It's A Life Journey

SEG International Bhd (145998-U) Annual Report 2012



CGI UNIVERSITY

A Journey of Significance for the Future

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X Journey of Significance for the Future



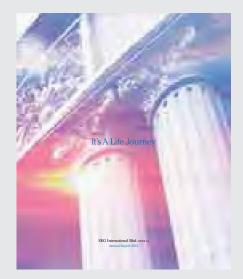


VISION

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.



Cover Rationale

If life is a journey then education is but one pathway to help unlock potential and impart invaluable knowledge. SEGi takes great care in not only shaping the minds of students but also providing a life experience, beyond books, that will place them well in their life journey.

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Passion Guided, Industry Driven

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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 Group Deputy Managing Director

Hew Moi Lan *Executive Director/Chief Executive Officer*

Dato' Sri Chee Hong Leong Independent Non-Executive Director

Nicholas Rupert Heylett Bloy Non-Independent Non-Executive Director

Tan Chow Yin Non-Independent Non-Executive Director

Amos Siew Boon Yeong 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 2788 9999 Fax: +603 2788 9998

REGISTRAR

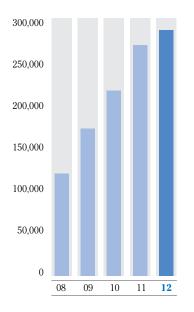
Symphony Share Registrars Sdn Bhd Level 6, Symphony House Pusat Dagangan Dana 1 Jalan PJU 1A/46 47301 Petaling Jaya Selangor Darul Ehsan Tel : +603 7841 8000 Fax: +603 7841 8151/52

FINANCIAL HIGHLIGHTS

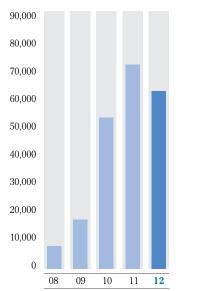
GROUP FIVE YEARS FINANCIAL SUMMARY

	2008	2009	2010	2011	2012
	RM'000	RM'000	RM'000	RM'000	RM'000
Revenue	127,407	166,372	217,615	278,293	284,925
Profit before tax	9,884	14,606	54,314	88,218	68,383
Profit for the year - attibutable to shareholders	7,266	10,023	43,059	72,314	60,343
Share capital	89,093	89,093	125,623	139,674	166,219
Shareholders' fund	158,324	169,155	202,584	183,759	266,872
Total assets	213,910	219,055	263,038	290,107	386,176
Basic earnings per share (sen)	8.70	12.09	17.40	14.11	10.18
Net Dividend for the year (sen)	2.25@	2.63 @	7.00 @	31.00@	5.00@
	RM1.00	RM1.00	RM0.50	RM0.25	RM0.25
	per share	per share	per share	per share	per share

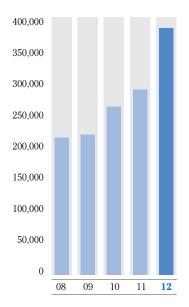




PROFIT FOR THE YEAR ATTRIBUTABLE TO SHAREHOLDERS (RM'000)



TOTAL ASSETS (RM'000)





UNIQUERESS

Standing out among the plethora of institutions in Malaysia is no easy task. SEGI's unique and diverse blend of students and rogrammes are inimitable in the market. With the largest number of faculties and programmes the Group stands out actons an increasingly competitive market.

Create a Truly Metropolitan Campus

Create a Truly Metropolitan Campus

UNIQUENESS

Standing out among the plethora of institutions in Malaysia is no easy task. SEGi's unique and diverse blend of students and programmes are inimitable in the market. With the largest number of faculties and programmes the Group stands out among an increasingly competitive market.

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

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 2012.

SEGi delivered a revenue of **RN284.9 NILLON** and net profit of RM60.0 million

I am proud to announce that SEGi achieved another significant milestone in 2012 with the upgrade of SEGi University to a full-fledged university status. With this new status, SEGi has strengthened its research and development capabilities to ensure a high-quality learning environment, with excellent facilities that will benefit our students.

2012 REVIEW

The Malaysian economy remained resilient despite the challenging global economic environment. The progressive measures taken by the government through the Economic Transformation Programme (ETP) initiatives, particularly in education, have begun to positively impact the economy.

Recognising that education plays a significant role in our nation's development, the Group remains focused on our core business of enhancing Malaysia's educational standards in order to support Malaysia's dream to be the regional hub for education in Asia.

FINANCIAL PERFORMANCE

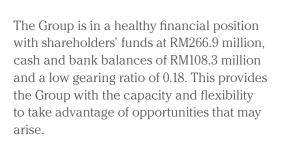
For the financial year ended 2012, SEGi delivered a revenue of RM284.9 million and a net profit of RM60.0 million, an improvement of 2.4% and a decline of 16.9% respectively, as compared to the corresponding year in 2011.

The decline in profits as compared to the previous financial year is mainly attributed to the high number of graduating students in the second half of the year. The Group has also set-up and launched a number of high ticket programmes which resulted in higher manpower and investment costs. These programmes are expected to be profitable in the medium term.

Further, the upgrade to full university status has resulted in additional costs for research and programme development. Academic staff costs have also increased with the Group further enhancing its existing post-graduate, degree and diploma programmes.

