,216	
Other comprehensive income for the financial year, net of tax	-	-	-	(1,649)	-	-	-	-	(1,649)	-	(1,649)	
Available-for-sale financial assets: - loss on fair value changes	-	-	-	-	-	-	204	-	204	-	204	
Foreign currency translation	-	-	-	-	-	-	-	-	-	-	-	
Total comprehensive income for the financial year	-	-	-	(1,649)	-	72,314	204	-	70,869	(98)	70,771	
Transactions with owners:												
- Issuance of shares from exercise of warrants	14,051	15,456	(1,405)	-	-	-	-	-	28,102	-	28,102	
- Purchase of own shares	-	-	-	-	-	-	-	(20,778)	(20,778)	-	(20,778)	
- Dividends	-	-	-	-	-	(97,018)	-	-	(97,018)	-	(97,018)	
- Dividends paid to non-controlling interest	-	-	-	-	-	-	-	-	-	(39)	(39)	
Transfer to retained profits on realisation of revaluation reserve	-	-	-	-	(25)	25	-	-	-	-	-	
Balance at 31.12.2011	139,674	16,412	4,742	(1,374)	1,927	61,037	(1,188)	(37,471)	183,759	762	184,521	

The annexed notes form an integral part of these financial statements.

– Statement of Changes in Equity –
for the financial year ended 31 December 2011

The Company	Note	Share Capital RM'000	Share Premium RM'000	Warrant Reserve RM'000	Revaluation Reserve RM'000	Retained Profits RM'000	Treasury Shares RM'000	Total Equity RM'000
Balance at 1.1.2010		89,093	35,876	-	1,977	14,444	(2,355)	139,035
- as restated								
Profit after taxation/Total comprehensive income for the financial year		-	-	-	-	45,829	-	45,829
Transactions with owners:								
- Issuance of bonus shares		35,637	(35,637)	-	-	-	-	-
- Issuance of warrants		-	-	6,236	-	-	-	6,236
- Issuance of shares from exercise of warrants		893	982	(89)	-	-	-	1,786
- Purchase of own shares		-	-	-	-	-	(16,693)	(16,693)
- Disposal of own shares		-	-	-	-	909	2,355	3,264
- Share issuance expenses		-	(265)	-	-	-	-	(265)
- Dividends	27	-	-	-	-	(2,339)	-	(2,339)
Transfer to retained profits on the realisation of revaluation reserve		-	-	-	(25)	25	-	-
Balance at 31.12.2010/1.1.2011		125,623	956	6,147	1,952	58,868	(16,693)	176,853
Profit after taxation/Total comprehensive income for the financial year		-	-	-	-	45,377	-	45,377
Transactions with owners:								
- Issuance of shares from exercise of warrants		14,051	15,456	(1,405)	-	-	-	28,102
- Purchase of own shares		-	-	-	-	-	(20,778)	(20,778)
- Dividends	27	-	-	-	-	(97,018)	-	(97,018)
Transfer to retained profits on the realisation of revaluation reserve		-	-	-	(25)	25	-	-
Balance at 31.12.2011		139,674	16,412	4,742	1,927	7,252	(37,471)	132,536

The annexed notes form an integral part of these financial statements.

Statements of Cash Flows

for the financial year ended 31 December 2011

	The Group		The Company	
	2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
CASH FLOWS FROM OPERATING ACTIVITIES				
Profit before taxation	88,218	54,314	47,350	47,934
Adjustments for:-				
Allowance for impairment losses on investments in associates	-	600	-	-
Amortisation of development costs	218	251	-	-
Allowance for impairment losses on other receivables	641	338	244	-
Bad debts written off	-	2,034	-	623
Depreciation of property, plant and equipment	8,802	7,350	403	344
Depreciation of investment properties	-	1	-	1
Property, plant and equipment written off	58	67	-	-
Interest expense	746	1,232	207	837
Excess of the fair value of net assets acquired over the purchase price	-	(62)	-	-
Gain on disposal of property, plant and equipment	(59)	(165)	-	(51)
Gain on disposal on investment properties	-	(40)	-	(40)
Dividend income	(53)	(94)	(40,893)	(43,799)
Interest income	(1,775)	(992)	(2,497)	(2,410)
Unrealised gain on foreign exchange	(170)	(672)	-	-
Share of profit in an associate	(186)	(547)	-	-
Gain on disposal of other investments	(163)	-	-	-
Gain on disposal of associates	(54)	-	-	-
Operating profit before working capital changes	96,223	63,615	4,814	3,439
Decrease/(Increase) in inventories	2	(30)	-	-
(Increase)/Decrease in trade and other receivables	(8,031)	920	549	3,192
(Decrease)/Increase in trade and other payables	(3,716)	10,644	267	1,332
CASH FLOWS FROM OPERATIONS	84,478	75,149	5,630	7,963
Interest paid	(746)	(1,232)	(207)	(837)
Net income tax paid	(14,634)	(8,443)	(1,332)	(727)
NET CASH FROM OPERATING ACTIVITIES/CARRIED FORWARD	69,098	65,474	4,091	6,399

The annexed notes form an integral part of these financial statements.

– Statement of Cash Flows –
for the financial year ended 31 December 2011

	Note	The Group		The Company	
		2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
NET CASH FROM OPERATING ACTIVITIES/BROUGHT FORWARD		69,098	65,474	4,091	6,399
CASH FLOWS (FOR)/FROM INVESTING ACTIVITIES					
Additional investment in subsidiaries		-	-	(1,150)	(210)
Proceeds from disposal of property, plant and equipment		62	272	1	51
Purchase of property, plant and equipment	28	(13,235)	(9,986)	(114)	(131)
Net cash outflow on the acquisition of a subsidiary	29	(558)	(19)	-	-
Proceeds from disposal of investment properties		-	130	-	130
Addition of development costs		(134)	(148)	-	-
Net repayment from subsidiaries		-	-	12,675	4,650
Dividend received		53	94	40,893	43,049
Interest received		1,775	992	2,497	2,410
Proceeds from disposal of quoted shares		1,681	-	-	-
NET CASH (FOR)/FROM INVESTING ACTIVITIES		(10,356)	(8,665)	54,802	49,949
BALANCE CARRIED FORWARD		58,742	56,809	58,893	56,348

The annexed notes form an integral part of these financial statements.

– Statement of Cash Flows –
for the financial year ended 31 December 2011

	Note	The Group		The Company	
		2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
BALANCE BROUGHT FORWARD		58,742	56,809	58,893	56,348
CASH FLOWS FOR FINANCING ACTIVITIES					
Proceeds from disposal of own shares		-	3,264	-	3,264
Purchase of own shares		(20,778)	(16,693)	(20,778)	(16,693)
Net repayment of hire purchase and finance lease payables		(4,054)	(3,801)	(86)	(16)
Repayment of term loans		(9,894)	(2,942)	(9,645)	(2,848)
Proceeds from new shares, net of expenses		28,102	1,521	28,102	1,521
Proceeds from issuance of warrants		-	6,236	-	6,236
Dividend paid		(43,755)	(2,339)	(43,755)	(2,339)
Dividend paid to minority interest		(39)	(121)	-	-
NET CASH FOR FINANCING ACTIVITIES		(50,418)	(14,875)	(46,162)	(10,875)
NET INCREASE IN CASH AND CASH EQUIVALENTS		8,324	41,934	12,731	45,473
EFFECTS OF FOREIGN EXCHANGE TRANSLATION ON CASH AND CASH EQUIVALENTS		-	(1)	-	-
CASH AND CASH EQUIVALENTS AT BEGINNING OF THE FINANCIAL YEAR		78,831	36,898	66,948	21,475
CASH AND CASH EQUIVALENTS AT END OF THE FINANCIAL YEAR	14	87,155	78,831	79,679	66,948

The annexed notes form an integral part of these financial statements.

Notes to the Financial Statements

for the year ended 31 December 2011

1. GENERAL INFORMATION

The Company is a public company limited by shares and is incorporated under the Companies Act 1965 in Malaysia. The domicile of the Company is Malaysia. The registered office and principal place of business are as follows:-

Registered office : 6th Floor, SEGi University College,
No. 9, Jalan Teknologi, Taman Sains Selangor,
Kota Damansara, PJU 5, 47810 Petaling Jaya,
Selangor Darul Ehsan.

Principal place of business : No. 9, Jalan Teknologi, Taman Sains Selangor,
Kota Damansara, PJU 5, 47810 Petaling Jaya,
Selangor Darul Ehsan.

The financial statements were authorised for issue by the Board of Directors in accordance with a resolution of the directors dated 20 March 2012.

2. PRINCIPAL ACTIVITIES

The Company is principally engaged in the businesses of investment holding and provision of management consultancy services, property management, rental of premises, business advisory services, educational and training services whilst the principal activities of the subsidiaries are set out in Note 5 to the financial statements. There have been no significant changes in the nature of these activities during the financial year.

3. BASIS OF PREPARATION

The financial statements of the Group are prepared under the historical cost convention and modified to include other bases of valuation as disclosed in other sections under significant accounting policies, and in compliance with Financial Reporting Standards ("FRS") and the Companies Act 1965 in Malaysia.

(a) During the current financial year, the Group has adopted the following new accounting standards and interpretations (including the consequential amendments):-

FRSs and IC Interpretations (including the Consequential Amendments)

FRS 1 (Revised) First-time Adoption of Financial Reporting Standards

FRS 3 (Revised) Business Combinations

FRS 127 (Revised) Consolidated and Separate Financial Statements

Amendments to FRS 1 (Revised): Limited Exemption from Comparative FRS 7 Disclosures for First-time Adopters

Amendments to FRS 1 (Revised): Additional Exemptions for First-time Adopters

Amendments to FRS 2: Scope of FRS 2 and FRS 3 (Revised)

Amendments to FRS 2: Group Cash-settled Share-based Payment Transactions

Amendments to FRS 5: Plan to Sell the Controlling Interest in a Subsidiary

Amendments to FRS 7: Improving Disclosures about Financial Instruments

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

3. BASIS OF PREPARATION (Cont'd)

- (a) During the current financial year, the Group has adopted the following new accounting standards and interpretations (including the consequential amendments):- (Cont'd)

Amendments to FRS 138: Consequential Amendments Arising from FRS 3 (Revised)

IC Interpretation 4 Determining Whether An Arrangement Contains a Lease

IC Interpretation 12 Service Concession Arrangements

IC Interpretation 16 Hedges of a Net Investment in a Foreign Operation

IC Interpretation 17 Distributions of Non-cash Assets to Owners

IC Interpretation 18 Transfers of Assets from Customers

Amendments to IC Interpretation 9: Scope of IC Interpretation 9 and FRS 3 (Revised)

Annual Improvement to FRSs (2010)

The adoption of the above accounting standards and interpretations (including the consequential amendments) did not have any material impact on the Group's financial statements, other than the following:-

- (i) FRS 3 (Revised) introduces significant changes to the accounting for business combinations, both at the acquisition date and post acquisition, and requires greater use of fair values. In addition, all transaction costs, other than share and debt issue costs, will be expensed as incurred. This revised standard was applied to the acquisition of subsidiaries during the current financial year of which acquisition-related costs of RM79,000 have been recognised in the consolidated statement of comprehensive income.

The Group has applied FRS 3 (Revised) prospectively. Accordingly, business combinations entered into prior to 1 January 2011 have not been adjusted to comply with this revised standard.

- (ii) FRS 127 (Revised) requires accounting for changes in ownership interests by the group in a subsidiary, whilst maintaining control, to be recognised as an equity transaction. When the group loses control of a subsidiary, any interest retained in the former subsidiary will be measured at fair value with the gain or loss recognised in profit or loss. The revised standard also requires all losses attributable to the non-controlling interests to be absorbed by the non-controlling interests instead of by the parent.

The Group has applied FRS 127 (Revised) prospectively and therefore there will be no financial impact on the financial statements of the Group for the current financial year but may impact the accounting for future transactions or arrangements.

- (iii) Amendments to FRS 7 expand the disclosure requirements in respect of fair value measurements and liquidity risk. In particular, the amendments require additional disclosure of fair value measurements by level of a fair value measurement hierarchy, as shown in Note 36(e) to the financial statements. Comparatives are not presented by virtue of the exemption given in the amendments.

- (iv) Annual Improvements to FRSs (2010) contain amendments to 11 accounting standards that result in accounting changes for presentation, recognition or measurement purposes.

The amendments to FRS 101 (Revised) clarify that an entity may choose to present the analysis of the items of other comprehensive income either in the statement of changes in equity or in the notes to the financial statements. The Group has chosen to present the items of other comprehensive income in the statement of changes in equity.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

3. BASIS OF PREPARATION (Cont'd)

- (b) The Group has not applied in advance the following accounting standards and interpretations (including the consequential amendments) that have been issued by the Malaysian Accounting Standards Board (“MASB”) but are not yet effective for the current financial year:-

FRSs and IC Interpretations (including the Consequential Amendments)	Effective Date
FRS 9 Financial Instruments	1 January 2015
FRS 10 Consolidated Financial Statements	1 January 2013
FRS 11 Joint Arrangements	1 January 2013
FRS 12 Disclosure of Interests in Other Entities	1 January 2013
FRS 13 Fair Value Measurement	1 January 2013
FRS 119 (Revised) Employee Benefits	1 January 2013
FRS 124 (Revised) Related Party Disclosures	1 January 2012
FRS 127 (2011) Separate Financial Statements	1 January 2013
FRS 128 (2011) Investments in Associates and Joint Ventures	1 January 2013
Amendments to FRS 1 (Revised): Severe Hyperinflation and Removal of Fixed Dates for First-time Adopters	1 January 2012
Amendments to FRS 7: Disclosures - Transfers of Financial Assets	1 January 2012
Amendments to FRS 7: Disclosures - Offsetting Financial Assets and Financial Liabilities	1 January 2013
Amendments to FRS 9: Mandatory Effective Date of FRS 9 and Transition Disclosures	1 January 2015
Amendments to FRS 101 (Revised): Presentation of Items of Other Comprehensive Income	1 July 2012
Amendments to FRS 112: Recovery of Underlying Assets	1 January 2012
Amendments to FRS 132: Offsetting Financial Assets and Financial Liabilities	1 January 2014
IC Interpretation 15 Agreements for the Construction of Real Estate	Withdrawn on 19 November 2011
IC Interpretation 19 Extinguishing Financial Liabilities with Equity Instruments	1 July 2011
IC Interpretation 20 Stripping Costs in the Production Phase of a Surface Mine	1 January 2013
Amendments to IC Interpretation 14: Prepayments of a Minimum Funding Requirement	1 July 2011

The Group’s next set of financial statements for the annual period beginning on 1 January 2012 will be prepared in accordance with the Malaysian Financial Reporting Standards (“MFRSs”) issued by the MASB that will also comply with International Financial Reporting Standards (“IFRSs”). As a result, the Group will not be adopting the above accounting standards and interpretations (including the consequential amendments) that are effective for annual periods beginning on or after 1 January 2012.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

3. BASIS OF PREPARATION (Cont'd)

- (c) Following the issuance of MFRSs (equivalent to IFRSs) by the MASB on 19 November 2011, the Group will be adopting the new accounting standards in the next financial year. The Group is currently in the process of assessing the impact of the adoption of these new accounting standards and the directors do not expect any significant impact on the financial statements arising from the adoption.

