



Malaysia
Our corporate responsibility journey 2007

Steps and strides*

*connectedthinking

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PricewaterhouseCoopers

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Jejak dan langkah*

'*Jejak dan langkah*' means steps and strides in the Malay language and reflects PwC Malaysia's Corporate Responsibility (CR) journey – some are small steps, like our “go green” efforts; others, we are pleased to say, are bigger strides toward building a more sustainable world.

Combined, *jejak langkah* means footsteps. We hope to follow in the footsteps of those who have set best practices and chart our own milestones throughout PwC's CR journey.

Our people think we are on the right track, with 81% saying, in the Global People Survey, that they are satisfied with the actions PwC Malaysia is taking to be socially responsible. This year, we have re-focused our efforts through our greatest resources - our people - and their skills. More than writing a cheque, sharing our expertise as well as the personal engagement of our people, have much greater impact while nourishing our firm.

This is our journey.



Johan Raslan
Executive Chairman



Chin Kwai Fatt
Managing Director





The landscape

Long before it became a global catchphrase, Corporate Responsibility was high on PwC's agenda, globally and in Malaysia.

As early as 1998, PwC Malaysia and the stock exchange, Bursa Malaysia, turned poor market sentiments into an opportunity to help improve Corporate Governance (CG). It took the form of a CG survey, and set the course for the establishment of the Malaysian Code on Corporate Governance in 2000.

Just like our nation, CR in PwC Malaysia has developed since the introduction of the Code. We have journeyed from Corporate Social Responsibility (CSR), focusing largely on doing social good for the community, to CR which focuses on building sustainability and capacity within our own workplace and beyond. In the process, we hope to contribute towards the national agenda on CR - encompassing the community, environment, workplace and marketplace.

“For PwC, Corporate Responsibility (CR) is the business of protecting and investing in our future. CR is simply good business.”

Johan Raslan
PricewaterhouseCoopers
Malaysia

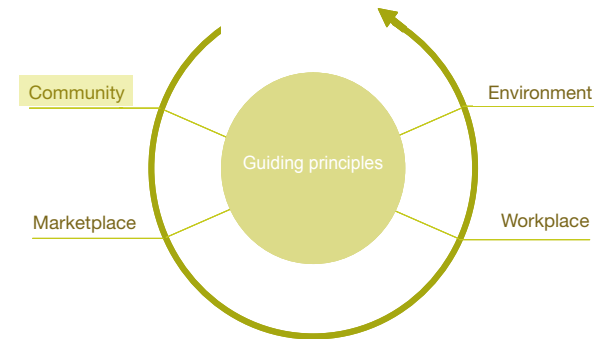


Strides within our community

“Never doubt that a small group of committed individuals can change the world, in fact, it’s the only thing that ever has.”

Margaret Mead
Cultural anthropologist

In partnership with the community, apply our professional experience to take a leadership position on key social issues that affect our COMMUNITY .



Then
5 homes
200 volunteers
10,000 hours

Now
12 homes
900 volunteers
60,000 hours

Six and counting*

Community Outreach Programme

Assurance Leader Eric Ooi wanted to do something more sustainable for underprivileged children than a one-off philanthropic act of charity. That was six years ago. Today, the Community Outreach Programme (COP) is one of our main CR initiatives.

What is more valuable and sustainable than money? What sustainable help can be given to underprivileged children?

Education. In the COP, our people reach out through personal engagement with children in selected children's homes by volunteering their time to tutor the children and lend administrative help at the homes. Going forward, we have capacity building plans for helping the homes to administer themselves more efficiently, and for metrics to gauge how mentoring has helped the children to progress.

During this process, our people grow to be compassionate, responsible leaders. They come back to say that they too have learnt – they now appreciate what they take for granted like family life and good education, and have a sense of achievement that they have made a difference when the children improve in their studies. Many have become repeat volunteers, and some even lend help to the homes in their own time.

Quotes from COP volunteers

“I told myself that if I’d another chance to be a part of the programme, I’d jump at the opportunity. As I walked up the front door, I could see some of the kids peeping out through the windows anticipating the arrival of the ‘teachers’. I hesitated for a second as I wondered to myself, “would they still remember me after a year had passed?” Those thoughts were dispelled as soon as I walked through the front door when I realised some of the children came up to me and started shouting **“Welcome back, Teacher Shu!”** Gosh, it was indeed good to be back.