Despite the overall challenges throughout 2012, the Group has continued to keep its fundamentals and financials healthy.

The Group is in a healthy financial position with shareholders' funds at RM266.9 million, cash and bank balances of RM108.3 million and a low gearing ratio of 0.18.



The Group will continue our efforts of seeking growth opportunities while striving to establish a sustainable business to maximise long-term return on shareholders' funds.

DIVIDEND

We remain committed to reward our shareholders. In line with the Company's policy of rewarding shareholders for their investment, an interim single tier dividend of RM0.05 per ordinary share of RM0.25 each in respect of the financial year ended 31 December 2012, amounting to RM31,942,000, was paid on 8 January 2013. Subsequent to the financial year under review, the Board of Directors further declared an interim single tier dividend of RM0.05 per ordinary share of RM0.25 each, amounting to RM32,062,000, in respect of the financial year ending 31 December 2013. This was paid on 25 April 2013.

While it is important to deliver shareholder value, the Board is conscious of the need to balance this with a prudent capital management strategy.

OPERATIONAL REVIEW

SEGi will continue with our proven business strategy of pursuing organic growth and sustaining our premier status in the education industry after achieving our university status.

In line with the initiatives of ETP to promote skills-based training to the international market, SEGi is actively involved in the SkillsMalaysia International Technical Education and Vocational Training



Programme ("SkillsMalaysia INVITE"). SEGi also participated in the development of the National Occupational Skills Standards (NOSS) for Vietnamese Government under SkillsMalaysia INVITE initiative during the year under review. The revenue from skills training is expected to be substantial in future.

I am also pleased to announce that our Diploma in Early Childhood Education ("DECE") is now available on distance learning mode following SEGi's appointment as initiative champion to lead a consortium to upgrade the qualification of Malaysia's existing ECCE (Early Childhood and Childcare Education) workforce in 2011. The programme will be taught during weekends or evening classes with SEGi online support which will benefit working adults.



A Quality Enhancement Taskforce ("QETF") was set up to raise the brand and quality of the Group's institutions with the objective to drive SEGi towards Tier-1 status in 3 years' time ("SEGi Tier-1 Initiatives").

Budget is allocated under SEGi Tier-1 Initiatives to upgrade our existing infrastructure.

Our motto 'Passion Guided, Industry Driven' continues to be reflected in all aspects of our courses and delivery. We must ensure that all our lecturers and staff are passionate about their profession, their respective industries' future, as well as the students whose minds they mould. We also strive to maintain the integrity of our courses and graduates by continuously shaping and updating the syllabus around industry needs and trends.



SEGi provides industry driven programmes from the faculties of Business & Accountancy, Engineering & Built Environment, Creative Design & Technology, Hospitality & Tourism Management, Medical, Pharmacy, Optometry, Dentistry & Allied Health Sciences, American Degree Program, Foundation and Graduate School of Business.

With the assurance that all the Examination Departments of SEGi University Group are certified under the ISO9001:2008 Quality Management System, we are confident that SEGi will continue to deliver proven quality education.

SEGi views employability as an important component in tertiary education. The introduction of Personal Professional Development Module ("PPD Programme") will give SEGi graduates a competitive edge over other potential job-seekers. PPD Programme will enhance the graduates' ability to communicate well, creative and critical thinking skills and various soft skills to prepare them for their working lives. In line with this goal, SEGi has established strategic alliances with value corporate partners for our students in their penultimate semester for internship or job attachment.

Finally, SEGi has built strong global connections with internationally acclaimed universities such as, University of Sunderland, University of Greenwich, Teesside University, University of Abertay Dundee, York St. John University and University of St. Mark & St. John, from the United Kingdom; Upper Iowa University from the United States; and University of Southern Queensland from Australia.

The Group acquired a parcel of freehold land for the development and construction of an international school.

CORPORATE DEVELOPMENTS

During the financial year, the Group acquired a parcel of freehold commercial land measuring approximately 12 acres in Mukim Bukit Raja, Negeri Selangor from Bandar Setia Alam Sdn Bhd for a total consideration of RM52.3 million for the development and construction of an international school.

The Group is currently evaluating the various options for launching the international school.

During the year under review, the Group:

- disposed two of its wholly owned subsidiaries, namely, Andaman Daya
 Sdn Bhd and Jana Daiman Sdn Bhd; and
- acquired a wholly owned subsidiary, Bumi Intuisi Sdn Bhd, involving in the provision of total online training solution.

Bumi Intuisi Sdn Bhd provides a system and platform to enable institutions to deliver educational multimedia content in an interactive format online to enhance student's learning outcome.

HUMAN CAPITAL

SEGi values our human capital as our greatest asset. The Group acknowledges the importance of developing and retaining talent within the organisation and is focusing on initiatives in succession planning and talent retention. This is also supplemented by external appointments with the aim of infusing more knowledge base, highly educated, well-trained and qualified professionals with practical and industrial hands-on experience in an effort to better meet our commitment to excellence in delivering world-class services in the education industry.