4. SIGNIFICANT ACCOUNTING POLICIES

(a) Critical Accounting Estimates and Judgements

Estimates and judgements are continually evaluated by the directors and management and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The estimates and judgements that affect the application of the Group's accounting policies and disclosures, and have a significant risk of causing a material adjustment to the carrying amounts of assets, liabilities, income and expenses are discussed below:-

(i) Depreciation of Property, Plant and Equipment

The estimates for the residual values, useful lives and related depreciation charges for the property, plant and equipment are based on commercial factors which could change significantly as a result of technical innovations and competitors' actions in response to the market conditions.

The Group anticipates that the residual values of its property, plant and equipment will be insignificant. As a result, residual values are not being taken into consideration for the computation of the depreciable amount.

Changes in the expected level of usage and technological development could impact the economic useful lives and the residual values of these assets, therefore future depreciation charges could be revised.

(ii) Income Taxes

There are certain transactions and computations for which the ultimate tax determination may be different from the initial estimate. The Group recognises tax liabilities based on its understanding of the prevailing tax laws and estimates of whether such taxes will be due in the ordinary course of business. Where the final outcome of these matters is different from the amounts that were initially recognised, such difference will impact the income tax and deferred tax provisions in the period in which such determination is made.

(iii) Impairment of Non-financial Assets

When the recoverable amount of an asset is determined based on the estimate of the value-in-use of the cash-generating unit to which the asset is allocated, the Group is required to make an estimate of the expected future cash flows from the cash-generating unit and also to apply a suitable discount rate in order to determine the present value of those cash flows.

(iv) Amortisation of Development Costs

Changes in the expected level of usage and technological development could impact the economic useful lives therefore future amortisation charges could be revised.

(v) Impairment of Available-for-sale Financial Assets

The Company reviews its available-for-sale financial assets at each reporting date to assess whether they are impaired. The Company also records impairment loss on available-for-sale equity investments when there has been a significant or prolonged decline in the fair value below their cost. The determination of what is "significant" or "prolonged" requires judgement. In making this judgement, the Company evaluates, among other factors, historical share price movements and the duration and extent to which the fair value of an investment is less than its cost.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(a) Critical Accounting Estimates and Judgements (Cont'd)

(vi) Impairment of Trade and Other Receivables

An impairment loss is recognised when there is objective evidence that a financial asset is impaired. Management specifically reviews its loan and receivables financial assets and analyses historical bad debts, customer concentrations, customer creditworthiness, current economic trends and changes in the customer payment terms when making a judgment to evaluate the adequacy of the allowance for impairment loss. Where there is objective evidence of impairment, the amount and timing of future cash flows are estimated based on historical loss experience for assets with similar credit risk characteristics. If the expectation is different from the estimation, such difference will impact the carrying value of receivables.

(vii) Write-down of Inventories

Reviews are made periodically by management on damaged, obsolete and slow-moving inventories. These reviews require judgement and estimates. Possible changes in these estimates could result in revisions to the valuation of inventories.

(viii) Revaluation of Properties

The Group's properties which are reported at valuation are based on valuations performed by independent professional valuers.

The independent professional valuers have exercised judgement in determining discount rates, estimates of future cash flows, capitalisation rate, terminal year value, market freehold rental and other factors used in the valuation process. Also, judgement has been applied in estimating prices for less readily observable external parameters. Other factors such as model assumptions, market dislocations and unexpected correlations can also materially affect these estimates and the resulting valuation estimates.

(ix) Fair Value Estimates for Certain Financial Assets and Liabilities

The Group carries certain financial assets and liabilities at fair value, which requires extensive use of accounting estimates and judgement. While significant components of fair value measurement were determined using verifiable objective evidence, the amount of changes in fair value would differ if the Group uses different valuation methodologies. Any changes in fair value of these assets and liabilities would affect profit and/or equity.

(b) Basis of Consolidation

The consolidated financial statements include the financial statements of the Company and its subsidiaries made up to 31 December 2011.

A subsidiary is defined as a company in which the parent company has the power, directly or indirectly, to exercise control over its financial and operating policies so as to obtain benefits from its activities.

Subsidiaries are consolidated from the date on which control is transferred to the Group up to the effective date on which control ceases, as appropriate.

Intragroup transactions, balances, income and expenses are eliminated on consolidation. Where necessary, adjustments are made to the financial statements of subsidiaries to ensure consistency of accounting policies with those of the Group.

Non-controlling interests are presented within equity in the consolidated statement of financial position, separately from the Company's shareholders' equity, and are separately disclosed in the consolidated statement of comprehensive income. Transactions with non-controlling interests are accounted for as transactions with owners and are recognised directly in equity. Profit or loss and each component of other comprehensive income are attributed to the owners of the parent and to the non-controlling interests. Total comprehensive income is attributed to non-controlling interests even if this results in the non-controlling interests having a deficit balance.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(b) Basis of Consolidation (Cont'd)

At the end of each reporting period, the carrying amount of non-controlling interests is the amount of those interests at initial recognition plus the non-controlling interests' share of subsequent changes in equity.

All changes in the parent's ownership interest in a subsidiary that do not result in a loss of control are accounted for as equity transactions. Any difference between the amount by which the non-controlling interest is adjusted and the fair value of consideration paid or received is recognised directly in equity and attributed to owners of the parent.

Upon loss of control of a subsidiary, the profit or loss on disposal is calculated as the difference between:-

- (i) the aggregate of the fair value of the consideration received and the fair value of any retained interest in the former subsidiary; and
- (ii) the previous carrying amount of the assets (including goodwill), and liabilities of the former subsidiary and any non-controlling interests.

Amounts previously recognised in other comprehensive income in relation to the former subsidiary are accounted for (i.e. reclassified to profit or loss or transferred directly to retained profits) in the same manner as would be required if the relevant assets or liabilities were disposed of. The fair value of any investments retained in the former subsidiary at the date when control is lost is regarded as the fair value on initial recognition for subsequent accounting under FRS 127.

Business combinations from 1 January 2011 onwards

Acquisitions of businesses are accounted for using the acquisition method. Under the acquisition method, the consideration transferred for acquisition of a subsidiary is the fair value of the assets transferred, liabilities incurred and the equity interests issued by the Group at the acquisition date. The consideration transferred includes the fair value of any asset or liability resulting from a contingent consideration arrangement. Acquisition-related costs, other than the costs to issue debt or equity securities, are recognised in profit or loss when incurred.

In a business combination achieved in stages, previously held equity interests in the acquiree are remeasured to fair value at the acquisition date and any corresponding gain or loss is recognised in profit or loss.

Non-controlling interests in the acquiree may be initially measured either at fair value or at the non-controlling interests' proportionate share of the fair value of the acquiree's identifiable net assets at the date of acquisition. The choice of measurement basis is made on a transaction-by-transaction basis.

Business combinations before 1 January 2011

All subsidiaries are consolidated using the purchase method. At the date of acquisition, the fair values of the subsidiaries' net assets are determined and these values are reflected in the consolidated financial statements. The cost of acquisition is measured at the aggregate of the fair values, at the date of exchange, of assets given, liabilities incurred or assumed, and equity instruments issued by the Group in exchange for control of the acquiree, plus any costs directly attributable to the business combination.

Non-controlling interests are initially measured at their share of the fair values of the identifiable assets and liabilities of the acquiree as at the date of acquisition.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(c) Intangible Assets

(i) Goodwill on Consolidation

Goodwill is measured at cost less accumulated impairment losses, if any. The carrying value of goodwill is reviewed for impairment annually. The impairment value of goodwill is recognised immediately in profit or loss. An impairment loss recognised for goodwill is not reversed in a subsequent period.

Business combinations from 1 January 2011 onwards

Under the acquisition method, any excess of the sum of the fair value of the consideration transferred in the business combination, the amount of non-controlling interests recognised and the fair value of the Group's previously held equity interest in the acquiree (if any), over the net fair value of the acquiree's identifiable assets and liabilities at the date of acquisition is recorded as goodwill.

Where the latter amount exceeds the former, after reassessment, the excess represents a bargain purchase gain and is recognised as a gain in profit or loss.

Business combinations before 1 January 2011

Under the purchase method, goodwill represents the excess of the fair value of the purchase consideration over the Group's share of the fair values of the identifiable assets, liabilities and contingent liabilities of the subsidiaries at the date of acquisition.

If, after reassessment, the Group's interest in the fair values of the identifiable net assets of the subsidiaries exceeds the cost of the business combinations, the excess is recognised as income immediately in profit or loss.

(ii) Research and Development Expenditure

Research expenditure is recognised as an expense when it is incurred.

Development expenditure is recognised as an expense except that costs incurred on development projects are capitalised as long-term assets to the extent that such expenditure is expected to generate future economic benefits. Development expenditure is capitalised if, and only if an entity can demonstrate all of the following:-

- (a) its ability to measure reliably the expenditure attributable to the asset under development;
- (b) the product or process is technically and commercially feasible;
- (c) its future economic benefits are probable;
- (d) its ability to use or sell the developed asset; and
- (e) the availability of adequate technical, financial and other resources to complete the asset under development.

Capitalised development expenditure is measured at cost less accumulated amortisation and impairment losses, if any. Capitalised development expenditure is transferred at cost to other intangible assets upon completion of the developed project.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(c) Intangible Assets (Cont'd)

(iii) Other Intangible Assets

An intangible asset shall be recognised if, and only if it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and that the cost of the asset can be measured reliably. An entity shall assess the probability of the expected future economic benefits using reasonable and supportable assumptions that represent management's best estimate of the set of economic conditions that will exist over the useful life of the asset. An intangible asset shall be measured initially at cost.

The useful lives of intangible assets are assessed to be either finite or indefinite.

Intangible assets with finite lives are amortised over their useful economic lives and assessed for impairment whenever there is an indication that the intangible assets may be impaired. The amortisation period and the amortisation method for an intangible asset with a finite useful life is reviewed annually. Changes in the expected useful life or the expected pattern of consumption of future economic benefits embodied in the asset is accounted for by changing the amortisation period or method, as appropriate, and treated as changes in accounting estimates. The amortisation expense on intangible assets with finite lives is recognised in the profit or loss in the expense category consistent with the function of the intangible asset.

Intangible assets that have been capitalised are amortised on a straight-line basis over the period of their expected benefit, but not exceeding five (5) years from the commencement of the commercial production of the products.

Intangible assets with indefinite useful lives are tested for impairment annually either individually or at the cash-generating unit level. Such intangibles are not amortised. The useful life of an intangible asset with an indefinite life is reviewed annually to determine whether indefinite life assessment continues to be supportable. If not, the change in the useful life assessment from indefinite to finite is made on a prospective basis.

(d) Functional and Foreign Currencies

(i) Functional and Presentation Currency

The individual financial statements of each entity in the Group are presented in the currency of the primary economic environment in which the entity operates, which is the functional currency.

The consolidated financial statements are presented in Ringgit Malaysia ("RM"), which is the Company's functional and presentation currency.

(ii) Transactions and Balances

Transactions in foreign currencies are converted into the respective functional currencies on initial recognition, using the exchange rates approximating those ruling at the transaction dates. Monetary assets and liabilities at the end of the reporting period are translated at the rates ruling as of that date. Non-monetary assets and liabilities are translated using exchange rates that existed when the values were determined. All exchange differences are recognised in profit or loss.

(iii) Foreign Operations

Assets and liabilities of foreign operations are translated to RM at the rates of exchange ruling at the end of the reporting period. Revenues and expenses of foreign operations are translated at exchange rates ruling at dates of transactions. All exchange differences arising on translation are recognised directly in equity.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(e) Financial Instruments

Financial instruments are recognised in the statements of financial position when the Company has become a party to the contractual provisions of the instruments.

Financial instruments are classified as liabilities or equity in accordance with the substance of the contractual arrangement. Interest, dividends, gains and losses relating to a financial instrument classified as a liability, are reported as an expense or income. Distributions to holders of financial instruments classified as equity are charged directly to equity.

Financial instruments are offset when the Company has a legally enforceable right to offset and intends to settle either on a net basis or to realise the asset and settle the liability simultaneously.

A financial instrument is recognised initially, at its fair value plus, in the case of a financial instrument not at fair value through profit or loss, transaction costs that are directly attributable to the acquisition or issue of the financial instrument.

Financial instruments recognised in the statements of financial position are disclosed in the individual policy statement associated with each item.

(i) Financial Assets

On initial recognition, financial assets are classified as either financial assets at fair value through profit or loss, held-to-maturity investments, loans and receivables financial assets or available-for-sale financial assets, as appropriate.

- **Financial Assets at Fair Value Through Profit or Loss**

Financial assets are classified as financial assets at fair value through profit or loss when the financial asset is either held for trading or is designated to eliminate or significantly reduce a measurement or recognition inconsistency that would otherwise arise. Derivatives are also classified as held for trading unless they are designated as hedges.

Financial assets at fair value through profit or loss are stated at fair value, with any gains or losses arising on remeasurement recognised in profit or loss. Dividend income from this category of financial assets is recognised in profit or loss when the Company's right to receive payment is established.

- **Held-to-maturity Investments**

Held-to-maturity investments are non-derivative financial assets with fixed or determinable payments and fixed maturities that the management has the positive intention and ability to hold to maturity. Held-to-maturity investments are measured at amortised cost using the effective interest method less any impairment loss, with revenue recognised on an effective yield basis.

- **Loans and Receivables Financial Assets**

Trade and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as loans and receivables financial assets. Loans and receivables financial assets are measured at amortised cost using the effective interest method, less any impairment loss. Interest income is recognised by applying the effective interest rate, except for short-term receivables when the recognition of interest would be immaterial.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(e) Financial Instruments (Cont'd)

(i) Financial Assets

- **Available-for-sale Financial Assets**

Available-for-sale financial assets are non-derivative financial assets that are designated in this category or are not classified in any of the other categories.