Even though I’d only spent a short time teaching and nurturing these children, I believe that these children were making significant progress in their studies. Even the (home’s) staff told us that **the children were doing better academically and socially as a result of the tuition classes and attention given by the PwC volunteers.**

Just listening to that piece of news made me realise that a little nurturing and care goes a long way.”

Scott Yoong Shu Hsien

“Each and every boy has a story to tell. **I have learnt very much from them, more than what they could possibly have learnt from me.**”

Jocelyn Tang Yeeng Chiek



Then
Annual career workshop
One day
Career options and tips
8 hours

Now
Structured mentoring for business skills
Seven months
Real life entrepreneurial experience
Over 100 hours

Nurturing young entrepreneurs*

Young Enterprise Programme

We started our own career workshops for schoolchildren to help them decide on life options and raise their aspirations. However, the impact was not far-reaching enough for us and we moved on to focus our resources and time on a programme that provides secondary schoolchildren with close-to-real-life working experience.

We became sponsors of the Young Enterprise (YE) Programme organised by the American Malaysian Chamber of Commerce (AMCHAM). We leveraged on

what we are best at - as business advisors - and tapped on the knowledge and skills of our people. Our eight-member team acted as advisors and mentors to 25 “Achievers” from a mentee school.

Guided by our PwC team, the 16-year-old “entrepreneurs” formed a mini-company, complete with board and management functions. Their learning curve covered company management to product planning and marketing & sales. Starting small, their customer base was within the school, before expanding to the alumnus network

and the general public. By the end of it, the young entrepreneurs picked up their business acumen, leadership skills and teamwork as the first step in preparing for the real working environment.

The young entrepreneurs also conducted a post-mortem on the programme and shared their findings - what they learnt, what can be improved on, etc. - with our Leadership Team, Country Management Team, PwC mentors and other partners.

Then

Monetary contribution

No work done

No time spent

Now

MERCY Malaysia as CR partner

Building capacity and sustainable initiatives

Hundreds of hours

Our MERCY story

It was the 2005 Asian tsunami that first connected us with MERCY Malaysia. We had established trust with the NGO having channelled our donations for the victims via them. The NGO provides medical relief and sustainable health related development for vulnerable communities.

Then came the devastating floods that hit Malaysia in 2007. We believed in doing something more sustainable and found an NGO partner with shared beliefs in sustainability and capacity building.

Like other corporates, we wanted to help the flood victims. Raising funds was only the first step. How

do we utilise the funds in a sustainable manner? We sought guidance from MERCY Malaysia.

“Clean water is an immediate need. But do not rush to donate bottled water. What will happen to the thousands of plastic bottles? There are more sustainable ways to help the victims and the environment,” advised MERCY Malaysia President Datuk Dr Jemilah Mahmood.

We acted on the sound advice, choosing to focus on a crucial necessity during floods – access to clean water and sanitation facilities to help prevent the spread of water-borne diseases.

Many discussions later, with both sides challenging each other’s ideas, the Mobile Water Sanitation & Hygiene (WASH) Facilities was proposed by MERCY. With the RM100,000 raised by PwC, which included a Ringgit-for-Ringgit match by the Malaysian firm, two WASH units have been built.

Easily deployed and transported to disaster stricken communities, hundreds of victims stand to benefit from WASH, the first such facility in Malaysia for disaster/flood-hit communities.

Even as the discussions continued, MERCY sought to leverage on our skills and experience

– to help it achieve Humanitarian Accountability Partnership (HAP) International certification by developing its Quality Management System, aimed at enhancing its governance and control framework. Accepting the challenge, it turned out to not be the usual pro-bono assignment “to be completed quickly and move on”. Even before completing the assessment, our team was already discussing what else they could do and how to continue working with MERCY, and they were strongly supported by the Leadership Team.

Our team went beyond the initial scope, extending their efforts to sustainability and capacity building initiatives. Instead of just providing

a report on the stakeholder matrix and gap analysis, our team facilitated a workshop on prioritising actions. This led to giving MERCY further guidance to build capacity and ensure that it could sustain itself post-PwC sharing, compelling the team to further train MERCY in process mapping.

Sharing our core competencies and skills, we helped MERCY achieve its objective. In November 2007, **with PwC’s skills behind it, MERCY became only the third international organisation in the world and the first in Asia to achieve HAP certification.**



Footnote:

HAP is a partnership of member agencies that share a commitment to making humanitarian action accountable to disaster survivors through self-regulation, compliance verification and quality assurance certification.