CORPORATE SUSTAINABILITY

The Board continues to recognise the importance and advantage of good corporate sustainability as we believe that corporate sustainability is a key contributing factor to the long-term success of the Group. The Board is committed to develop a sustainable future, maintaining the highest standards in corporate governance and integrity in driving SEGi to create and deliver long term sustainable shareholder value.

CORPORATE RESPONSIBILITY

Corporate responsibility is always part of the Group's initiatives to ensure that its businesses are managed in a sustainable manner for the benefit of all stakeholders. As a responsible corporate entity, SEGi is ever conscious of our social obligation not only towards the communities in which we operate but also on a national level.

With our ongoing corporate responsibility efforts, we remain committed to making a positive impact via dedicated programmes and initiatives targeted at enhancing human capital development, community, environment and education for the benefit and betterment of the welfare of the community.

The Group also remains committed in ensuring the occupational safety and health of all employees at their workplace through increased awareness, accountability and continual training geared towards the conduct of all activities in an environmentally responsible, safe and healthy manner.

The Group always emphasises environmental awareness and community spirit and seeks to conduct its business ethically and responsibly. Our employees are also strongly encouraged to adopt cost and energy saving measures as the Group's contributions to the preservation of the environment.

FUTURE OUTLOOK

The prospect of the Group remains positive. The Government's 2013 Budget identified "Strengthening Education and Training" as one of its key focuses, aiming to nurture knowledgeable, creative and innovative human capital.

The Group has launched a number of new initiatives in 2013 to further improve all areas of the Group, including upgrading of facilities, academic quality and new programme development. These initiatives are expected to strengthen the SEGi brand and improve the income stream of the Group for this and the coming years.

The strong financial performance in previous years has also provided us with a solid foundation and we must continue to build on this momentum. The Board is also mindful of the capital allocation and cash flow management, both of which are crucial in sustaining our long term growth.

ACKNOWLEDGEMENTS

On behalf of the Board, I wish to convey our utmost appreciation to our valued shareholders, global partners, students, regulatory authorities, bankers and business associates for their continued support as we forge ahead to grow and achieve greater success.

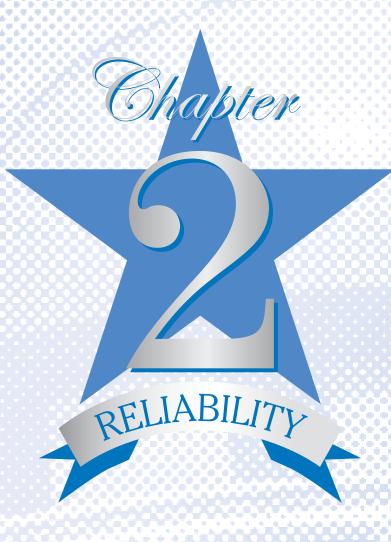
Special thanks and gratitude also go to the management and staff who have played a pivotal role in delivering the results of the Group.

Last but not least, I would like to take this opportunity to thank my fellow board members for their vision and experience to continue leading the Group forward. We look forward to fostering stronger links in years to come.

Tan Sri Dato' Seri Megat Najmuddin Bin Dato' Seri Dr Haji Megat Khas Chairman

30 April 2013

Special thanks and gratitude also go to the management and staff who have played a pivotal role in delivering the results of the Group.



Establish an Environment where Learning can Flourish

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RELIABILITY

SEGi boasts a long history of sustained growth and development. It is through this consistency and steadfast growth that SEGi has garnered recognition from local government and private bodies as well as international university partners, not to mention numerous accolades bestowed on the Group annually.

BOARD OF DIRECTORS

- Tan Sri Dato' Seri Megat Najmuddin Bin Dato' Seri Dr Haji Megat Khas
- 2. Dato' Sri Clement Hii Chii Kok
- 3. Lee Kok Cheng

- 4. Hew Moi Lan
- 5. Dato' Sri Chee Hong Leong
- 6. Nicholas Rupert Heylett Bloy
- 7. Tan Chow Yin
- 8. Amos Siew Boon Yeong
- 9. Goh Leng Chua



BOARD OF DIRECTORS





Tan Sri Megat, aged 68, was appointed to the Board on 2 February 2001 and assumed the position as Chairman on August 2008.

Tan Sri Megat holds an Honours Degree in Law from the University of Singapore. He was a practicing lawyer for 14 years until 1986 when he went into full time politics and served as State Assemblyman for Kelana Jaya, Selangor for two terms. (1986 – 1990 and 1990 – 1995).

In the late 90s, he was appointed a member of the National Economic Consultative Council 2 (NECC 2) by the then Prime Minister, where he was involved in Human Resource Development. In September 1999, he was appointed to the Capital Market Strategic Committee by the then Finance Minister and in August 2001 was appointed as a member of the Corporate Debt Restructuring Committee (CDRC) of Bank Negara.

He was elected Executive Committee Member of the Federation of Public Listed Companies Berhad (FPLC) in August 1994 and was elected as its President in October 1997. He represented this organisation to the High Level Finance Committee of the Ministry of Finance until 2000. Tan Sri Megat was elected the first President of the Malaysian Institute of Corporate Governance (MICG) in April 1998 and is still there! Presently he is a member of the UMNO Malaysia's Disciplinary Committee; the Advisory Board of the Malaysian Anti-Corruption Commission (MACC); the Institute of Integrity Malaysia (IIM) and the Transparency International Malaysia (TIM).