After initial recognition, available-for-sale financial assets are remeasured to their fair values at the end of each reporting period. Gains and losses arising from changes in fair value are recognised in other comprehensive income and accumulated in the fair value reserve, with the exception of impairment losses. On derecognition, the cumulative gain or loss previously accumulated in the fair value reserve is reclassified from equity into profit or loss.

Dividends on available-for-sale equity instruments are recognised in profit or loss when the Group's right to receive payments is established.

Investments in equity instruments whose fair value cannot be reliably measured are measured at cost less accumulated impairment losses, if any.

(ii) Financial Liabilities

All financial liabilities are initially at fair value plus directly attributable transaction costs and subsequently measured at amortised cost using the effective interest method other than those categorised as fair value through profit or loss.

Fair value through profit or loss category comprises financial liabilities that are either held for trading or are designated to eliminate or significantly reduce a measurement or recognition inconsistency that would otherwise arise. Derivatives are also classified as held for trading unless they are designated as hedges.

(iii) Equity Instruments

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of new shares or options are shown in equity as a deduction, net of tax, from proceeds.

Dividends on ordinary shares are recognised as liabilities when approved for appropriation.

(iv) Treasury Shares

When the Company's own shares recognised as equity are bought back, the amount of the consideration paid, including all costs directly attributable, are recognised as a deduction from equity. Own shares purchased that are not subsequently cancelled are classified as treasury shares and are presented as a deduction from total equity.

Where such shares are subsequently sold or reissued, any consideration received, net of any direct costs, is included in equity.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(f) Investments in Subsidiaries

Investments in subsidiaries are stated at cost in the statement of financial position of the Company, and are reviewed for impairment at the end of the reporting period if events or changes in circumstances indicate that their carrying values may not be recoverable.

On the disposal of the investments in subsidiaries, the difference between the net disposal proceeds and the carrying amount of the investments is recognised in profit or loss.

(g) Investments in Associates

Investments in associates are stated at cost in the statement of financial position of the Group, and are reviewed for impairment at the end of the reporting period if events or changes in circumstances indicate that their carrying values may not be recoverable.

The investments in associates are accounted for under the equity method, based on the financial statements of the associate made up to 31 December 2011. The Group's share of the post acquisition profits of the associate is included in the consolidated statement of comprehensive income and the Group's interest in associate is carried in the consolidated statement of financial position at cost plus the Group's share of the post-acquisition retained profits and reserves.

Unrealised gains on transactions between the Group and the associate are eliminated to the extent of the Group's interest in the associate. Unrealised losses are eliminated unless cost cannot be recovered.

On the disposal of the investment in an associate, the difference between the net disposal proceeds and the carrying amount of the investment is recognised in profit or loss.

(h) Investment Properties

Investment properties are property held either to earn rental income or for capital appreciation or for both. Investment properties are stated at cost less accumulated depreciation and impairment losses, if any, consistent with the accounting policy for property, plant and equipment as stated in Note 4(i) to the financial statements.

Investment properties are derecognised when they have either been disposed of or when the investment property is permanently withdrawn from use and no future benefit is expected from its disposal.

On the derecognition of an investment property, the difference between the net disposal proceeds and the carrying amount is recognised in profit or loss.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(i) Property, Plant and Equipment

Property, plant and equipment, other than freehold land are stated at cost less accumulated depreciation and impairment losses, if any.

Freehold land is stated at revalued amount less impairment losses, if any, and is not depreciated.

Depreciation is calculated under the straight-line method to write off the cost of the assets over their estimated useful lives. Depreciation of an asset does not cease when the asset becomes idle or is retired from active use unless the asset is fully depreciated. The principal annual rates used for this purpose are:-

Buildings	2%
Leasehold land	Over the term of lease
Computer hardware and software	15 - 25%
Fixtures, fittings and office equipment	10 - 33%
Library books and manuals	10 - 33%
Motor vehicles	20%

The depreciation method, useful lives and residual values are reviewed, and adjusted if appropriate, at the end of each reporting period to ensure that the amounts, method and periods of depreciation are consistent with previous estimates and the expected pattern of consumption of the future economic benefits embodied in the items of the property, plant and equipment.

Capital work-in-progress represents assets under construction, and which are not ready for commercial use at the end of the reporting period. Capital work-in-progress is stated at cost, and is transferred to the relevant category of assets and depreciated accordingly when the assets are completed and ready for commercial use.

Cost of capital work-in-progress includes direct cost, related expenditure and interest cost on borrowings taken to finance the construction or acquisition of the assets to the date that the assets are completed and put into use.

An item of property, plant and equipment is derecognised upon disposal or when no future economic benefits are expected from its use. Any gain or loss arising from derecognition of the asset is recognised in profit or loss in the year the asset is derecognised.

(j) Impairment

(i) Impairment of Financial Assets

All financial assets (other than those categorised at fair value through profit or loss), are assessed at the end of each reporting period whether there is any objective evidence of impairment as a result of one or more events having an impact on the estimated future cash flows of the asset. For an equity instrument, a significant or prolonged decline in the fair value below its cost is considered to be objective evidence of impairment.

An impairment loss in respect of held-to-maturity investments and loans and receivables financial assets is recognised in profit or loss and is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the financial asset's original effective interest rate.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(j) Impairment (Cont'd)

(i) Impairment of Financial Assets (Cont'd)

An impairment loss in respect of available-for-sale financial assets is recognised in profit or loss and is measured as the difference between its cost (net of any principal payment and amortisation) and its current fair value, less any impairment loss previously recognised in the fair value reserve. In addition, the cumulative loss recognised in other comprehensive income and accumulated in equity under fair value reserve, is reclassified from equity to profit or loss.

With the exception of available-for-sale equity instruments, if, in a subsequent period, the amount of the impairment loss decreases and the decrease can be related objectively to an event occurring after the impairment was recognised, the previously recognised impairment loss is reversed through profit or loss to the extent that the carrying amount of the investment at the date the impairment is reversed does not exceed what the amortised cost would have been had the impairment not been recognised. In respect of available-for-sale equity instruments, impairment losses previously recognised in profit or loss are not reversed through profit or loss. Any increase in fair value subsequent to an impairment loss made is recognised in other comprehensive income.

(ii) Impairment of Non-financial Assets

The carrying values of assets, other than those to which FRS 136 - Impairment of Assets does not apply, are reviewed at end of each reporting period for impairment when there is an indication that the assets might be impaired. Impairment is measured by comparing the carrying values of the assets with their recoverable amounts. The recoverable amount of the assets is the higher of the assets' fair value less costs to sell and their value-in-use, which is measured by reference to discounted future cash flow.

An impairment loss is recognised in profit or loss immediately unless the asset is carried at its revalued amount. Any impairment loss of a revalued asset is treated as a revaluation decrease to the extent of a previously recognised revaluation surplus for the same asset.

In respect of assets other than goodwill, and when there is a change in the estimates used to determine the recoverable amount, a subsequent increase in the recoverable amount of an asset is treated as a reversal of the previous impairment loss and is recognised to the extent of the carrying amount of the asset that would have been determined (net of amortisation and depreciation) had no impairment loss been recognised. The reversal is recognised in profit or loss immediately, unless the asset is carried at its revalued amount. A reversal of an impairment loss on a revalued asset is credited to other comprehensive income. However, to the extent that an impairment loss on the same revalued asset was previously recognised as an expense in the statements of comprehensive income, a reversal of that impairment loss is recognised as income in the statements of comprehensive income.

(k) Assets under Finance Lease and Hire Purchase

Leases of plant and equipment where substantially all the benefits and risks of ownership are transferred to the Group are classified as finance leases.

Plant and equipment acquired under finance lease and hire purchase are capitalised in the financial statements.

Each lease or hire purchase payment is allocated between the liability and finance charges so as to achieve a constant rate on the finance balance outstanding. The corresponding outstanding obligations due under the finance lease and hire purchase after deducting finance charges are included as liabilities in the financial statements.

Finance charges are recognised in profit or loss over the period of the respective lease and hire purchase agreements.

Plant and equipment acquired under finance leases and hire purchase are depreciated over the useful lives of the assets. If there is no reasonable certainty that the ownership will be transferred to the Group, the assets are depreciated over the shorter of the lease terms and their useful lives.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(l) Operating Leases

Leases of assets where a significant portion of the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments are made under operating leases (net of any incentives received from the lessor) are recognised in profit or loss on the straight-line basis over the lease period. When an operating lease is terminated before the lease period has expired, any payment required to be made to the lessor by way of penalty is recognised as an expense in the period in which termination takes place.

(m) Revaluation Reserve

Surpluses arising from the revaluation of properties are credited to the revaluation reserve account. Deficits arising from the revaluation, to the extent that they are not supported by any previous revaluation surpluses, are recognised in profit or loss.

In the year of disposal of the revalued asset, the attributable remaining revaluation surplus is transferred from the revaluation reserve account to retained profits.

(n) Inventories

Inventories are stated at the lower of cost and net realisable value. Cost is determined on the weighted average basis, and includes all incidentals incurred in bringing the inventories to their present location and condition.

Net realisable value represents the estimated selling price less the estimated costs necessary to make the sale.

Where necessary, due allowance is made for all damaged, obsolete and slow-moving items.

(o) Income Taxes

Income tax for the year comprises current and deferred tax.

Current tax is the expected amount of income taxes payable in respect of the taxable profit for the year and is measured using the tax rates that have been enacted or substantively enacted at the end of the reporting period.

Deferred tax is provided in full, using the liability method, on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements.

Deferred tax liabilities are recognised for all taxable temporary differences other than those that arise from goodwill or excess of the acquirer's interest in the net fair value of the acquiree's identifiable assets, liabilities and contingent liabilities over the business combination costs or from the initial recognition of an asset or liability in a transaction which is not a business combination and at the time of the transaction, affects neither accounting profit nor taxable profit.

Deferred tax assets are recognised for all deductible temporary differences, unused tax losses and unused tax credits to the extent that it is probable that taxable profit will be available against which the deductible temporary differences, unused tax losses and unused tax credits can be utilised. The carrying amounts of deferred tax assets are reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient future taxable profits will be available to allow all or part of the deferred tax assets to be utilised.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period when the asset is realised or the liability is settled, based on the tax rates that have been enacted or substantively enacted at the end of the reporting period.

Deferred tax assets and liabilities are offset when there is a legally enforceable right to set off current tax assets against current tax liabilities and when the deferred income taxes relate to the same taxation authority.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(o) Income Taxes (Cont'd)

Deferred tax relating to items recognised outside profit or loss is recognised outside profit or loss. Deferred tax items are recognised in correlation to the underlying transactions either in other comprehensive income or directly in equity and deferred tax arising from a business combination is included in the resulting goodwill or excess of the acquirer's interest in the net fair value of the acquiree's identifiable assets, liabilities and contingent liabilities over the business combination costs.

(p) Borrowing Costs

All borrowing costs are recognised in profit or loss as expenses in the period in which they incurred.

(q) Cash and Cash Equivalents

Cash and cash equivalents comprise cash in hand, bank balances, demand deposits, deposits pledged with financial institutions and short term, highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

(r) Provisions

Provisions are recognised when the Group has a present obligation as a result of past events, when it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation, and when a reliable estimate of the amount can be made. Provisions are reviewed at the end of each reporting period and adjusted to reflect the current best estimate. Where the effect of the time value of money is material, the provision is the present value of the estimated expenditure required to settle the obligation.

(s) Employee Benefits

(i) Short-term Benefits

Wages, salaries, paid annual leave, bonuses and non-monetary benefits are recognised in profit or loss in the period in which the associated services are rendered by employees of the Group and of the Company.

(ii) Defined Contribution Plans

The Group and the Company's contributions to defined contribution plans are recognised in profit or loss in the period to which they relate. Once the contributions have been paid, the Group and the Company have no further liability in respect of the defined contribution plans.

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(t) Related Parties

A party is related to an entity if:-

- (i) directly, or indirectly through one or more intermediaries, the party:-
 - controls, is controlled by, or is under common control with, the entity (this includes parents, subsidiaries and fellow subsidiaries);
 - has an interest in the entity that gives it significant influence over the entity; or
 - has joint control over the entity;
- (ii) the party is an associate of the entity;
- (iii) the party is a joint venture in which the entity is a venturer;
- (iv) the party is a member of the key management personnel of the entity or its parent;
- (v) the party is a close member of the family of any individual referred to in (i) or (iv);
- (vi) the party is an affiliated company. An affiliated company refers to a company in which certain directors/shareholders have substantial financial interests;
- (vii) the party is an entity that is controlled, jointly controlled or significantly influenced by, or for which significant voting power in such entity resides with, directly or indirectly, any individual referred to in (iv) or (v); or
- (viii) the party is a post-employment benefit plan for the benefit of employees of the entity, or of any entity that is a related party of the entity.

Close members of the family of an individual are those family members who may be expected to influence, or be influenced by, that individual in their dealings with the entity.

(u) Contingent Liabilities

A contingent liability is a possible obligation that arises from past events and whose existence will only be confirmed by the occurrence of one or more uncertain future events not wholly within the control of the Group. It can also be a present obligation arising from past events that is not recognised because it is not probable that an outflow of economic resources will be required or the amount of obligation cannot be measured reliably.

A contingent liability is not recognised but is disclosed in the notes to the financial statements. When a change in the probability of an outflow occurs so that the outflow is probable, it will then be recognised as a provision.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

4. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

(v) Revenue and Other Income

(i) Sale of Goods

Sales are recognised upon delivery of goods and customers' acceptance or performance of services and where applicable, net of returns and trade discounts.

(ii) Services

Revenue is recognised upon the rendering of services and when the outcome of the transaction can be estimated reliably. In the event the outcome of the transaction could not be estimated reliably, revenue is recognised to the extent of the expenses incurred that are recoverable.

(iii) Rental and Interest Income

Rental income and interest income are recognised on an accrual basis.

(iv) Dividend Income

Dividend income from the investment in subsidiaries is recognised upon declaration by the subsidiaries.

Dividend income from the other investment is recognised when the right to receive payment is established.

(w) Operating Segments

An operating segment is a component of the Group that engages in business activities from which it may earn revenues and incur expenses, including revenues and expenses that relate to transactions with any of the Group's other components. An operating segment's operating results are reviewed regularly by the chief operating decision maker to make decisions about resources to be allocated to the segment and assess its performance, and for which discrete financial information is available.