What they said

“MERCY Malaysia has been very fortunate to be able to have PwC work with us in developing the organisation’s capacity. This, we believe, is more sustainable than ad-hoc responses with donations or assistance during disasters. Although donations of funds are always welcome, what PwC has done for MERCY Malaysia is more sustainable and allows our organisation to grow and enhance its efficiencies.”

Datuk Dr Jemilah Mahmood
President of MERCY Malaysia.

How we felt

“Working with MERCY has been a great experience as we can learn from each other, leveraging on our core skill sets and knowledge. MERCY has significant experience on sustainability and capability building from their various relief operations and PwC can leverage on these experiences in enhancing our Corporate Responsibility initiatives. For PwC, it gives us the opportunity to use our advisory core skills in assisting them to achieve and sustain better standards in governance and controls.”

Wong Siew Mun
PwC Malaysia Executive Director leading the MERCY assignment

Then
One category
One award in 2004
RM46,000

Engendering
humanitarianism*

Malaysian
Humanitarian Award

Now
Three categories
14 awards up till 2007
RM436,000

Humanitarian deeds are rarely recognised, much less rewarded. The NSTP-PwC Malaysia Humanitarian Award (MHA) sought to change that, while inspiring others to take up humanitarian work. Teaming up with Malaysia's largest newspaper group, The New Straits Times Press (Malaysia) Berhad (NSTP) as joint organisers and sponsors, the award was launched in 2004 with one category: The Young Humanitarian.

The award expanded. Today, there is a winner and runner-up in both the Young and Team categories while the Lifetime category winner has the privilege of naming a

charitable organisation to receive a matching amount of prize money from NSTP and PwC.

All nominations are verified by an independent company before going through a rigorous judging process. The judges, who are on two to three-year rotations, are themselves distinguished personalities and have included a former Deputy Prime Minister and Human Rights Commission Chairman, a sociologist, a CEO, an educationist and trainer, a thespian and a lifetime humanitarian.

Young Humanitarian

Winner

Ivan Kennedy
Helping the hardcore poor

Runner-up

Murugan Nagu Pandithan
Volunteer relief work with Aceh tsunami and Pakistan earthquake victims

Team Humanitarian

Winner

Deaf Against Child Sexual Abuse
The team is hearing impaired and raises awareness on child sexual abuse among the deaf

Runner-up

Sathya Sai Baba Council of Malaysia
Selfless service to the poor, sick and needy

Lifetime Humanitarian

Joint winners

Embun Mohd Ali
Dedicating her life to running a home and caring for orphans

The late Manikumar Kannan
(himself a disabled)
Ran a home, caring for handicapped children

During PwC's Global Summit in 2007 in Athens, the Malaysian Humanitarian Award received an Honourable Mention (Innovation category) in the PwC Global Communities Recognition Awards.



Then
300 hours in 2003

Now
2000 hours up till 2007

Supporting
the arts. Celebrating
its artisans and their
artistry.

BOH Cameronian Arts Awards

Such was the pull of corporate responsibility! A Manager on secondment in the US timed her vacation to join the PwC team in its role as Ballot Partner of the 5th BOH Cameronian Arts Awards (BCAA) in May 2007.

PwC tabulates the judges' final votes, confirming the winners and protecting the results' confidentiality until the awards are presented.

PwC's pro bono support comes from the commitment to support an often overlooked cultural segment - the performing arts, which incidentally, has seen a marked revival. The BCAA is the first such award recognising members of the performing arts.





Community

Marketplace

Workplace

Environment

Opening up our
CR umbrella*



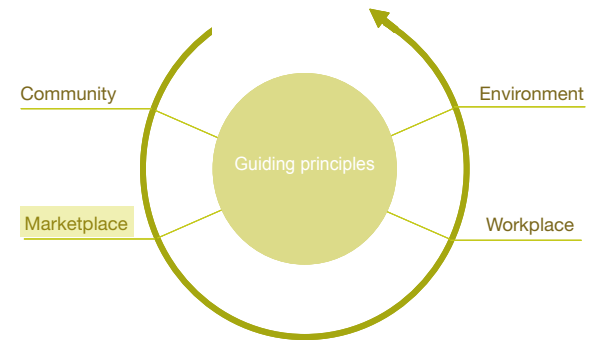


Leading the marketplace debate

“When CSR is embedded in corporate strategy it promotes sustainability of business, enhances brand image and reputation, improves financial performance and enhances the ability of companies to attract and retain a quality workforce.”

Dato' Zarinah Anwar
Chairman
Securities Commission Malaysia

Development of services that help meet our community's social needs. Act responsibly in the leadership position we hold within the MARKET.