In 2007, he was conferred the honour of Adjunct Professor at Faculty of Law, University Utara Malaysia. He sits on Bank Negara Malaysia's Financial Directors' Education Steering Committee (FIDE).

Currently, Tan Sri Megat is also the Chairman of Formis Resources Berhad, Tradewinds Corporation Berhad, MajuPerak Holdings Berhad and Asian Pac Holdings Berhad. He was appointed Non-Executive Independent Director of PETRONAS in 2010 and is the Chairman of the Board Committee on Governance and Risk (BGRC).

In addition, he is also President of The Malay College Old Boys Association (MCOBA); Tan Sri Muhyiddin Charity Golf and Persatuan Darul Ridzuan Wilayah Persekutuan and Selangor (welfare organisation). He is also a director in MyKasih Foundation (charity body).

In SEG International Bhd, Tan Sri Megat also serves as the Chairman of the Nominating and Remuneration Committees and has attended all the seven Board meetings held during the year.



Dato' Sri Clement Hii Chii Kok, aged 55, 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. In 2012, he was conferred his 3rd Honorary Doctorate of Business by the University of Southern Queensland, Australia.

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 appointed Non-Independent Non-Executive Director of SYF Resources Berhad with effect from 5 June 2012. He was the Executive Deputy Chairman of Star Publications (M) Bhd for two years, until end of December 2010.

Dato' Sri Clement Hii also currently holds positions in numerious private limited companies and charitable foundations.

Dato' Sri Clement Hii attended all the seven Board meetings held during the year ended 31 December 2012.



Lee Kok Cheng, aged 53, 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 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 Master 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.

Lee Kok Cheng Group Deputy Managing Director - Malaysian -

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 Principal until the campus was upgraded to University College in 2008.

Prior to this, he 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. He does not hold any other directorships in public companies.

He attended all the seven Board meetings held during the year ended 31 December 2012.



Hew Moi Lan, aged 52, 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.

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 the 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 25 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 is also a Board member for Perbadanan Tabung Pembangunan Kemahiran (PTPK), Ministry of Human Resources. In March 2013, Moi Lan was honoured a Leadership in Education & Training Excellence Award at the Global Leadership Awards, 2013.

Moi Lan participated in all the seven Board meetings held during the year ended 31 December 2012 and does not hold any other directorships in public companies.



Dato' Sri Chee Hong Leong, aged 49, was appointed to the Board on 21 February 2011. He is also a member of the Nominating and Remuneration Committees of the Company.

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

Dato' Sri Chee started his career in 1990 coordinating the development in corporate and annual strategic plans for the 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. Dato' Sri Chee is an Executive Director of SYF Resources Berhad and the Independent Non Executive Director of Priceworth International Bhd, both listed on the Main Market of Bursa Malaysia Securities Bhd, as well as a Director of Speedtoyz Berhad, a public company.

Dato' Sri Chee attended all seven Board meetings held during the year ended 31 December 2012.



Nicholas Rupert Heylett Bloy, aged 51, 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 Funds ("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.

During the year ended 31 December 2012, Nicholas attended four out of five Board meetings held after his appointment to the Board on 2 April 2012.



Tan Chow Yin, aged 40, 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 (1st Class Hons.) from Imperial College, United Kingdom. He is also CFA charterholder.

Chow Yin is a Partner and Investment Committee member of Navis Asia Funds ("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.

During the year ended 31 December 2012, Chow Yin attended all the five Board meetings held after his appointment to the Board on 2 April 2012.



Amos Siew Boon Yeong, aged 55, 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 Astral Supreme Berhad and EcoFirst Consolidated Bhd.

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

Amos attended all the seven Board Meetings held during the year ended 31 December 2012.



Goh Leng Chua, aged 64, was appointed to the Board on 20 April 2010. He is also 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 the seven Board Meetings held during the year ended 31 December 2012.