5. INVESTMENTS IN SUBSIDIARIES

	The Company	
	31.12.2011	31.12.2010
	RM'000	RM'000
Unquoted shares, at cost:-		
At 1 January	71,824	71,614
Addition during the financial year	1,150	210
	72,974	71,824
Accumulated impairment losses:-		
At 1 January/31 December	(4,595)	(4,595)
At 31 December	68,379	67,229

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

5. INVESTMENTS IN SUBSIDIARIES (Cont'd)

The details of the subsidiaries are as follows:-

Name of Company	Country of Incorporation	Effective Equity Interest		Principal Activities
		2011 %	2010 %	
SEGi Holdings Sdn. Bhd.	Malaysia	100	100	Investment holding and management consultancy.
SEGi University College (M) Sdn. Bhd.	Malaysia	100	100	Provision of professional, commercial and academic education.
SEGi College (KL) Sdn. Bhd.	Malaysia	100	100	Provision of professional, commercial and academic education.
SEGi College of Technology (KL) Sdn. Bhd.	Malaysia	100	100	Provision of computer training, commercial and academic education.
SEGi College (Subang Jaya) Sdn. Bhd.	Malaysia	98.63	98.63	Operation of an institute providing educational programmes.
SEGi College (PG) Sdn. Bhd.	Malaysia	100	100	Provision of professional, commercial and academic education.
SEGi College (Sarawak) Sdn. Bhd. ~	Malaysia	100	100	Operation of an educational institution for further studies.
SEGi College (PJ) Sdn. Bhd.	Malaysia	100	100	Provision of professional, commercial and academic education.
Summit Multimedia Education Sdn. Bhd.	Malaysia	73.97	73.97	Operation of an institution providing educational programmes.
SEGi-IGS Sdn. Bhd.	Malaysia	70	70	Provision of educational services.
SEGi Training Centre (Kuching) Sdn. Bhd. ~	Malaysia	100	100	Operation of a training centre for vocational and professional courses.
SEGi Learning Resources (Sarawak) Sdn. Bhd. ~	Malaysia	100	100	Provision of educational and training services.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

5. INVESTMENTS IN SUBSIDIARIES (Cont'd)

Name of Company	Country of Incorporation	Effective Equity Interest		Principal Activities
		2011 %	2010 %	
SMRC Learning Alliance Sdn. Bhd.	Malaysia	100	100	Provision of educational and training services.
SMRC Learning Alliance (KL) Sdn. Bhd.~	Malaysia	100	100	Provision of educational and training services.
SMRC Learning Alliance (EM) Sdn. Bhd. ~	Malaysia	100	100	Provision of management consultancy services and investment holding.
SEGi EyeCare Sdn. Bhd.	Malaysia	100	100	Provision of eye care and optometry related services.
IFPA Resources Sdn. Bhd.	Malaysia	100	100	Provision of financial planning and financial related courses.
Summit Early Childhood Edu-Care Sdn. Bhd. ~	Malaysia	100	100	Provision of child educational and related services.
Summit Early Childhood Edu-Care (Rawang) Sdn. Bhd. ~	Malaysia	70	70	Provision of child educational and related services.
Pusat Kemahiran Maju Ria Sdn. Bhd. ~	Malaysia	100	100	Provision of educational and training services.
SEG International Group Sdn. Bhd.	Malaysia	100	100	Investment holding and provision of training and educational services.
SEGi Dentalcare Sdn. Bhd. (formerly known as SEGi Skills Development & Placement Services Sdn. Bhd.) ~	Malaysia	100	100	Provision of dental care and training services.
SEGi Youth Training Sdn. Bhd.	Malaysia	100	100	Provision of training services.
SEGi Methods Sdn Bhd. ~	Malaysia	100	100	Investment holding.
SEGi Jobs Sdn. Bhd. ~	Malaysia	100	100	Dormant.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

5. INVESTMENTS IN SUBSIDIARIES (Cont'd)

Name of Company	Country of Incorporation	Effective Equity Interest		Principal Activities
		2011 %	2010 %	
SEGi International Education Sdn. Bhd. (formerly known as SEG International Training Sdn. Bhd.) ~	Malaysia	100	100	Provision of training and educational services.
SEGi Properties (M) Sdn. Bhd.	Malaysia	100	100	Investment property holding.
Systematic Training Network Sdn. Bhd.	Malaysia	95	95	Investment holding and provision of educational services.
SBT Professional Publications Sdn. Bhd.	Malaysia	100	100	Operation of a book centre, dealing in all kinds of reading materials, information research and related business.
Agensi Pekerjaan Job Venture Sdn. Bhd.	Malaysia	100	100	Provision of job placement consultancy services.
SEGi Assets Sdn. Bhd. (formerly known as Prestige Front Sdn. Bhd.)	Malaysia	100	100	Property investment and property management.
Binary Mark Sdn. Bhd.	Malaysia	98.63	98.63	Investment holding and property investment.
SEG Equity Sdn. Bhd.	Malaysia	100	100	Investment holding.
Summit Education Sdn. Bhd.	Malaysia	98.63	98.63	Investment holding and management consultancy.
SEGi Diversified Sdn. Bhd. (formerly known as Prim Edu-Services Sdn. Bhd.)	Malaysia	100	100	Investment holding.
SEGi EduHub Sdn. Bhd. (formerly known as SEGi Unisel Sdn. Bhd.) ~	Malaysia	100	97	Property investment and development.
SEGi Land Sdn. Bhd. ~	Malaysia	100	100	Property Investment.
Metromas Realtors Sdn. Bhd.	Malaysia	100	100	Investment holdings and property investment.

– Notes to the Financial Statements –
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5. INVESTMENTS IN SUBSIDIARIES (Cont'd)

Name of Company	Country of Incorporation	Effective Equity Interest		Principal Activities
		2011 %	2010 %	
SEGi Campus Sdn. Bhd. (formerly known as Sino-Malaysia EduCulture Centre Sdn. Bhd.)	Malaysia	100	100	Provision of cross border education and culture activities.
I-Station Solutions Sdn. Bhd.	Malaysia	100	100	Provision of E-learning solutions.
Consortium Support Services Sdn. Bhd. ~	Malaysia	100	100	Provision of property management services.
Milenium Optima Sdn. Bhd.	Malaysia	100	-	Provision of solutions and e-community management system.
Platinum Icon Sdn. Bhd.	Malaysia	100	-	Development of software business solutions.
Jana Daiman Sdn. Bhd.	Malaysia	100	-	Property investment and property management.
Andaman Daya Sdn. Bhd.	Malaysia	100	-	Property investment and property management.
Skills Malaysia INVITE Sdn. Bhd.	Malaysia	100	-	Provision of skill-based and vocational training.
Worldwide Accreditation Ltd ~	Republic of Mauritius	100	100	Provision of licensing and accreditation of educational programmes.

~ The financial statements of these subsidiaries are audited by auditors other than the auditors of the Company

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

6. INVESTMENTS IN ASSOCIATES

	The Group	
	31.12.2011 RM'000	31.12.2010 RM'000
Unquoted shares, at cost	5,563	5,563
Share of post-acquisition profit	1,381	1,197
	6,944	6,760
Disposed of during the financial year	(4,944)	-
Accumulated impairment losses	(2,000)	(2,000)
	-	4,760
Allowance for impairment losses:-		
At 1 January	(2,000)	(1,400)
Addition during the financial year	-	(600)
Disposal during the financial year	-	-
At 31 December	(2,000)	(2,000)

The details of the associates are as follows:-

Name Of Company	Country Of Incorporation %	Effective		Principal Activities
		Equity 2011 %	Interest 2010	
Palm Leisure Sdn. Bhd. ~	Malaysia	30	30	Dormant.
Eduspec Sdn. Bhd.	Malaysia	-	22	Investment holding, provision of educational services and materials.

~ The financial statements of the associates are audited by auditors other than the auditors of the Company.

The share of results in an associate is based on the unaudited financial statements of the associate.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

7. PROPERTY, PLANT AND EQUIPMENT

The Group	At	Acquisition Of	Additions	Disposals	Written Off	Depreciation Charge	At
	1.1.2011	Subsidiaries					RM'000
	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000
NET BOOK VALUE							
31.12.2011							
Freehold and leasehold land	9,188	-	-	-	-	(6)	9,182
Buildings	23,139	4,394	-	-	-	(437)	27,096
Computer hardware and software	2,926	19	825	(2)	-	(1,249)	2,519
Fixtures, fittings and office equipment	33,447	-	10,702	(1)	(58)	(5,369)	38,721
Library books and manuals	2,723	-	640	-	-	(617)	2,746
Motor vehicles	3,654	-	879	-	-	(1,124)	3,409
Capital work-in-progress	25,036	-	2,905	-	-	-	27,941
	100,113	4,413	15,951	(3)	(58)	(8,802)	111,614
31.12.2010							
Freehold and leasehold land	9,194	-	-	-	-	(6)	9,188
Buildings	23,550	-	-	-	-	(411)	23,139
Computer hardware and software	2,553	11	1,423	(1)	-	(1,060)	2,926
Fixtures, fittings and office equipment	26,510	21	11,718	(80)	(67)	(4,655)	33,447
Library books and manuals	2,288	-	967	(2)	-	(530)	2,723
Motor vehicles	2,262	36	2,068	(24)	-	(688)	3,654
Capital work-in-progress	25,052	-	-	-	(16)*	-	25,036
	91,409	68	16,176	(107)	(83)	(7,350)	100,113

* Reversal not recognised in the profit or loss, represents charges waived by the contractors.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)

The Group (Cont'd)	At Cost RM'000	At Valuation RM'000	Accumulated Depreciation RM'000	Net Book Value RM'000
At 31.12.2011				
Freehold and leasehold land	4,963	4,250	(31)	9,182
Buildings	31,307	100	(4,311)	27,096
Computer hardware and software	10,438	-	(7,919)	2,519
Fixtures, fittings and office equipment	67,046	-	(28,325)	38,721
Library books and manuals	5,776	-	(3,030)	2,746
Motor vehicles	6,290	-	(2,881)	3,409
Capital work-in-progress	27,941	-	-	27,941
	153,761	4,350	(46,497)	111,614
At 31.12.2010				
Freehold and leasehold land	4,963	4,250	(25)	9,188
Buildings	26,913	100	(3,874)	23,139
Computer hardware and software	11,452	-	(8,526)	2,926
Fixtures, fittings and office equipment	57,266	-	(23,819)	33,447
Library books and manuals	6,066	-	(3,343)	2,723
Motor vehicles	5,901	-	(2,247)	3,654
Capital work-in-progress	25,036	-	-	25,036
	137,597	4,350	(41,834)	100,113

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)

The Company	At 1.1.2011 RM'000	Additions RM'000	Disposal RM'000	Depreciation Charge RM'000	At 31.12.2011 RM'000
NET BOOK VALUE					
31.12.2011					
Freehold land	4,250	-	-	-	4,250
Buildings	2,667	-	-	(77)	2,590
Computer hardware and software	114	49	(1)	(56)	106
Fixtures, fittings and office equipment	690	65	-	(180)	575
Motor vehicles	416	-	-	(90)	326
	8,137	114	(1)	(403)	7,847
31.12.2010					
Freehold land	4,250	-	-	-	4,250
Buildings	2,745	-	-	(78)	2,667
Computer hardware and software	124	36	(2)	(44)	114
Fixtures, fittings and office equipment	862	17	-	(189)	690
Motor vehicles	-	449	-	(33)	416
	7,981	502	(2)	(344)	8,137

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)

The Company (Cont'd)	At Cost RM'000	At Valuation RM'000	Accumulated Depreciation RM'000	Net Book Value RM'000
AT 31.12.2011				
Freehold land	-	4,250	-	4,250
Buildings	3,777	100	(1,287)	2,590
Computer hardware and software	443	-	(337)	106
Fixtures, fittings and office equipment	1,941	-	(1,366)	575
Library books and manuals	1	-	(1)	-
Motor vehicles	742	-	(416)	326
	6,904	4,350	(3,407)	7,847
AT 31.12.2010				
Freehold land	-	4,250	-	4,250
Buildings	3,777	100	(1,210)	2,667
Computer hardware and software	396	-	(282)	114
Fixtures, fittings and office equipment	1,876	-	(1,186)	690
Library books and manuals	1	-	(1)	-
Motor vehicles	742	-	(326)	416
	6,792	4,350	(3,005)	8,137

In December 1993, the freehold land and building which are reported at valuation were revalued by the directors using the open market value basis based on a valuation carried out by an independent firm of professional valuers. The surplus arising from the revaluation, net of deferred taxation, has been credited to the revaluation reserve account. The Group has availed itself to the transitional provision when MASB first adopted IAS 16, Property, Plant and Equipment.

Assets pledged for banking facilities

As at 31 December 2011, the freehold land and buildings of the Group and the Company amounting to RM24,856,000 (2010 - RM20,739,000) and RM6,840,000 (2010 - RM6,917,000) respectively were pledged as security for banking facilities.

In the previous financial year, capital work-in-progress of RM25,118,000 was pledged as security for banking facilities.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)

The carrying amount, had the revalued freehold land and building been measured using the cost model, could not be determined as the required records are not available.

The carrying amounts of assets held under hire purchase and finance lease terms at the reporting date are as follows:-

	The Group		The Company	
	31.12.2011	31.12.2010	31.12.2011	31.12.2010
	RM'000	RM'000	RM'000	RM'000
Computer hardware and software	106	106	-	-
Fixtures, fittings and office equipment	9,378	10,144	-	-
Motor vehicles	3,369	3,407	326	416
	12,853	13,657	326	416

8. INVESTMENT PROPERTIES

	The Group/The Company	
	31.12.2011	31.12.2010
	RM'000	RM'000
Leasehold apartment, at cost		
At 1 January	-	130
Disposal during the year	-	(130)
	-	-
Accumulated depreciation	-	-
At 31 December	-	-
Accumulated depreciation:-		
At 1 January	-	(39)
Charge for the year	-	(1)
Disposal during the year	-	40
At 31 December	-	-

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

9. RECEIVABLES

	Note	The Group		The Company	
		31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Non-Current					
Other receivables	(a)	1,233	2,425	1,233	2,425
Current Trade					
Trade receivables	(b)	23,876	12,939	-	-
Non-Trade					
Other receivables, deposits and prepayments	(c)	23,270	24,633	5,514	5,115
Amount owing by subsidiaries	(d)	-	-	71,057	58,356
		47,146	37,572	76,571	63,471

(a) Other Receivables

The amount is due from former subsidiaries. The purchaser of the former subsidiaries has undertaken to assume these outstanding amounts which are to be settled by instalments.