Then
Ad-hoc CSR activities
CSR articles in the media
No CR business unit
No national platform

Ahead of the marketplace, we proactively raised awareness on topics that would later prove to be hot business issues, namely Corporate Governance and Corporate Responsibility, Islamic Finance and Financial Reporting Standards.

Building on our marketplace lead, we have taken it a notch higher, from just thought leadership to an advocacy role; and in the process, doing our bit for the national agenda towards a more robust capital market. These are some of our efforts.

Now
Focused CR activities
CR articles focusing on sustainability and capacity building
Sustainable Business Solutions group
Advocacy role via chairmanship of Institute of Corporate Responsibility, Malaysia

Corporate
Responsibility
advocacy

Sustainable
Business Solutions
Group

In as much as CR was on corporate Malaysia's radar, it gained impetus with the regulatory requirement for public listed companies to disclose their CSR activities or practices in their annual reports beginning the financial year ending 31 December 2007. Further boost came with the Budget 2008 announcement rewarding environmentally-friendly companies with various tax incentives.

Corporate Malaysia needed help – not only in having a structured framework for CR/CSR management and reporting but in addressing the challenge of its development and implementation.

To provide assistance and guidance, PwC Malaysia formed the Sustainable Business Solutions (SBS) group. One of SBS' first initiatives was to bring the CR agenda to the Board at the CEO breakfast briefing "Corporate Responsibility: Are companies meeting stakeholder expectations?". The highly interactive session, which also had Geoff Lane of PwC's Global Sustainability Leadership team as guest speaker, had good high-level turnout. Our thought leadership piece "Are you reporting responsibly?" provided further guidance on issues to address and an example of a CR Report.





Institute of Corporate Responsibility, Malaysia

Adding to the last piece of the CR “puzzle” comprising the government, regulator and public sector is the Institute of Corporate Responsibility (ICR) Malaysia as the private sector representative — all working together to further the national CR agenda and raise Malaysia’s economic competitiveness.

The membership-based network of 35 corporates, committed to advancing responsible business strategies and practices, has the support of a panel of advisors comprising the Securities Commission Malaysia, the stock exchange Bursa Malaysia and Khazanah Nasional.

Since its establishment just over a year ago, ICR Malaysia which is chaired by Johan Raslan, has done much to raise the level of CR consciousness among corporate Malaysia and increasing capacity to practice responsible business through workshops, talks & dialogues, and member sharing sessions. A major undertaking in the coming year is the StarBiz-ICR Malaysia Corporate Responsibility Awards.



Then

Media articles in Malaysia

Speaking forums and training focused within Malaysia

Now

Thought leadership beyond Malaysia

Speaking forums worldwide, training sessions at other PwC offices

Faiz Azmi's appointment as PwC Global Islamic Finance Leader

Knowledge Partner at World Islamic Economic Forum

Key role in Kuala Lumpur Business Club roadshow to United Arab Emirates

Islamic Finance

Supporting Malaysia's intent to be the International Islamic Financial Centre (MIFC), our Malaysian firm has actively advocated this national agenda, more so within this past year given the industry's tremendous pace of growth and development worldwide. Within the PwC "world", our efforts in this industry were recognised with our Malaysian Partner Faiz Azmi's appointment as PwC Global Islamic Finance Leader.

Led by Faiz and strongly supported by Tax Senior Executive Director, Jennifer Chang, we have taken Islamic Finance to the global

platform, where before our efforts were largely within the country. Significant among our initiatives were our participation and thought leadership role in the high-level KLBC roadshow to UAE, led by the Ambassador of the MIFC, Securities Commission Malaysia Chairman and the Central Bank Deputy Governor; our role as Knowledge Partner for the World Islamic Economic Forum in Malaysia, where our thought leadership publication provided insightful overviews of key market segments with an Islamic perspective; as well as our engagement with young Malaysian leaders overseas.





Then
Same “old” faces on
professional bodies
and institutions

Now
Younger leaders, wider
representation of our
profession

Shaping our industry

Our people are well represented in various industry roles where they have the opportunity to shape the agenda for the accounting profession and on matters of transparency and governance. We have strategically placed our people in positions where they can make a difference, for example, on disciplinary committees.

To ensure the sustainability of our profession, it is important that we build capacity among our younger directors to play an active role in shaping the industry. More of our younger directors are taking up industry roles such as representing PwC on the Working Groups of Malaysian Accounting Standards Board (MASB). Together with the “old guards”, our people sit on more than half of the 63 MASB Working Groups.