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

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

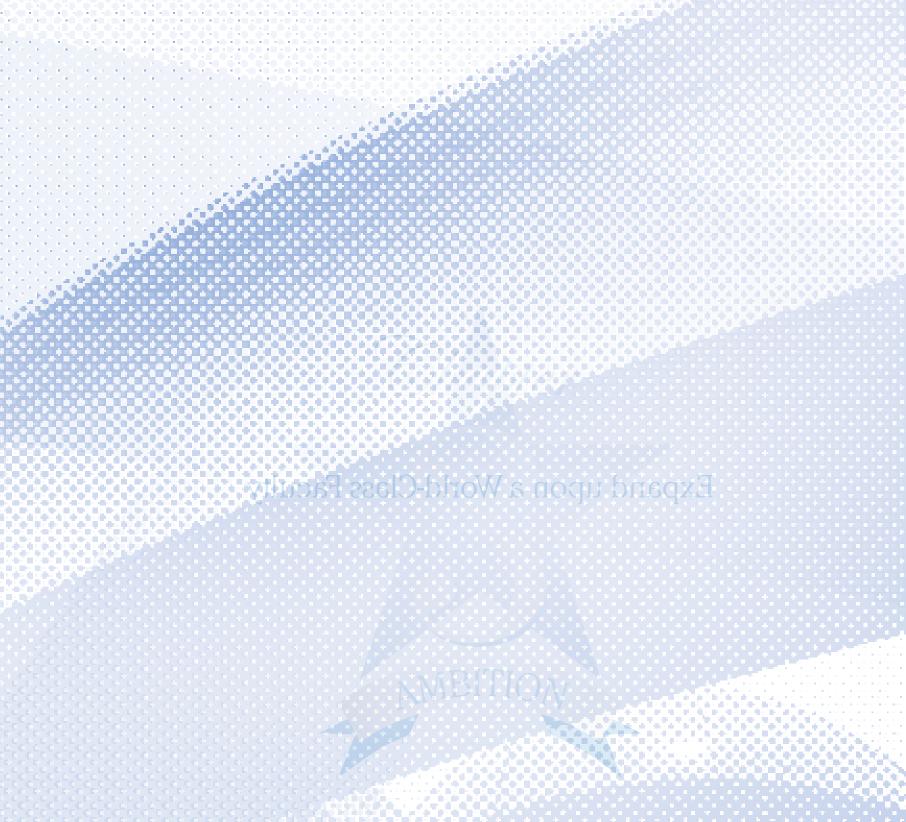
⁻ any family relationship with any director and/or major shareholder of the Company





SEGI is guided by a team of visionary leaders who are ambitious, bold and insightful with the ability to recognise and capitalise on opportunities while also being able to identify and dissolve failures. It is through this teaders bip that SEGI has grown from humble beginnings to being one of the largest privity institutions of higher learning in Malaysia.

Expand upon a World-Class Faculty



AMBITION

SEGi is guided by a team of visionary leaders who are ambitious, bold and insightful with the ability to recognise and capitalise on opportunities while also being able to identify and dissolve failures. It is through this leadership that SEGi has grown from humble beginnings to being one of the largest private institutions of higher learning in Malaysia.

Hew Moi Lan Group Chief Executive Officer

2012 was the year of developments and accolades for SEGi University Group. Once again the Group worked together to realise some extremely notable goals especially in the academic arena, including our upgrade to the highest level of University as well as the attainment of numerous awards.

2012 was the year of development and accolades for SEGi University Group. Once again the Group worked together to realise some extremely notable goals especially in the academic arena, including our upgrade to the highest level of University as well as the attainment of numerous awards; all of which would not have been possible without the concerted efforts of all SEGians to whom I am very grateful.

SEGi saw an increase in revenue of RM6.6 million from RM278.3 million in 2011 to RM284.9 million in 2012. However, the Group did experience a slight dip in profit for 2012 due to investment into facilities and infrastructure, as well as funds being channeled into talent acquisition and development. SEGi made great strides in furthering the student experience by investing in the upgrade and development of facilities and infrastructure, both at our existing campuses as well as our new college campus in Kota Damansara. In addition, the Group was able to attract and retain some talented and brilliant academicians to join the group while also assisting current staff to embark on further studies and research. All of these will help SEGi to achieve excellence in teaching and learning.

SEGi also continued to play a pivotal role in the nation's roadmap as the champion of two EPP projects, namely Early Childhood and Childcare Education (ECCE) under the Ministry of Education and SkillsMalaysia International Technical Education and Vocational Training Programme (SkillsMalaysia INVITE) under the Ministry of Human Resource. In 2012, SEGi was also one of the institutions honoured with the task of supporting the Ministry of Higher Education in the Industry Centres of Excellence (ICoE) initiative, to produce skilled and trained workforce for the Malaysian Retailer-Chains Association (MRCA).

The next few years will see substantial growth and expansion for the Group through our new college campuses in Perak and Kota Damansara, as well as our international school in Setia Alam. Construction of an additional building located nearby to the flagship campus continued smoothly throughout 2012, and is expected to be operational in 2013. And in September 2012, SEG International Bhd investors and shareholders gave the green light for the development of an international school on a 12-acre development land in Setia Alam.

In the coming year, the college campuses will once again take part in the Malaysian Quality Evaluation Systems for Private Colleges (MyQUEST) evaluations. However, we are confident of upholding the positive ratings as achieved in the 2011 MyQUEST exercise.

Looking ahead to 2013 we have to work hard to maintain our positive positioning. With the exceptional SEGians of the Group, I am confident that we can achieve our goals.



Stella Lau Kah Wai *Group Chief Operating Officer*

Being in the Education industry and contributing positively to our local and global communities is something that all Segians are passionate about.We focus on the provision of quality education with the aim of producing some of the best graduates who are knowledgeable and technically skilled.



L**awrence Ngu Herng Hwa** Senior Vice President, Group Development Principal. SEGi College Kuala Lumpur

In 2012,SEGi continued its foray into new arenas, both in the development of new and exciting programmes as well as the expansion into new international markets. The Group will continue to seek out and capitalise on unique opportunities in its efforts to expand and diversify locally and internationally.



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

As an institution of higher learning, SEGi's main concentration is on delivering programmes that produce top graduates. By concentrating on the important things SEGi has in turn received top rankings in MyQUEST and SETARA as well as recognition from some of the best international universities.