(b) Trade Receivables

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Trade receivables	24,231	13,294	-	-
Allowance for impairment losses	(355)	(355)	-	-
	23,876	12,939	-	-
Allowance for impairment losses:-				
At 1 January	(355)	(360)	-	-
Written off	-	5	-	-
At 31 December	(355)	(355)	-	-

The normal trade credit terms granted by the Group ranged from 30 to 90 days.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

9. RECEIVABLES (Cont'd)

(c) Other Receivables, Deposits and Prepayments

	The Group		The Company	
	31.12.2011	31.12.2010	31.12.2011	31.12.2010
	RM'000	RM'000	RM'000	RM'000
Other receivables, deposits and prepayments	28,019	30,863	9,718	9,075
Allowance for impairment losses on other receivables	(4,749)	(6,230)	(4,204)	(3,960)
	23,270	24,633	5,514	5,115
Allowance for impairment losses on other receivables:-				
At 1 January	(6,230)	(6,772)	(3,960)	(3,960)
Addition during the financial year	(641)	(338)	(244)	-
Written off	2,122	880	-	-
At 31 December	(4,749)	(6,230)	(4,204)	(3,960)

(d) Amount Owing by Subsidiaries

	The Company	
	31.12.2011	31.12.2010
	RM'000	RM'000
Interest-bearing	70,577	58,138
Non interest-bearing	480	218
	71,057	58,356

The amount owing by the subsidiaries is non-trade in nature, unsecured and receivable on demand. The interest-bearing portion bore an effective interest rate of 1% (2010 - 1%) per annum.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

10. INTANGIBLE ASSETS

The Group	Goodwill RM'000	Development Costs RM'000	Total RM'000
Cost:-			
At 1 January 2010	35,375	5,704	41,079
Addition during the financial year	-	147	147
Effect of movement in exchange rates	-	(65)	(65)
At 31 December 2010/1 January 2011	35,375	5,786	41,161
Addition during the financial year	442	134	576
Effect of movement in exchange rates	-	21	21
At 31 December 2011	35,817	5,941	41,758
Accumulated amortisation/Impairment losses :-			
At 1 January 2010	(7,869)	(5,402)	(13,271)
Amortisation for the financial year	-	(251)	(251)
Effect of movement in exchange rates	-	40	40
At 31 December 2010/1 January 2011	(7,869)	(5,613)	(13,482)
Amortisation for the financial year	-	(218)	(218)
Effect of movement in exchange rates	-	(17)	(17)
At 31 December 2011	(7,869)	(5,848)	(13,717)
Carrying amount:-			
At 31 December 2011	27,948	93	28,041
At 31 December 2010	27,506	173	27,679

Impairment testing for CGUs containing goodwill

With effect from 1 January 2006, the Group no longer amortises goodwill on consolidation. Such goodwill is reviewed annually for impairment, including in the year of its initial recognition, as well as when there are indications of impairment. Impairment losses are recognised when the carrying amount of the cash-generating unit (“CGU”) to which the goodwill has been allocated exceeds its recoverable amount. Impairment loss is recognised in profit or loss and subsequent reversal is not allowed.

The Group has assessed the recoverable amounts of goodwill allocated and determined that no additional impairment is required.

The recoverable amount for the above is based on value in use calculations using cash flow projections covering a five-year period approved by the management.

The following describes the key assumptions on which management has based its cash flow projections to undertake impairment testing of goodwill:

- There will be no material changes in the structure and principal activities of the Group.
- There will not be any significant increase in the labour costs, adverse changes in the economic conditions or other abnormal factors, which will adversely affect the operations of the Units.
- Discount rate of 8% (2010 - 8%) is applied in determining the recoverable amounts of the Units. The discount rate was estimated based on the Group’s existing rate of borrowings.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

11. OTHER INVESTMENTS

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Quoted shares	6,216	4,201	-	-
Allowance for diminution in value:-				
At 1 January/ 31 December	-	(1,742)	-	-
Fair value adjustment upon the adoption of FRS 139	-	(1,054)	-	-
Fair value (loss)/gain recognised in other comprehensive income	(1,649)	1,329	-	-
	4,567	2,734	-	-
Unquoted bonds, at cost	2,080	2,080	2,080	2,080
Allowance for diminution in value:-				
At 1 January/ 31 December	(2,080)	(2,080)	(2,080)	(2,080)
	-	-	-	-
Total carrying amount	4,567	2,734	-	-
Measured using:				
Cost model	-	-		
Fair value model	4,567	2,734		
Total carrying amount	4,567	2,734		
Market value of quoted investments in Malaysia	4,567	2,734		

Upon adoption of FRS 139, the Group designated its investments in quoted shares that were previously measured using the cost model as available-for-sale financial assets.

12. DEFERRED TAX ASSETS

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
At 1 January	3,174	3,587	1,557	1,898
Recognised in profit or loss (Note 25)	(403)	(413)	(436)	(341)
At 31 December	2,771	3,174	1,121	1,557

The deferred tax assets are attributed to the following:-

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Unabsorbed capital allowances	2,042	3,280	1,515	1,930
Unutilised tax losses	971	267	-	-
Revaluation of property	(283)	(283)	(283)	(283)
Accelerated capital allowances over depreciation	41	(90)	(111)	(90)
At 31 December	2,771	3,174	1,121	1,557

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

13. INVENTORIES

Inventories represent eyecare products for sale stated at cost.

None of the inventories is stated at net realisable value.

14. CASH AND CASH EQUIVALENTS

	Note	The Group		The Company	
		31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Short-term investments with financial institutions	(a)	10,533	10,246	10,533	10,246
Fixed deposits with licensed banks	(b)	11,811	53,095	11,691	53,042
Cash and bank balances		64,811	15,490	57,455	3,660
		87,155	78,831	79,679	66,948

(a) Short-term investments with financial institutions

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Short-term investments with financial institutions	12,533	12,246	12,533	12,246
Allowance for diminution in value	(2,000)	(2,000)	(2,000)	(2,000)
	10,533	10,246	10,533	10,246

(b) Fixed deposits with licensed banks of the Group and the Company amounting to RM11,691,000 (2010 - RM10,991,000) are pledged for banking facilities granted to the Group and the Company.

As at the end of the reporting period, the fixed deposits:

- (i) bore a weighted average effective interest rate of 3.12% (2010 - 2.88%) per annum; and
- (ii) have maturity periods ranging from 1 month to 12 months (2010 - 1 month to 12 months).

– Notes to the Financial Statements –
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15. SHARE CAPITAL

	Par Value RM	The Group/The Company		31.12.2011 RM'000	31.12.2010 RM'000
		31.12.2011 Number Of Shares '000	31.12.2010 Number Of Shares '000		
Ordinary shares:-					
Authorised					
At 1 January	0.50/1.00	500,000	100,000	250,000	100,000
Share split	0.25/0.50	500,000	100,000	-	-
Increase during the financial year	0.50	-	300,000	-	150,000
At 31 December	0.25/0.50	1,000,000	500,000	250,000	250,000
Issued and fully paid-up					
At 1 January	0.50/1.00	251,247	89,093	125,623	89,093
Share split	0.25/0.50	272,907	89,093	-	-
Bonus issue	0.50	-	71,274	-	35,637
Exercise of warrants	0.50	21,660	1,787	10,830	893
Exercise of warrants	0.25	12,883	-	3,221	-
At 31 December	0.25/0.50	558,697	251,247	139,674	125,623

(a) During the financial year, the Company:-

- (i) completed a share split involving the subdivision of every one (1) existing ordinary share of RM0.50 each into two (2) ordinary shares of RM0.25 each (“Share Split”); and
- (ii) increased its issued and paid-up share capital from RM125,623,000 to RM139,674,000 by way of issuance of:
 - (a) 21,660,000 new ordinary shares of RM0.50 prior to the Share Split pursuant to the exercise of warrants; and
 - (b) 12,883,000 new ordinary shares of RM0.25 each after the Share Split pursuant to the exercise of warrants.

The new ordinary shares issued rank pari passu in all respects with the existing ordinary shares of the Company.

(b) In the previous financial year, the Company:-

- (i) completed a share split involving the subdivision of every 1 existing ordinary share of RM1.00 each into 2 ordinary shares of RM0.50 each;
- (ii) increased its authorised share capital from RM100,000,000 to RM250,000,000, by way of creation of 300,000,000 ordinary shares of RM0.50 each; and
- (iii) increased its issued and paid-up share capital from RM89,093,000 to RM125,623,000 by way of:-
 - (a) a bonus issue of 71,274,000 new subdivided ordinary shares of RM0.50 each credited as fully paid-up on the basis of 2 bonus shares for every 5 existing subdivided shares; and
 - (b) the issuance of 1,787,100 new ordinary shares of RM0.50 each pursuant to the exercise of warrants.

The new ordinary shares issued rank pari passu in all respects with the existing ordinary shares of the Company.

– Notes to the Financial Statements –
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16. RESERVES

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Retained profits	61,037	85,716	7,252	58,868
Warrants reserve	4,742	6,147	4,742	6,147
Share premium	16,412	956	16,412	956
Available-for-sale reserve	(1,374)	275	-	-
Exchange translation reserve	(1,188)	(1,392)	-	-
Asset revaluation reserve	1,927	1,952	1,927	1,952
Treasury shares	(37,471)	(16,693)	(37,471)	(16,693)
	44,085	76,961	(7,138)	51,230

Retained profits

As at the end of the reporting period, the Company will be able to distribute dividends out of its entire retained profits under the single tier tax system.

Warrants reserve

The movements in the warrants reserve of the Group and of the Company are as follows:-

	The Group/The Company	
	31.12.2011 RM'000	31.12.2010 RM'000
At 1 January	6,147	-
Issue of warrants	-	6,236
Exercise of warrants	(1,405)	(89)
At 31 December	4,742	6,147

The Warrants 2010/2015 are constituted by a Deed Poll dated 15 July 2010.

During the financial year, no options were granted by the Company to any person to take up any unissued shares in the Company. In the previous financial year, a renounceable rights issue of 124,729,857 five year 2010/2015 warrants was issued on 17 August 2010 ("Warrants"), on the basis of 1 warrant for every 2 existing ordinary shares of RM0.50 each held in the Company at an issue price of RM0.05 per Warrant. Each Warrant entitles the registered holder to subscribe for 1 new ordinary share of RM0.50 each in the Company at an exercise price of RM1.00 per share. The Warrants are exercisable at any time during the five year period and will be expiring on 16 August 2015. On 12 July 2011, the exercise price and number of warrants in issue were adjusted consequential to the share split involving the subdivision of every one (1) existing ordinary share of RM0.50 each into two (2) ordinary shares of RM0.25 each. As at 31 December 2011, there were 189,683,154 unexercised Warrants in issue based on the revised exercise price of RM0.50 per new share. As at 31 December 2010, there were 122,942,757 unexercised Warrants in issue based on the exercise price of RM1.00 per new share.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

16. RESERVES (Cont'd)

Warrants reserve (Cont'd)

The principal terms are as follows:-

- | | |
|--|--|
| (a) Tenure | 5 years from the date of issuance of the warrants. |
| (b) Exercise Period | The Warrants shall be exercisable at any time within the period commencing on, and inclusive of, the date of issue of the warrants and ending on the date preceding the 5th anniversary of the date of issue of the Warrants. |
| (c) Exercise Rights | Each Warrant entitles the holder to subscribe for 1 new ordinary share of RM0.25 (prior to Share Split exercise, the par value of the ordinary share was RM0.50) each ("Share") at the Exercise Price at any time during the Exercise Period. |
| (d) Exercise Price | RM1.00 cash per new Share, subject to the adjustments in accordance with the provisions of the Deed Poll. This was subsequently adjusted to RM0.50 cash per new Share upon the Share Split exercise of the Company completed on 13 July 2011. |
| (e) Listing | Approval has been obtained from Bursa Securities vide its letter dated 3 June 2010 for the admission of the Warrants to the Official List of Bursa Securities, the listing of and quotation for the Warrants, and the listing of and quotation for the new Shares to be issued pursuant to the exercise of the Warrants on the Main Market. |
| (f) Adjustment in the Exercise Price and/or the number of Warrants held by Holders in the event or alteration to the share capital | Subject to the provisions of the Deed Poll, the Exercise Price and/or the number of Warrants held by each Holder shall be adjusted by the Directors in consultation with the auditor or principal adviser, in the event of alteration to share capital of the Company including but not limited to share consolidation or subdivision or conversion, issuance of shares by way of capitalisation of profits or reserves, capital distribution and right issue of shares or convertible securities in accordance with provisions as set out in the Deed Poll. |

The ordinary shares issued from the exercise of Warrants shall rank pari passu in all respects with the existing issued ordinary shares of the Company except that they shall not be entitled to any dividends, distributions, rights, allotment and/or any other forms of distribution where the entitlement date of which precedes the relevant date of the allotment and issuance of the new shares arising from the exercise of Warrants.

Share premium

The movements in the share premium of the Group and of the Company are as follows:-

	The Group/The Company	
	31.12.2011	31.12.2010
	RM'000	RM'000
At 1 January	956	35,876
Bonus issue	-	(35,637)
Exercise of Warrants	15,456	982
Shares issuance expenses	-	(265)
At 31 December	16,412	956

The share premium is not distributable by way of dividends and may be utilised in the manner set out in Section 60(3) of the Companies Act 1965.

– Notes to the Financial Statements –
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16. RESERVES (Cont'd)

Available-for-sale reserve

Available-for-sale reserve represents the cumulative fair value changes, net of tax, of available-for-sale financial assets until they are disposed of or impaired.

Asset revaluation reserve

The asset revaluation reserve represents increases in the fair value of freehold land, net of tax, and decreases to the extent that such decreases relate to an increase on the same asset previously recognised in the other comprehensive income. The reserve is not distributable by way of dividend.

Exchange fluctuation reserve

The exchange fluctuation reserve arose from the translation of the financial statements of a foreign subsidiary and is not distributable by way of dividends.

Treasury shares

During the financial year, the Company purchased and disposed of its issued ordinary shares on the open market under the share buy-back programme. Details are as follows:-

	Price Per Share			No. Of Shares	Par Value RM	Cost Of Shares RM'000
	Lowest RM	Highest RM	Average RM			
Balance at 1 January 2010				3,000,600	1.00	2,355
Disposal during the financial year	0.97	1.31	1.09	(3,000,600)	1.00	(2,355)
Addition during the financial year	2.03	2.60	2.32	7,184,500	0.50	16,693
Balance at 31 December 2010				7,184,500	0.50	16,693
Addition during the financial year	3.25	3.81	3.54	3,747,400	0.50	13,256
Consequential adjustment due to share split				10,931,900		29,949
Addition during the financial year	1.69	1.91	1.80	4,175,800	0.25	7,522
Balance at 31 December 2011				26,039,600	0.25	37,471

The share buy-back programme was financed by internally generated funds. The shares purchased were retained as treasury shares in accordance with Section 67A of the Companies Act 1965 in Malaysia and are presented as a deduction from shareholders' equity.

