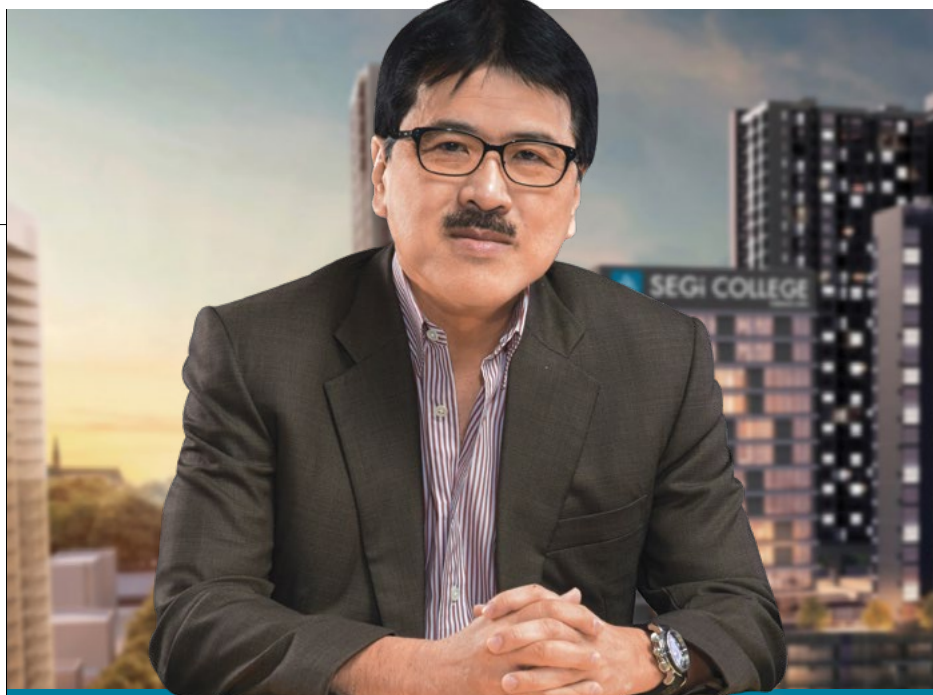


MESSAGE FROM THE GROUP MANAGING DIRECTOR

Tan Sri Clement Hii Chii Kok
Group Managing Director



FUTURE-PROOFING GRADUATES IN THE NEXT NORMAL

As we step into the year 2023, SEGi continues to be committed to its mission of becoming a prominent regional higher education provider. We aim to offer quality employability-based international programmes accessible to talented students, and our focus is on nurturing and preparing these students to become future leaders of our society.

For the past couple of years, we have adopted living the 'New Normal' due to the COVID-19 pandemic; now, SEGi is fully focused on future-proofing its graduates in the 'Next Normal'. Our greatest achievements are showcased through three key pillars: Globalisation, Diversification, and Digitalisation.

These strategies are designed to future-proof our graduates and set them on the right pathway towards realisation. We have taken this opportunity to develop new courses that meet the current and future market demands, further securing our position as a changemaker in the industry.

One of the ways we are expanding our reach is through our partner universities to bring together the best minds from different parts of the world to create a truly global learning experience for our students. For example, students on an academic pathway to becoming preschool teachers can take advantage of our Early Childhood Education programme and earn the HEI Schools Teacher Diploma. The two-and-a-half-year programme incorporates the fundamentals of Finland's early education pedagogy, including play-based learning and special needs and inclusion. This dual-award DECE programme is now available at four college campuses (Kuala Lumpur, Subang Jaya, Sarawak, and Penang).

Additionally, we have sealed our partnership with China's University of Sanya (USY) to officially launched the China Malaysia Future Institute (CMFI); SEGi's flagship university at Kota Damansara serves as CMFI's headquarters in Malaysia. The establishment of CMFI sets a new trusted platform to train international-minded talents and promote interdisciplinary disciplines and innovative development. The institute will create exemplary educational cooperation under the One Belt,

One Road initiative and enhance China and Malaysia's cross-border educational influence in the China-ASEAN countries. This will develop a high-quality education system and create new opportunities for both countries.

Another important milestone achieved is the opening of the APEL Centre at SEGi University. SEGi recognised that many working adults had abandoned their pursuit of higher education due to two significant barriers - insufficient prior qualifications and a lack of time. To provide adult learners with accessible learning opportunities, SEGi has leveraged the Accreditation of Prior Experiential Learning (APEL) to offer programmes that address these challenges. I am proud to share that we offer all three APELs (APEL.A, APEL.C, and APEL.Q) at our APEL Centre.

With the advancement of technology and the increasing demand for a highly skilled workforce, SEGi has expanded its offerings to include skill-based programmes that cater to various industries. These programmes are designed with industry experts, ensuring that graduates are equipped with the latest knowledge and skills essential for a successful career. By offering skill-based programs, SEGi aims to empower students to become industry-ready professionals who can thrive in the ever-evolving job market.



MESSAGE FROM THE GROUP MANAGING DIRECTOR

We have adopted living the 'New Normal' due to the COVID-19 pandemic; now, SEGi is fully focused on future-proofing its graduates in the 'Next Normal'. Our greatest achievements are showcased through three key pillars: Globalisation, Diversification, and Digitalisation.

We have also gone beyond the traditional brick-and-mortar campus setting by launching SEGi MetaCampus, Malaysia's first university and SEGi's sixth campus in the metaverse. SEGi MetaCampus represents our advancement into IR5.0 and our commitment to transforming the country's online and hybrid education landscape. Through an immersive 3D virtual learning experience, I am confident that SEGi MetaCampus will revolutionise how education is delivered.

For a higher education institution to thrive, it must establish a sustainable and financially sound model. Over the last two years, the pandemic has challenged institutions worldwide, causing many to struggle. However, SEGi, a group of higher education institutions, has been able to weather the pandemic's storm and maintain profitability. This is primarily due to the lower operating costs and transformation initiatives undertaken to adapt to these difficult times. The institution's successful efforts have earned SEGi the Highest Return on Equity Over Three Years Award at The Edge Malaysia Centurion Club Corporate Awards, showcasing its financial strength and performance. Despite the pandemic, SEGi has remained financially stable, demonstrating its resilience and strength.

At SEGi, we expect nothing less than the best from our students. We are excited to bring out the "Best In You, Made Possible" through our commitment to providing a world-class education that prepares our students for success in the next normal.