Emeritus Professor Dr. Muhamadi Awang, SEGi University Vice Chancellor

After fulfilling a long list of stringent requirements as set by the Ministry of Higher Education, the flagship campus in Kota Damansara was invited to upgrade to University status.

Once again, 2012 was a year where SEGi realised a lot of goals and was given recognition through the receipt of numerous awards. However, for me personally, the year that was will remain close to my heart for a long time to come as it was the year that I as Vice Chancellor lead the institution to receive the ultimate rank of University status.

After fulfilling a long list of stringent requirements as set by the Ministry of Higher Education, the flagship campus in Kota Damansara was invited to upgrade to University status. This achievement reflects the quality of our programmes, the employability of our graduates, the superiority of our academicians and the excellence of our facilities, among many other things.

And just to prove that we fully deserve the University status, SEGi was ranked on par with the best Malaysian universities in the 2011 Rating System for Malaysian Higher Education Institutions (SETARA'11). SEGi University received a Tier 5 rating which indicates excellence in the quality of teaching and learning. I would like to congratulate our academicians who embarked on research in 2012 particularly those who secured grants. Associate Professor. Aida Isma Mohamad Idris secured another FRGS grant of approximately RM76,000 to conduct her study entitled 'Influence of Time and Tempereture on Pyrolysis of Municipal Mixed Plastic Waste'. In addition, SEGi University Deputy Vice Chancellor (Student Affairs) Dato' Professor Dr. Jamaludin Mohaiadin embarked on an in-depth study into a topic that is relevant to academia with the aim of aspiring members of academia in Malaysia in dealing with their highest academic achievement. To further strengthen our commitment to Research and Development, the University's Research & Innovation Management Centre (RIMC) continues to support these and other similar efforts.

SEGi also continues to develop new niche and popular programmes. In 2012 we launched our first PhD programme by research and we plan to launch an additional 8 in 2013.

As an educational institution with influence in local and international markets we see the importance of Corporate Responsibility to help promote and improve the academic achievement. In 2012, efforts towards being a socially responsible institution included offering scholarships to needy and deserving students, executing countless fund-raising and charity events, organising numerous environmental awareness campaigns and holding various CR talks and forums, among other initiatives.

With our ongoing developments and our passion in providing the best quality education, I am positive that SEGi will continue to produce employable graduates who are in demand by the industry and this trend will continue to grow in 2013.



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

The growth in programme offerings, as well as the expansion of existing campuses and development of new ones, is a positive indication toward the strength of the Group as well as the management of visionary leaders, proving that SEGi truly is a dynamic and progressive institution.



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

The brand that SEGi has become today is one of strength and excellence, and it continues to grow in its recognition. This is clearly reflected in the multiple awards and accolades bestowed upon the Group in 2012, as well as arguably the most important recognition of university status from MOHE.



Lam Lai Meng Senior Vice President, Group Skill-Based Training

Since upgrading to university status in mid 2012 we have continued to attract and retain some of the most eminent minds to our Group. Drawing from industry and academia both locally and internationally, our people are renowned as being leaders in their respective fields.



As an education provider, delivering quality programmes are at the flear of SEGi's overall strategy. The Group focuses on the provision of tutality programmes that are recognised by both local industries and internation university partners with the aim of producing graduates that are at the top their field.

> Pioneer Outstanding New Academic Programmes

Pioneer Outstanding New Academic Programmes

QUALITY

As an education provider, delivering quality programmes are at the heart of SEGi's overall strategy. The Group focuses on the provision of quality programmes that are recognised by both local industries and international university partners with the aim of producing graduates that are at the top of their field.

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1. Dato' Sri Clement Hii Chii Kok Group Managing Director Please refer to page 19 of Directors' Profile section.

2. Lee Kok Cheng

Group Deputy Managing Director Please refer to page 20 of Directors' Profile section.

3. Hew Moi Lan

Group Chief Executive Officer Please refer to page 21 of Directors' Profile section.

4. 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 Lau 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.

5. 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 Systematic College, Kuala Lumpur (now known as SEGi College Kuala Lumpur) after serving a period as Principal of another educational institution. He then rose in the ranks within SEGi until assuming his current position 4 years ago.

6. 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 obtained a Diploma in Education from National University of Singapore and B.Sc (Hons) from the University of London. She has extensive experience in the field of education and management, having worked with the Singapore Ministry of Education and private institutions of higher learning for more than 20 years. Dr Tan's overseas experience covers work with governmental bodies and private concerns in China, Philippines, Vietnam, Sudan and Ghana.



1. Cheryl Chong Poh Yee

Senior Vice President, Group Corporate Strategies & 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.

2. 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 Malaysia Retailer Chain of Association (MRCA) and a member of the Steering Committee for National Key Economic Area (NKEA) for Education.

3. Lam Lai Meng

Senior Vice President, Group Skills-Based Training

Lam Lai Meng holds a Bachelor of Arts majoring in History (International Relations) from the University of Malaya. Prior to joining SEGi, she held senior positions within educational institutions including Chief Executive of Kojadi Institute and Operations Director of JT I-Systems Colleges Sdn Bhd. Lam also worked with the Ministry of Defence Malaysia for more than 20 years and the Ministry of Human Resources Malaysia for 12 years, holding the position of Chief Executive Skills Development Fund Corporation with the Ministry of Human Resources Malaysia before transitioning into the education industry.