In the previous financial year, 3,000,600 treasury shares were sold for a total consideration of RM3,264,212, resulting in a gain of RM909,423, which was recognised in the statements of changes in equity. The proceeds from the sale of treasury shares were utilised for working capital purposes.

During the financial year, there was no re-sale of treasury shares.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

17. LONG-TERM BORROWINGS

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Hire purchase and finance lease payables (Note 18)	3,412	4,594	179	270
Term loans (Note 19)	1,580	6,237	-	6,207
	4,992	10,831	179	6,477

18. HIRE PURCHASE AND FINANCE LEASE PAYABLES

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Minimum hire purchase and finance lease payments:				
- repayable within one year	3,743	3,932	105	105
- repayable between one year to five years	3,683	5,023	192	297
	7,426	8,955	297	402
Less: Future finance charges	(540)	(731)	(28)	(47)
Present value of hire purchase and finance lease payables	6,886	8,224	269	355

The net hire purchase and finance lease payables are repayable as follows:-

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Non-current:				
- repayable between one year to five years	3,412	4,544	179	270
- repayable after five years	-	50	-	-
Total repayable after one year (Note 17)	3,412	4,594	179	270
Current:				
- not later than one year (Note 22)	3,474	3,630	90	85
	6,886	8,224	269	355

The hire purchase and finance lease payables at the end of the reporting period bore interest rates ranging from 2.3% to 8.0% (2010 - 2.6% to 6.8%) per annum.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

19. TERM LOANS

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Non-current portion (Note 17):				
- repayable between one to two years	251	3,496	-	3,466
- repayable between two to five years	874	2,741	-	2,741
- repayable after five years	455	-	-	-
	1,580	6,237	-	6,207
Current portion (Note 22):				
- repayable within one year	263	3,540	-	3,438
	1,843	9,777	-	9,645

The details of the term loans at the end of the reporting period are as follows:-

	Number Of Monthly Instalments	Monthly Instalments RM	Effective Dates Of Commencement Of Repayment	Amount Outstanding 2011 RM'000	Amount Outstanding 2010 RM'000
Term loan 1	48	345,155	July 2009	-	9,645
Term loan 2	36	9,119	March 2009	29	132
Term loan 3	84	29,870	July 2011	1,814	-
				1,843	9,777

During the financial year, the Company has fully settled term loan 1.

The outstanding term loans at the end of the reporting period bore a weighted average effective interest rate of 7.6% (2010 - 8.5%) per annum.

Term loan 1 was secured by a first legal charge over the leasehold properties of a subsidiary (Note 7).

Term loan 3 is secured by a first legal charge over the leasehold property of a subsidiary (Note 7) and a personal guarantee of a director.

20. DEFERRED TAX LIABILITIES

	The Group	
	31.12.2011 RM'000	31.12.2010 RM'000
At 1 January	2,487	1,899
Recognised in profit or loss (Note 25)	1,835	588
At 31 December	4,322	2,487

The deferred tax liabilities represent accelerated capital allowances.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

21. PAYABLES

	Note	The Group		The Company	
		31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Trade					
Trade payables	(a)	1,175	961	-	-
Non-Trade					
Other payables and accruals	(b)	36,675	37,646	5,247	4,980
Amount owing to subsidiaries	(c)	-	-	44,559	19,183
		37,850	38,607	49,806	24,163

(a) Trade payables

The normal trade credit terms granted to the Group ranged from 30 to 90 days.

(b) Other payables and accruals

Included in the other payables and accruals of the Group are deposits received from students amounting to RM3,749,000 (2010 - RM4,078,000).

(c) Amount owing to subsidiaries

The amount owing to subsidiaries is non-trade, unsecured, interest-free and repayable on demand. The foreign currency exposure profile of the amount owing to the subsidiaries of the Company at the end of the reporting period is as follows:-

	The Company	
	31.12.2011 RM'000	31.12.2010 RM'000
United States Dollar	2,104	3,626

22. SHORT-TERM BORROWINGS

	The Group		The Company	
	31.12.2011 RM'000	31.12.2010 RM'000	31.12.2011 RM'000	31.12.2010 RM'000
Hire purchase and finance lease payables (Note 18)	3,474	3,630	90	85
Term loans (Note 19)	263	3,540	-	3,438
	3,737	7,170	90	3,523

– Notes to the Financial Statements –
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23. REVENUE

	The Group		The Company	
	2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
Educational services	277,603	216,848	1,954	732
Management fee	-	-	13,961	10,787
Rental income	637	673	18,095	18,152
Dividend income	53	94	40,893	43,799
	278,293	217,615	74,903	73,470

24. PROFIT BEFORE TAXATION

	The Group		The Company	
	2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
Profit before taxation is arrived at after charging/ (crediting):-				
Allowance for impairment losses on investments in associates	-	600	-	-
Allowance for impairment losses on other receivables	641	338	244	-
Amortisation of development costs	218	251	-	-
Audit fee:				
- for the current financial year	237	195	42	35
- underprovision in the previous financial year	16	16	-	-
Bad debts written off	-	2,034	-	623
Depreciation expense:				
- investment properties	-	1	-	1
- property, plant and equipment	8,802	7,350	403	344
Directors' fee	323	279	323	279
Directors' non-fee emoluments	3,385	3,217	3,251	2,931
Interest expense	746	1,233	207	837
Lease of premises	17,230	16,347	15,632	15,632
Property, plant and equipment written off	58	67	-	-
Rental expense:				
- equipment	275	994	-	-
- hostel	16,118	14,369	-	-
- premises	5,452	6,079	748	436
Staff costs:				
- salaries, wages, bonuses and allowances	73,638	58,999	1,067	988
- defined contribution plans	6,980	5,813	90	255
- other benefits	4,599	2,924	300	65
Dividend income	(53)	(94)	(40,893)	(43,799)
Gain on disposal of property, plant and equipment	(59)	(165)	-	(51)
Gain on disposal of investment properties	-	(40)	-	(40)
Gain on disposal of other investments	(163)	-	-	-
Net gain on disposal of investment in an associates	(54)	-	-	-
Interest income:				
- subsidiaries	-	-	(725)	(1,422)
- others	(1,775)	(992)	(1,772)	(988)
Gain on foreign exchange:				
- realised	(3)	(9)	-	-
- unrealised	(170)	(672)	-	-
Rental income	(758)	(673)	(18,095)	(18,152)
Excess of the fair value of net assets acquired over the purchase price	-	(62)	-	-

– Notes to the Financial Statements –
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25. INCOME TAX EXPENSE

	The Group		The Company	
	2011	2010	2011	2010
	RM'000	RM'000	RM'000	RM'000
Current taxation:				
- for the financial year	14,321	10,042	1,500	1,708
- share of taxation in an associate	2	(36)	-	-
- under/(over)provision in previous financial years	(559)	67	37	56
	13,764	10,073	1,537	1,764
Deferred tax assets (Note 12):				
- relating to originating and recognition of temporary differences	379	344	427	318
- underprovision in previous financial years	24	69	9	23
	403	413	436	341
Deferred tax liabilities (Note 20):				
- relating to originating and recognition of temporary differences	846	874	-	-
- under/(over)provision in previous financial years	989	(286)	-	-
	1,835	588	-	-
	16,002	11,074	1,973	2,105

A reconciliation of income tax expense applicable to the profit before taxation at the statutory tax rate to income tax expense at the effective tax rate of the Group and of the Company is as follows:-

	The Group		The Company	
	2011	2010	2011	2010
	RM'000	RM'000	RM'000	RM'000
Profit before taxation	88,218	54,314	47,350	47,934
Tax at the statutory tax rate of 25%	22,055	13,578	11,838	11,983
Tax effects of:-				
Non-deductible expenses	2,184	1,873	384	507
Non-taxable gain	(8,786)	(3,714)	(10,295)	(10,464)
Deferred tax assets not recognised during the financial year	291	5	-	-
Utilisation of previously unrecognised deferred tax assets	(82)	(458)	-	-
(Over)/Underprovision in the previous financial year:				
- current tax	(559)	67	37	56
- deferred tax	965	(217)	9	23
Differential in tax rates	(66)	(60)	-	-
Tax for the financial year	16,002	11,074	1,973	2,105

– Notes to the Financial Statements –
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25. INCOME TAX EXPENSE (Cont'd)

Subject to agreement with the tax authorities, the Group has unabsorbed capital allowances and unutilised tax losses available at the end of the reporting period to be carried forward for offset against future taxable business income are as follows:-

	The Group	
	2011	2010
	RM'000	RM'000
Unutilised tax losses	6,570	5,695
Unabsorbed capital allowances	80	121
	6,650	5,816

26. EARNINGS PER SHARE

- (a) The basic earnings per share is arrived at by dividing the Group's profit attributable to shareholders of RM72,314,000 (2010 - RM43,059,000) by the weighted average number of ordinary shares in issue during the financial year, net of treasury shares, of approximately 512,471,000 (2010 - 494,854,000).

The number of shares for the financial year ended 31 December 2010 has been restated for the effects of share split and bonus issue, as detailed in Note 15 to the financial statements.

- (b) Diluted earnings per share is as follows:-

	The Group	
	31.12.2011	31.12.2010
	RM'000	RM'000
Earnings		
Profit attributable to the owners of the Company	72,314	43,059
As previously reported:		
Weighted average number of ordinary shares ('000)	-	247,427
Effect of dilution ('000)		
- Exercise of warrants	-	71,366
Adjusted weighted average number of ordinary shares ('000)	-	318,793
Weighted average number of ordinary shares, adjusted for Share Split ('000)	512,471	* 494,854
Effect of dilution ('000)		
- Exercise of warrants	135,545	* 142,732
Adjusted weighted average number of ordinary shares ('000)	648,016	637,586
Diluted earnings per share, adjusted for Share Split (sen)	11.16	6.75

* Effect of share split during the financial year

– Notes to the Financial Statements –
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27. DIVIDENDS

	The Group/The Company	
	2011	2010
	RM'000	RM'000
Paid, in respect of the financial year ended:-		
31 December 2009:		
- final dividend of RM0.035 per ordinary share of RM1.00 each less 25% tax	-	2,339
31 December 2010:		
- final single tier dividend of RM0.07 per ordinary share of RM0.50 each	17,841	-
31 December 2011:		
- a special dividend of RM0.14 per ordinary share of RM0.50 each less 25% tax	25,914	-
Payable, in respect of the financial year ended:-		
31 December 2011:		
- a second interim single tier dividend of RM0.10 per ordinary share of RM0.25 each	53,263	-
	97,018	2,339

28. PURCHASE OF PROPERTY, PLANT AND EQUIPMENT

	The Group		The Company	
	2011	2010	2011	2010
	RM'000	RM'000	RM'000	RM'000
Cost of property, plant and equipment purchased	15,951	16,176	114	502
Amount financed through hire purchase and finance lease	(2,716)	(6,190)	-	(371)
Cash disbursed for purchase of property, plant and equipment	13,235	9,986	114	131

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

29. ACQUISITION OF A SUBSIDIARY

- (a) In the current financial year, the details of net assets acquired and cash flows arising from the acquisition of subsidiaries were as follows:-

	The Group RM'000
Assets	5,347
Liabilities	(5,089)
Fair value of net assets acquired	258
Goodwill on acquisition of subsidiaries	442
Total purchase consideration	700
Less: Cash at bank of the subsidiaries	(142)
Net cash outflow for acquisition of subsidiaries	558

- (b) In the previous financial year, the details of net assets acquired and cash flows arising from the acquisition of a subsidiary were as follows:-

	The Group RM'000
Assets	129
Liabilities	(7)
Fair value of net assets acquired	122
Excess of the fair value of net assets acquired over the purchase price	(62)
Total purchase consideration	60
Less: Cash at bank of the subsidiary	(41)
Net cash outflow for acquisition of a subsidiary	19

– Notes to the Financial Statements –
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30. DIRECTORS' REMUNERATION

The aggregate amount of emoluments received and receivable by Directors of the Group and of the Company during the financial year are as follows:-

	The Group		The Company	
	2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
Executive directors:				
- salaries and other short-term employee benefits	3,106	2,968	2,986	2,712
- contribution to Employees' Provident Fund ("EPF")	365	249	351	219
	3,471	3,217	3,337	2,931
Non-executive directors:				
- fee	323	279	323	279

The details of emoluments for the directors of the Group and of the Company received/receivable for the financial year in bands of RM50,000 are as follows:-

	2011		2010	
	Executive Directors	Non-Executive Directors	Executive Directors	Non-Executive Directors
The Group				
Below RM50,000	-	4	-	4
RM50,001 - RM100,000	-	2	-	2
RM650,001 - RM700,000	1	-	1	-
RM750,001 - RM800,000	-	-	1	-
RM800,001 - RM850,000	-	-	1	-
RM850,001 - RM900,000	2	-	-	-
RM900,001 - RM950,000	-	-	1	-
RM1,000,001 - RM1,050,000	1	-	-	-
The Company				
Below RM50,000	-	4	-	4
RM50,001 - RM100,000	-	2	-	2
RM650,001 - RM700,000	1	-	1	-
RM700,001 - RM750,000	1	-	1	-
RM750,001 - RM800,000	-	-	1	-
RM850,001 - RM900,000	1	-	-	-
RM900,001 - RM950,000	-	-	1	-
RM1,000,001 - RM1,050,000	1	-	-	-

– Notes to the Financial Statements –
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31. RELATED PARTY DISCLOSURES

(a) Identities of related parties

The Group has related party relationships with its directors, key management personnel and entities within the same group of companies.

(b) In addition to the information detailed elsewhere in the financial statements, the Group and the Company carried out the following significant transactions with the related parties during the financial year:-

	The Company	
	2011	2010
	RM'000	RM'000
Sale of services to subsidiaries:		
- interest charge	725	1,422
- maintenance fee	1,774	552
- management fee	13,961	10,787
- rental of premises	17,547	17,595
- service charge	180	180
Purchase of services from subsidiary:		
- accreditation fee	6,864	4,290
- management fee	4,675	3,247
Dividend income from subsidiaries	40,893	43,799

Key management personnel compensation

	The Group		The Company	
	2011	2010	2011	2010
	RM'000	RM'000	RM'000	RM'000
Directors' of the Company:				
- fee	323	279	323	279
- remuneration	3,106	2,968	2,986	2,712
- contribution to EPF	365	249	351	219
	3,794	3,496	3,660	3,210
Other key management personnel:				
- salary and other short-term employee benefits	1,375	1,066	375	334
- contribution to EPF	161	121	44	38
Total	1,536	1,187	419	372
	5,244	4,683	3,993	3,582

(c) The outstanding amounts of the related parties will be settled in cash. No guarantees have been given or received. No impairment losses have been recognised during the financial year in respect of the amounts owing by the related parties.

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32. CONTINGENT LIABILITIES

	The Group		The Company	
	2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
Corporate guarantees given to secure banking facilities granted to certain subsidiaries	-	-	-	9,645
Bank guarantees given to an electricity provider *	83	117	-	-
	83	117	-	9,645

* This is secured by a pledge over the fixed deposits of a subsidiary.

33. COMMITMENTS

Capital commitments

Authorised capital expenditure not provided for in the financial statements:-

	2011 RM'000	2010 RM'000
Approved but not contracted for: - purchase of plant and equipment	399	312

Operating lease commitments

The future minimum lease payments under the non-cancellable operating leases are as follows:-

	The Group		The Company	
	2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
Not later than one year	23,476	24,614	17,212	15,632
Later than one year and not later than five years	79,823	73,946	73,989	71,972
Later than five years	31,952	51,182	31,952	51,182
Total	135,251	149,742	123,153	138,786

34. FOREIGN EXCHANGE RATE

The applicable closing foreign exchange rate used (expressed on the basis of one unit of foreign currency to RM equivalent) for the translation of foreign currency balances at the end of the reporting period is as follows:-

	2011 RM	2010 RM
United States Dollar	3.18	3.06

– Notes to the Financial Statements –
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35. OPERATING SEGMENTS

Segmental reporting is not presented as the Group is principally engaged in the provision of educational activities, which is substantially within a single business segment and operates wholly in Malaysia.

36. FINANCIAL INSTRUMENTS

The Group's activities are exposed to a variety of market risk (including foreign currency risk, interest rate risk and equity price risk), credit risk and liquidity risk. The Group's overall financial risk management policy focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the Group's financial performance.

(a) Financial Risk Management Policies

The Group's financial risk management policy seeks to ensure that adequate financial resources are available for the development of the Group's businesses whilst managing its market risk, credit risk and liquidity risk. The Group's policies in respect of the major areas of treasury activity are as follows:-

(i) Market Risk

(i) Foreign Currency Risk

The Group does not have material foreign currency transactions, assets or liabilities and hence the exposure to foreign currency risk is not material.

(ii) Interest Rate Risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Group's exposure to interest rate risk arises mainly from interest-bearing financial assets and liabilities. The Group's policy is to obtain the most favourable interest rates available. Any surplus funds of the Group will be placed with licensed financial institutions to generate interest income at the most favourable interest rates.

The Group's exposure to interest rate risk is disclosed in Note 36(a)(iii).

Interest rate risk sensitivity analyses are as follows:-

	Changes in basis points	Effects on profit RM'000	Effects on equity RM'000
2011	+100/-100	(20)/20	(20)/20

(iii) Equity Price Risk

The Group's principal exposure to equity price risk arises mainly from changes in quoted investment prices. The Group's exposure to price risks is nominal as the investment in quoted shares is considered insignificant.

– Notes to the Financial Statements –
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36. FINANCIAL INSTRUMENTS (Cont'd)

(a) Financial Risk Management Policies (Cont'd)

(ii) Credit Risk

The Group's exposure to credit risk, or the risk of counterparties defaulting, arises mainly from trade and other receivables. The Group manages its exposure to credit risk by the application of credit approvals, credit limits and monitoring procedures on an ongoing basis. For other financial assets (including quoted investments, cash and bank balances and derivatives), the Group minimises credit risk by dealing exclusively with high credit rating counterparties.

The Group establishes an allowance for impairment that represents its estimate of incurred losses in respect of the trade and other receivables as appropriate. The main components of this allowance are a specific loss component that relates to individually significant exposures, and a collective loss component established for groups of similar assets in respect of losses that have been incurred but not yet identified. Impairment is estimated by management based on prior experience and the current economic environment.

Credit risk concentration profile

The Group does not have any major concentration of credit risk related to any individual customer or counterparty.

Exposure to credit risk

As the Group does not hold any collateral, the maximum exposure to credit risk is represented by the carrying amount of the financial assets at the reporting date.

Ageing analysis

The ageing analysis of the Group's trade receivables at the reporting date is as follows:-

The Group	Gross Amount RM'000	Individual Impairment RM'000	Carrying Value RM'000
2011			
Not past due	23,693	-	23,693
Past due:			
- less than 3 months	-	-	-
- 3 to 6 months	16	-	16
- over 6 months	522	(355)	167
	24,231	(355)	23,876
2010			
Not past due	12,728	-	12,728
Past due:			
- less than 3 months	-	-	-
- 3 to 6 months	80	-	80
- over 6 months	486	(355)	131
	13,294	(355)	12,939

– Notes to the Financial Statements –
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36. FINANCIAL INSTRUMENTS (Cont'd)

(a) Financial Risk Management Policies (Cont'd)

(ii) Credit Risk (Cont'd)

These receivables are not secured by any collateral or credit enhancement.

Trade receivables that are neither past due nor impaired

A significant portion of trade receivables that are neither past due nor impaired are regular customers that have been transacting with the Group. The Groups uses ageing analysis to monitor the credit quality of the trade receivables. Any receivables having significant balances past due or more than 120 days, which are deemed to have higher credit risk, are monitored individually. Based on past experiences, the management believes that no allowance for impairment is necessary in respect of these balances.

(iii) Liquidity Risk

Liquidity risk arises mainly from general funding and business activities. The Group practises prudent risk management by maintaining sufficient cash and bank balances and the availability of funding through certain committed credit facilities.

The following table sets out the maturity profile of the financial liabilities as at the end of the reporting period based on contractual undiscounted cash flows (including interest payments computed using contractual rates or, if floating, based on the rates at the end of the reporting period):-

The Group	Effective Interest Rate %	Carrying Amount RM'000	Contractual Undiscounted Cash Flows RM'000	Within 1 Year RM'000	1 - 5 Years RM'000	Over 5 Years RM'000
2011						
Payables	-	37,851	37,851	37,851	-	-
Hire purchase payables	2.3% - 8.0%	6,886	7,426	3,743	3,683	-
Term loans	4.3% - 7.6%	1,843	2,300	388	1,792	120
Dividend payable	-	53,263	53,263	53,263	-	-
		99,843	100,840	95,245	5,475	120

The Group	Effective Interest Rate %	Carrying Amount RM'000	Contractual Undiscounted Cash Flows RM'000	Within 1 Year RM'000	1 - 5 Years RM'000	Over 5 Years RM'000
2010						
Payables	-	38,607	38,607	38,607	-	-
Hire purchase payables	2.6% - 6.8%	8,224	8,955	3,932	5,023	-
Term loans	4.3% - 8.5%	9,777	9,920	4,219	5,701	-
		56,608	57,482	46,758	10,724	-

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

36. FINANCIAL INSTRUMENTS (Cont'd)

(a) Financial Risk Management Policies (Cont'd)

(iii) Liquidity Risk (Cont'd)

The Company	Effective Interest Rate %	Carrying Amount RM'000	Contractual Undiscounted Cash Flows RM'000	Within 1 Year RM'000	1 - 5 Years RM'000
2011					
Payables	-	49,807	49,807	49,807	-
Hire purchase payables	5.2	269	297	105	192
Dividend payable	-	53,263	53,263	53,263	-
		103,339	103,367	103,175	192

The Company	Effective Interest Rate %	Carrying Amount RM'000	Contractual Undiscounted Cash Flows RM'000	Within 1 Year RM'000	1 - 5 Years RM'000
2010					
Payables	-	24,163	24,163	24,163	-
Hire purchase payables	6.8	355	402	105	297
Term loans	8.5	9,645	9,781	4,100	5,681
		34,163	34,346	28,368	5,978

(b) Capital Risk Management

The Group manages its capital to ensure that entities within the Group will be able to maintain an optimal capital structure so as to support their businesses and maximise shareholders' value. To achieve this objective, the Group may make adjustments to the capital structure in view of changes in economic conditions, such as adjusting the amount of dividend payment, returning of capital to shareholders or issuing new shares.

The Group manages its capital based on debt-to-equity ratio. The Group's strategies were unchanged from the previous financial year. The debt-to-equity ratio is calculated as net debt divided by total equity. Net debt is calculated as borrowings plus trade and other payables less cash and cash equivalents.

The management are of the opinion that the Group has insignificant external borrowings and therefore no debt-to-equity ratio is presented.

Under the requirement of Bursa Malaysia Practice Note No. 17/2005, the Company is required to maintain a consolidated shareholders' equity (total equity attributable to owners of the Company) equal to or not less than the 25% of the issued and paid-up share capital (excluding treasury shares) and such shareholders' equity is not less than RM40 million. The Company has complied with this requirement.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

36. FINANCIAL INSTRUMENTS (Cont'd)

(c) Classification Of Financial Instruments

	The Group		The Company	
	2011	2010	2011	2010
	RM'000	RM'000	RM'000	RM'000
Financial assets				
<u>Available-for-sale financial assets</u>				
Other investments	4,567	2,734	-	-
<u>Loans and receivables financial assets</u>				
Receivables	48,379	39,997	77,804	65,896
Cash and cash equivalents	87,155	78,831	79,679	66,948
	135,534	118,828	157,483	132,844
Financial liabilities				
<u>Other financial liabilities</u>				
Payables	37,851	38,607	49,807	24,163
Hire purchase payables	6,886	8,224	269	355
Term loans	1,843	9,777	-	9,645
Dividend payable	53,263	-	53,263	-
	99,843	56,608	103,339	34,163

(d) Fair Values Of Financial Instruments

The carrying amounts of the financial assets and financial liabilities reported in the financial statements approximated their fair values.

The following summarises the methods used to determine the fair values of the financial instruments:-

- (i) The financial assets and financial liabilities maturing within the next 12 months approximated their fair values due to the relatively short-term maturity of the financial instruments.
- (ii) The fair value of quoted investments is estimated based on their quoted market prices as at the reporting date.
- (iii) The carrying amounts of the term loans approximated their fair values as the fair values are determined by discounting the relevant cash flows using current interest rates for similar types of instruments.

– Notes to the Financial Statements –
for the financial year ended 31 December 2011

36. FINANCIAL INSTRUMENTS (Cont'd)

(e) Fair Value Hierarchy

The fair values of the financial assets and liabilities are analysed into level 1 to 3 as follows:-

Level 1: Fair value measurements derive from quoted prices (unadjusted) in active markets for identical assets or liabilities.

Level 2: Fair value measurements derive from inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly or indirectly

Level 3: Fair value measurements derive from valuation techniques that include inputs for the asset or liability that are not based on observable market data (unobservable inputs).

The Group has carried its quoted investments that are classified as available-for-sale financial assets at their fair values. These financial assets belong to level 1 of the fair value hierarchy.

37. SUPPLEMENTARY INFORMATION

DISCLOSURE OF REALISED AND UNREALISED PROFITS/LOSSES

The breakdown of the retained profits of the Group and of the Company as at the end of the reporting period into realised and unrealised profits/(losses) are presented in accordance with the directive issued by Bursa Malaysia Securities Berhad and prepared in accordance with Guidance on Special Matter No. 1, Determination of Realised and Unrealised Profits or Losses in the Context of Disclosure Pursuant to Bursa Malaysia Securities Berhad Listing Requirements, as issued by the Malaysian Institute of Accountants, as follows:-

	The Group		The Company	
	2011 RM'000	2010 RM'000	2011 RM'000	2010 RM'000
Total retained profits:				
- realised	58,169	82,552	6,131	57,311
- unrealised	(1,092)	(74)	1,121	1,557
	57,077	82,478	7,252	58,868
Total share of retained profits of associates:				
- realised	-	1,108	-	-
- unrealised	-	-	-	-
	57,077	83,586	7,252	58,868
Less: Consolidation adjustments	3,960	2,130	-	-
At 31 December	61,037	85,716	7,252	58,868

Group Properties

as at 31 December 2011

No.	Address	Approximate Areas/Description	Existing Use	Tenure	Approximate Age of Building (years)	NBV as at 31/12/2011 (RM'000)	Date of Revaluation/ Acquisition
Owned by Company							
1	33-35 Jalan Hang Lekiu 50100 Kuala Lumpur	4,515 sq ft land area with a 9-storey commercial building	Education Centre	Freehold	34	6,758	14/12/1993
Owned by Subsidiaries							
2	211 Jalan Bukit Mata Kuching 93100 Kuching Sarawak	22,081 sq ft land area with 6-storey building	Education Centre	Leasehold Expiry date @ 13/08/2785	35	9,924	13/06/2001
3	South City Plaza Lot 3.09a, 3rd Floor Persiaran Serdang Perdana 43300 Seri Kembangan Selangor	21,986 sq ft built-up area of shophot space	Training Centre	Leasehold Expiry date @ 09/11/2093	8	8,013	03/07/1998
4	South City Plaza Lot 3.09b, 3rd Floor Persiaran Serdang Perdana 43300 Seri Kembangan Selangor	15,482 sq ft built-up area of shophot space	Training Centre	Leasehold Expiry date @ 09/11/2093	8	5,643	08/01/1999
5	Lot 1, Jalan Teknologi 2/1 Taman Sains Selangor 1 Kota Damansara, PJU 5 47810 Petaling Jaya Selangor	7.09 acres of land	Buildings under construction	Leasehold Expiry date @ 25/01/2104	-	25,118	12/01/2009
6	Unit No. A-PH-08 Pangsapuri Casa Subang Jalan Subang 1, USJ1 47600 Subang Jaya Selangor	1,555 sq ft built-up area of a service apartment	Residential	Freehold	4	515	19/10/2005
7	Unit No. A-PH-11 Pangsapuri Casa Subang Jalan Subang 1, USJ1 47600 Subang Jaya Selangor	1,555 sq ft built-up area of a service apartment	Residential	Freehold	5	465	19/10/2005

– Group Properties –
as at 31 December 2011

No.	Address	Approximate Areas/Description	Existing Use	Tenure	Approximate Age of Building (years)	NBV as at 31/12/2011 (RM'000)	Date of Revaluation/ Acquisition
8	Unit No. B-23A-02 Pangsapuri Casa Subang Jalan Subang 1, USJ1 47600 Subang Jaya Selangor	1,062 sq ft built-up area of a service apartment	Residential	Freehold	4	260	19/10/2005
9	Unit No. B-23A-11 Pangsapuri Casa Subang Jalan Subang 1, USJ1 47600 Subang Jaya Selangor	1,062 sq ft built-up area of a service apartment	Residential	Freehold	4	258	19/10/2005
10	No.2, Jalan Rimba Riang 9/11A Section 9, Kota Damansara 47810 Petaling Jaya, Selangor	17,093 sq ft land area with a double storey bungalow building	Residential	Leasehold Expiry date @ 21/08/2107	1	4,360	03/05/2011

Analysis of Shareholdings & Warrantholdings

I. Analysis of Shareholdings as at 6 April 2012

Authorised Share Capital	: RM250,000,000
Issued and Fully Paid-up Share Capital	: RM139,837,397*
Class of shares	: Ordinary shares of RM0.25 each
Voting rights	: Every member present in person or by proxy or represented by attorney shall have one vote and upon a poll, every such member shall have one vote for every share held.