4. Dr Doris Pamela Alexius

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

Dr Doris Alexius holds a Doctor of Business Administration from University of Newcastle, Australia, a Master of Business Administration in International Business from RMIT, Australia and a Bachelor of Science in Zoology from Madras University, India. Alexius has been involved in education and educational administration for over 25 years. She had the responsibility for leadership, delivery and quality assurance of the examinations process leading it for ISO certification. She works closely with all aspects of faculty policies, academic planning, teaching and learning, mentorship and academic development. Alexius at SEGi College, Kuala Lumpur is responsible for quality assurance and regulatory compliance.

5. Ir Chew Siang Chye Vice President, Group Projects & Infrastructure

Chew Siang Chye graduated from University Malaya with a Bachelor Degree in Civil Engineering in 1990, and was conferred Professional Engineer by the Board of Engineers Malaysia in 1994. He also holds 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 been responsible for the execution of various projects and has strong experience in design development, technical & cost planning and execution, branding propagation, procurement, facility management and project management.



1. Clifford Hii Toh Leong

Vice President, Group Corporate Development & Support

Clifford graduated with a Bachelor of Law degree 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 a Diploma in Information Technology and Graduate Diploma in Legal Practice 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.

2. Chong Weng Lian

Vice President, International Marketing & Services, SEGi University

Chong Weng Lian has more than 29 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.

3. Doreen Ong Lee Aei

Senior Director, Group Human Resource Doreen Ong Lee Aei attained a 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 16 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 safely, industrial relations and recruitment.

4. Norman Chu Su Jiun *Registrar*

Norman Chu holds a Bachelor of Science in Civil Engineering and a Master of Science in Civil Engineering from Iowa State University, USA. He is currently pursuing his Doctorate of Business Administration with University Utara Malaysia. He is an Associate Member of the American Society of Civil Engineering (ASCE) and a Graduate Member of the Board of Engineers Malaysia (BEM). Norman gained 4 years of industry experience as a Civil Engineer before joining SEGi in 2005 as a Lecturer. During his time working with the Group, he also held positions as Head of School of the Built Environment and Deputy Registrar before assuming his current position in July 2012.

5. Lilaine Lee Sook Mun

Vice President, Human Resource, SEGi University

Lilaine Lee has attained her Master in Business Administration from Oxford Broookes University, UK in year 2000. She also holds a DIHRM from MIHRM and DES from stamford. She has been in management position since 1995 and exposed in various industries. Prior in joining SEGi Group in July 2007, Her first employment started with a US airfreight company in 1991 where she worked as a executive secretary to the group MD, a company that given her the career development into Human Resources field. She has grown to be a group HR manager in 1995 when the company's businesess have expanded and formed a group of companies (a total logistic solution group). Subsequently, in 1997 she joined a Malaysia PLC in mainboard as the head of group HR as she wanted to explore herself into a company with diversified industries both locally and internationally. In 2003, she has been offered a regional HR position by a China MNC health care company in Tianjin to focus on talent management for the offices set up in SEA region for 4 years and with the KPI to achieve localisation within 3 years. She strongly believes that to succeed in human capital management, she/he must work in an organisation that believes in Human is the most important asset as the cornerstone to develop and excel in all areas of HRM. At personal level, she trust that one needs to respect, care and capitalise the best of others.



1. 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.

2. Yong Lit Seng

Director, Group Technology Support & Development

Yong Lit Seng specialises in the 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.

3. Hew Ling Sze Company Secretary, Company Secretarial Services

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 19 years of experience in corporate, management consultancy and secretarial services.

4. Adeline P'ng Aih Teang Director, 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.

5. Dr Hajjah Roswati Binti Rahmat Director, Group Regulatory & Government Alfairs

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 in the field of education. She is also a Certified Knowledge Management Facilitator and is a Certified Financial Planner.



1. Gary Tan Hong Guan

Director, Group Domestic Sales & Events 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 by 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.

2. 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 also a Certified Financial Planner (CFP) with the CFP Board of Standards, Inc, USA. 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 University, he held the position of General Manager in M&A Securities Sdn Bhd, a local stock broking company.

3. Jelaine Teo Sai Wah

Senior Manager, Group PQA 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 was 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.

4. Lee Kee Hin

Senior Manager, Group Creative Communication

Lee Kee Hin has more than 15 years of experience in creative communications, brand communications and design. Prior to joining the education industry he worked in publications. Since joining SEGi in 2005, he has been directly involved in a major re-branding and consolidation of the group, and subsequently the brand upgrade to SEGi University College and SEGi University. Lee is currently studying his Master of Business Administration with the University of Southern Queensland, Australia.

5. Shannon Crowe

Manager, Group Marketing Shannon Crowe graduated with a Bachelor of Business, majoring in Marketing & Information Systems, from Edith Cowan University, Perth, Western Australia in 2001. She has more than 9 years experience working in marketing positions within the education industry, both in Australia and Malaysia. Prior to joining SEGi as Group Marketing Manager in February 2008, she was attached to public and private institutions in Australia and is knowledgable in the areas of strategic marketing, media planning, event management, public relations, marketing analysis, copywriting and brand development.



1. 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.

2. 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.

3. 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.

4. 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 building, manufacturing, housing and construction industries.

5. 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 18 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



1. 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 Sved 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.

2. 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 Newscastle, 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.

3. Emeritus Professor Dr Muhamad Bin Awang, FASc

Vice Chancellor/Senior Vice President, Group Academic Quality & Enhancement Professor Muhamad Awang received his Ph.D 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).

4. 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 Pittburg USA. He was formally the Deputy Vice Chancellor of Student Affairs in Universiti Sains Malaysia (USM). He was also the Director of Centre 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 centres and academic training programmes.

5. Professor Dr Patrick Kee Peng Kong Deputy Vice Chancellor, Academic

Professor 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 24 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, Malaysia. He has received numerous awards and grants for his research and has printed his findings in technical publications and reports.

KEY ACADEMIC TEAM



6. 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.

7. Professor Dr Azrin Esmady Bin 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 Primary Eye Care.

8. Professor Dr Atiya Ab Sallam

Founding 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 Medicinefrom the United States Air Force, a Master of Public Health from Universiti Malava 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 Founding Dean for the Faculty of Medicine with SEGi University, Professor Ativa 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. He co-authored in more than 45 publications in peer-reviewed journals. He currently sits on the Malaysian Medical Councils (MMC) Preliminary Investigation Committee (V), a panel member of MBBS Accreditation team, and a committee member of the Health Promotion Board Malaysia.

9. Associate Professor Dr Tey Kim Kuan Dean, Faculty of Pharmacy & Allied Health Sciences

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 and a member of the Joint Technical Committee under Pharmacy

Board Malaysia, Ministry of Health. She also conducts and supervises multidisciplinary research in various aspects of pharmacy practice and pharmacy education.

10. 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, 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.

11. Datin Devagey 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.

BOARD OF GOVERNORS



1. Dato' Pahamin A Rajab Chairman of Academic Council

- 2. Lee Kok Cheng Group Deputy Managing Director
- **3. Hew Moi Lan** Executive Director / Chief Executive Director
- 4. Emeritus Professor Dr Muhamad bin Awang

Vice Chancellor / Senior Vice President, Group Academic Qualify & Enhancement

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

- 6. Professor Dr Patrick Kee Peng Kong Deputy Vice Chancellor, Academic
- 7. Kang Ching Hong Deputy Vice Chancellor, Finance & Group Development
- 8. Norman Chu Su Jiun Registrar

SENIOR SENATE MEMBERS



- 1. Professor Dr Atiya Ab Sallam Foundation Dean, Faculty of Medicine
- 2. Datuk Dr Fawzia Binti Dato'Abdullah Foundation Dean, Faculty of Dentistry
- **3. Professor Dr Azrin Esmady Bin Ariffin** Foundation Dean, Faculty of Optometry & Vision Sciences

4. Datin Devagey A/P K. Raru Dean, Faculty of Nursing **5. Associate Professor Dr Tey Kim Kuan** Dean, Faculty of Pharmacy & Allied Health Sciences



AT OUR HEART SEGi PROGRAMMES



SEGi finds strength in its diversity, offering a wide range of programmes that are constantly upgraded and repackaged to ensure they meet the standards as set by our international partners as well as those of the industry. Through this, and with continual development of new programmes, SEGi is able to sustain its leadership position in the private education sector and meet the current and future demands of our stakeholders.

The Group does not rest on its laurels but embraces constant improvement of its programmes to ensure they produce graduates who are highly employable. SEGi also boasts an International Academic Advisory Board consisting of members who are internationally renowned and are leaders in their respective fields.

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 the 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.

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.

AT OUR HEART SEGi PROGRAMMES



The Faculty boasts laboratories and clinical facilities that are on par with the leading local and international universities that offer undergraduate Optometry programmes.

As well as utilising top facilities, students will be trained by optometrically qualified full-time lecturers, whilst also benefiting from the expertise of external visiting lecturers comprising Biomedical Scientists, Medical Practitioners, Ophthalmic Surgeons and Practicing Optometrists. The small class sizes also allow students to enjoy the opportunity to interact closely with the academic staff.

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. Students learn both chemical and physiological knowledge, as well as pharmacy practice, through problem-based learning, workshops, seminars and laboratory work.

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 practioners will argue that oral health is a strong indicator of overall wellbeing.

AT OUR HEART SEGi PROGRAMMES





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 working with both dentists and patients alike. The dental clinic comes complete with a reception, a waiting area and a dental records room, and is tailored to meet industry standards, undergoing regular spot checks by various health agencies. Dental services are open to students, staff of the Group and the public.

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.

For their Nursing Programmes, SEGi has built strong connections with public and private hospitals throughout Malaysia and has received recognition from the Ministry of Higher Education, Malaysia as well as the Malaysia Nursing Board.

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 who are skilled, compassionate and proficient, providing optimal services to the society at large, and enhancing their competency through problem-based learning as 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, they are expected to make business decisions in the face of constant economic and social changes. They also need to take on the role of coordinating and integrating the activities of people to ensure that an organisation achieves its goals.