*inclusive of 26,040,600

Distribution Schedule of Shareholdings

Size of shareholdings	No. of shareholders	% of shareholders	No. of shares held	% of issued capital
1 – 99	50	2.12	1,711	0.00
100 – 1,000	186	7.88	134,949	0.03
1,001 – 10,000	1,283	54.36	6,852,322	1.28
10,001 – 100,000	699	29.62	21,505,506	4.03
100,001 – less than 5% of issued shares	138	5.85	223,501,020	41.91
5% and above of issued shares	4	0.17	281,313,480	52.75
TOTAL	2,360	100.00	533,308,988	100.00

Substantial Shareholders as at 6 April 2012

According to the register required to be kept under Section 69L of the Companies Act, 1965, the following are the substantial shareholders (excluding bare trustees) of the Company:-

Name of Shareholders	Direct	No. of shares held		%
		%	Indirect	
1. Dato' Sri Clement Hii Chii Kok	158,840,480	29.78	-	-
2. Pinnacle Heritage Solutions Sdn Bhd	148,473,000	27.84	-	-
3. SmartUni 1 Ltd			**148,473,000	27.84
4. SmartUni 2 Ltd			**148,473,000	27.84
5. Navis Asia Fund VI G. P. Ltd			**148,473,000	27.84
6. Navis MGO 1 GP Ltd			**148,473,000	27.84
7. Navis Capital Partners Limited			**148,473,000	27.84
8. Richard Elletson Foyston			**148,473,000	27.84
9. Nicholas Rupert Heylett Bloy			**148,473,000	27.84
10. Rodney Chadwick Muse			**148,473,000	27.84
11. HAL Investments (Asia) Ltd			**148,473,000	27.84
12. HAL Holding N.V.			**148,473,000	27.84
13. HAL Trust			**148,473,000	27.84

– Analysis of Shareholdings & Warrantholdings –

I. Analysis of Shareholdings as at 6 April 2012 (Cont'd)

Directors' Shareholdings

Name of Directors	Direct	No. of shares held		%
		%	Indirect	
1. Dato' Sri Clement Hii Chii Kok	158,840,480	29.78	-	-
2. Nicholas Rupert Heylett Bloy	-	-	***148,473,000	27.84
3. Hew Moi Lan	6,668,800	1.25	-	-
4. Lee Kok Cheng	5,390,000	1.01	-	-
5. Amos Siew Boon Yeong	2,200,000	0.41	-	-
6. Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Haji Megat Khas	1,662	-	-	-
7. Datuk Chee Hong Leong	-	-	-	-
8. Tan Chow Yin	-	-	-	-
9. Goh Leng Chua	-	-	-	-

*** Deemed interest by virtue of shares held by Pinnacle Heritage Solutions Sdn Bhd in which the Director is deemed to have an interest.

– Analysis of Shareholdings & Warrantholdings –

Thirty Largest Shareholders

Name of shareholders	No. of shares	%
1. RHB Nominees (Tempatan) Sdn Bhd Pinnacle Heritage Solutions Sdn Bhd	148,473,000	27.84
2. Kenanga Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Hii Chii Kok @ Hii Chee Kok	50,674,204	9.50
3. RHB Capital Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Hii Chii Kok @ Hii Chee Kok	41,381,640	7.76
4. Hii Chii Kok @ Hii Chee Kok	40,784,636	7.65
5. AMSEC Nominees (Tempatan) Sdn Bhd AmBank (M) Berhad (Hedging)	24,600,000	4.61
6. Hii Chii Kok @ Hii Chee Kok	18,000,000	3.38
7. Kenanga Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Hck Capital Sdn Bhd	12,477,600	2.34
8. Kenanga Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Rexter Capital Sdn Bhd	11,492,736	2.15
9. JF Apex Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Hck Capital Sdn Bhd (Margin)	11,016,240	2.07
10. Narcussus Investments Limited	10,080,000	1.89
11. M&A Nominee (Tempatan) Sdn Bhd Pledged Securities Account for Sinar Pavilion Sdn Bhd (M&A)	8,586,000	1.61
12. Mayban Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Hii Siew Hee	7,743,800	1.45
13. JF Apex Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Best Revolution Sdn Bhd	7,634,400	1.43
14. JF Apex Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Generasi Panduan Sdn Bhd	6,310,400	1.18
15. AIBB Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Hew Moi Lan	6,204,000	1.16
16. Yee Shia Ming	6,109,200	1.15
17. AIBB Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Lee Kok Cheng	5,390,000	1.01
18. CIMSEC Nominees (Tempatan) Sdn Bhd CIMB Bank for Hii Chii Kok @ Hii Chee Kok (M86016)	5,000,000	0.94
19. CIMSEC Nominees (Tempatan) Sdn Bhd CIMB Bank for Tang Lee Hieh (MQ0231)	4,664,200	0.87
20. ECML Nominees (Tempatan) Sdn Bhd Perdana Technology Venture Sdn Bhd	3,128,160	0.59
21. HSBC Nominees (Asing) Sdn Bhd TNTC for the Caravel Fund (International) Ltd	3,040,000	0.57
22. SBB Nominees (Tempatan) Sdn Bhd Yayasan Mohd Noah (AK2)	3,024,000	0.57
23. Hii Chii Kok @ Hii Chee Kok	3,000,000	0.56
24. AMSEC Nominees (Tempatan) Sdn Bhd AmTrustee Berhad for CIMB Islamic DALI Equity Growth Fund (UTCIMB-DALI)	2,718,400	0.51
25. EB Nominees (Tempatan) Sendirian Berhad Pledged Securities Account for M&A Securities Sdn Bhd (IPO)	2,500,000	0.47
26. AMSEC Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Tasmuning Development Sdn Bhd	2,469,600	0.46
27. EB Nominees (Tempatan) Sendirian Berhad Pledged Securities Account for Siew Boon Yeong (SFC)	2,200,000	0.41
28. AMSEC Nominees (Tempatan) Sdn Bhd Pledged Securities Account - AmBank (M) Berhad for Rexter Capital Sdn Bhd (SMART)	2,090,600	0.39
29. HDM Nominees (Tempatan) Sdn Bhd UOB Kay Hian Pte Ltd for Hii Khim Tung	2,089,200	0.39
30. Ling Sie Hieng	1,991,500	0.37

– Analysis of Shareholdings & Warrantholdings –

II. Analysis of Warrantholdings as at 6 April 2012

Warrants 2010/2015 : 189,029,554 outstanding

Distribution Schedule of Warrantholdings

Size of warrantholdings	No. of warrantholders	% of warrantholders	No. of warrants held	% of outstanding warrants
1 – 99	61	14.39	414	0.00
100 – 1,000	20	4.72	13,210	0.01
1,001 – 10,000	219	51.65	1,116,054	0.59
10,001 – 100,000	99	23.35	2,656,640	1.41
100,001 – less than 5% of issued warrants	20	4.72	22,430,436	11.87
5% and above of issued warrants	5	1.18	162,812,800	86.13
TOTAL	424	100.00	189,029,554	100.00

Directors' Warrantholdings

Name of Directors	Direct	No. of Warrants held		%
		%	Indirect	
1. Dato' Sri Clement Hii Chii Kok	76,183,600	40.30	-	-
2. Nicholas Rupert Heylett Bloy	-	-	***61,059,200	32.30
3. Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Haji Megat Khas	-	-	-	-
4. Lee Kok Cheng	-	-	-	-
5. Hew Moi Lan	-	-	-	-
6. Datuk Chee Hong Leong	-	-	-	-
7. Amos Siew Boon Yeong	-	-	-	-
8. Tan Chow Yin	-	-	-	-
9. Goh Leng Chua	-	-	-	-

*** Deemed interest by virtue of warrants held by Pinnacle Heritage Solutions Sdn Bhd in which the Director is deemed to have an interest.

– Analysis of Shareholdings & Warrantholdings –

Thirty Largest Warrantholders

Name of warrant holders	No. of warrants	%
1. RHB Nominees (Tempatan) Sdn Bhd Pinnacle Heritage Solutions Sdn Bhd	61,059,200	32.30
2. Hii Chii Kok @ Hii Chee Kok	56,183,600	29.72
3. Hii Chii Kok @ Hii Chee Kok	20,000,000	10.58
4. Hck Capital Sdn Bhd	13,166,200	6.97
5. Narcussus Investments Limited	12,403,800	6.56
6. JF Apex Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Hck Capital Sdn Bhd (Margin)	5,417,400	2.87
7. AMSEC Nominees (Tempatan) Sdn Bhd Pledged Securities Account - AmBank (M) Berhad for Rexter Capital Sdn Bhd (SMART)	5,322,600	2.82
8. JF Apex Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Generasi Panduan Sdn Bhd (Margin)	2,000,000	1.06
9. M & A Nominee (Tempatan) Sdn Bhd Pledged Securities Account for Sinar Pavilion Sdn Bhd (M&A)	1,515,400	0.80
10. SBB Nominees (Tempatan) Sdn Bhd Yayasan Mohd Noah (A/C2)	1,512,000	0.80
11. Malacca Equity Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Bruce Lim Aun Choong	1,400,000	0.74
12. CIMSEC Nominees (Tempatan) Sdn Bhd CIMB for Koay Hooi Gan (PB)	878,800	0.46
13. Ling Sie Hieng	834,900	0.44
14. Kee Ju-Hun	571,480	0.30
15. Too Ching Hock	442,200	0.23
16. Cheah Kin Yin @ Cheah Kin Yoon	288,000	0.15
17. Mayban Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Lau Kip Lin	229,400	0.12
18. Maybank Securities Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Lim Seng Chai (Margin)	181,800	0.10
19. RHB Capital Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Teoh Seng Aun (STG)	137,720	0.07
20. Teoh Seng Kian	136,920	0.07
21. RHB Capital Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Teoh Seng Kian (DHG)	113,816	0.06
22. Citigroup Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Yeoh Eng Hua (472265)	112,000	0.06
23. Kenanga Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Law Eng Lee	112,000	0.06
24. Malacca Equity Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Quek Soon Tiang	104,000	0.06
25. Loong Yuet Kwee @ Leong Juat Kwee	86,240	0.05
26. CIMSEC Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Koh Kok Cheng (T M RAYA-CL)	80,000	0.04
27. Luo WeiQian	75,600	0.04
28. CIMSEC Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Eng Teck Kiew (Melaka R-CL)	70,000	0.04
29. Mayban Nominees (Tempatan) Sdn Bhd Pledged Securities Account for Hii King Ee	66,000	0.03
30. CIMSEC Nominees (Asing) Sdn Bhd Exempt An for CIMB Securities (Singapore) Pte Ltd	65,720	0.03

FORM OF PROXY



I/We _____
of _____
being a member/members of SEG International Bhd hereby appoint _____
of _____
or failing him/her _____
of _____

or failing him/her, the Chairman of the meeting as my/our proxy to vote for me/us on my/our behalf at the Twenty-Sixth Annual General Meeting of the Company to be held at Level 2, Right Wing, SEGi University, No. 9, Jalan Teknologi, Taman Sains Selangor, Kota Damansara, PJU 5, 47810 Petaling Jaya, Selangor Darul Ehsan on Tuesday, 15 May 2012 at 2.30 p.m. and at any adjournment thereof.

My/Our proxy is to vote either on a show of hands or on a poll as indicated below with an "X":

ORDINARY RESOLUTIONS	FOR	AGAINST
1. Adoption of the Audited Financial Statements and Reports.		
2. Approval of the payment of Directors' fees.		
3. Re-election of Tan Sri Dato' Seri Megat Najmuddin Bin Dato' Seri Dr Haji Megat Khas in accordance with Article 86 of the Company's Articles of Association.		
4. Re-election of Amos Siew Boon Yeong in accordance with Article 86 of the Company's Articles of Association.		
5. Election of Nicholas Rupert Heylett Bloy in accordance with Article 93 of the Company's Articles of Association.		
6. Election of Tan Chow Yin in accordance with Article 93 of the Company's Articles of Association.		
7. Re-appointment of Messrs Crowe Horwath as Auditors and to authorise the Directors to fix their remuneration.		
8. Authority pursuant to Section 132D of the Companies Act, 1965 for Directors to issue shares.		
9. Proposed Renewal of Share Buy-Back.		
SPECIAL RESOLUTION		
1. Proposed amendments to the Articles of Association		

Dated this _____ day of _____ 2012

Number of shares held _____

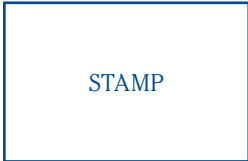
Signature of member(s) _____

Notes:

1. If you wish to appoint other person(s) to be your proxy, delete the words "the Chairman of the meeting" and insert the name(s) and address(es) of the person(s) desired in the space so provided.
2. If there is no indication as to how you wish your vote(s) to be cast, the proxy will vote or abstain from voting at his/her discretion.
3. A proxy may but need not be a member of the Company and the provision of Section 149(1)(b) of the Companies Act, 1965 shall not apply to the Company.
4. A member shall not be entitled to appoint more than two proxies to attend and vote at the same meeting. Where two proxies are appointed, the proportions of shareholdings to be represented by each proxy must be specified in order for the appointments to be valid.
5. Where a member of the Company is an authorised nominee as defined under the Securities Industry (Central Depositories) Act, 1991, it may appoint at least one proxy in respect of each securities account it holds with ordinary shares of the Company standing to the credit of the said securities account.
6. If the appointor is a corporation, this form must be executed under its Common Seal or under the hand of its Attorney.
7. All Forms of Proxy must be duly executed and deposited at the Registered Office of the Company at 6th Floor, SEGi University, No. 9, Jalan Teknologi, Taman Sains Selangor, Kota Damansara, PJU 5, 47810 Petaling Jaya, Selangor Darul Ehsan not less than 48 hours before the time for holding the Meeting or adjourned meeting.

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Taman Sains Selangor, Kota Damansara, PJU 5,
47810 Petaling Jaya, Selangor Darul Ehsan

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SEGi Education Network

SEGi GROUP OF INSTITUTIONS

SEGi University

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