Other significant professional representations are Johan Raslan’s chairmanship of the Financial Reporting Foundation which oversees the MASB, as well as the Malaysian Institute of Accountants which has Johan, Faiz and Markets Leader VU Kumar as Council members.

On the educational front, our representation on the Malaysian Institute of Certified Public Accountants is led by Johan who is Vice-President while Partners Lee Tuck Heng, Loh Lay Choon and Ng Mi Li are Council members; and Faiz is President of the Malaysia Chapter of the Institute of Chartered Accountants in England and Wales.





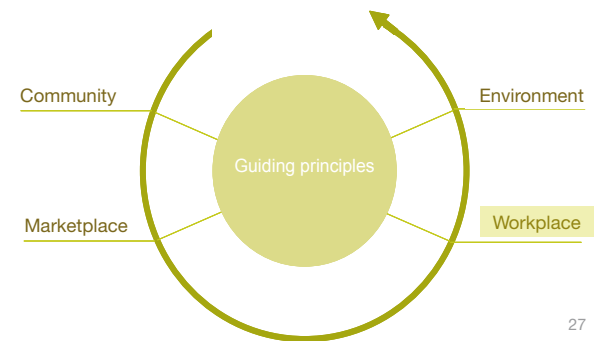
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Looking at our workplace

“I think the desire of some of the brightest and most talented employees to work for an organisation that both offers good pay, prospects, training and interesting work - but also has values that the young person respects and identifies with is an increasingly powerful force pushing business behaviour.”

David Grayson
Director
Business in the Community, UK

To continue to develop a WORKPLACE environment where our people will feel valued, rewarded and accountable for the role.



Then

No firmwide platform to recognise achievers

Recognising excellence*

BRAVO Award

Now

Awards to recognise and reward excellent and extraordinary contributions at work and in the community

Excellent and extraordinary contributions deserve recognition and reward. The Bravo Award does just that, for our people who have done so in the People, Quality and Sustainable Profitable Growth dimensions beginning 2007.

Forty-five winners have been named, each receiving RM1,000 for contributions ranging from going the extra mile to engendering trust and teamwork.

Given out every quarter in April, July, October and January, the award also seeks to promote excellent teamwork across Lines of Service (inter-group and intra-group), innovation and leadership qualities.

What they said about the recipients
“McAwesome!”

“Rolled up her sleeves for manual work, was always cheerful in spite of a long list of complaints which was not within her control.”

“Always has the welfare and interest of the firm at heart.”

“Patient, helpful, humble, informative”

“Concerned about staff welfare and will go extra mile to help resolve the problems his team faces.”

“He is the spark that started the fire for the team, and he is also the firewood who keeps the fire going.”

“Always ensures that the safety and welfare of the team are taken care of.”

“Fully respects all staff irrespective of levels.”

Firm Services

- Alger Eng
- Azhar Hamid
- Caroline Lee
- Deanna Yap
- Florence Tan
- Looi Lai Kit
- Molly Wong
- Narmatha Bai
- Ramlah Ramli

Advisory

- Calvin Jacob
- Eddie Choong
- Fang Li Wei
- Jinnee Lim
- Khoo Siew Kiat
- Kim Kay-Li
- Malek Said
- Tee Leong Yen
- Victor Saw
- Yap Yee Lee

Tax

- Hilda Liow
- Lee Kooi Thing
- Wee Lay Har
- Zarina Othman

Assurance

- Adelyn Chen
- Catherine Chan
- Chan Suet Lye
- Edmund Chew
- Kenny Chua
- Kok Pin Pin
- Lim Chui Ping
- Lim Huck Khiam
- Mark Ling
- Ng Peng Keong
- Olivia Ow
- Patrick Ng
- Ruhaidah Shamsuddin
- Tan Cheng Yeong
- Tan Eng Cheng
- Tan In Lunn
- Theng Bee Han
- Wong Fong Yee
- Yuichi Sugiyama



Rewarding excellence*

Citizen Award



This award is about recognising these well-balanced individuals with the ability to undertake work and non-work related activities in harmonious equilibrium.

They may not talk about it, but their passionate contributions to social causes have not gone unnoticed. Their good deeds range from helping disaster-affected communities, building homes for the less fortunate, providing tuition for orphans to representing the state/country in sports.

Winners

Andrew WK Chan

Community work in Mongolia under the Humanity International Programme

Ng Say Beng

Representing Malaysia as referee in water polo

Special Mentions

Dominic Chegne

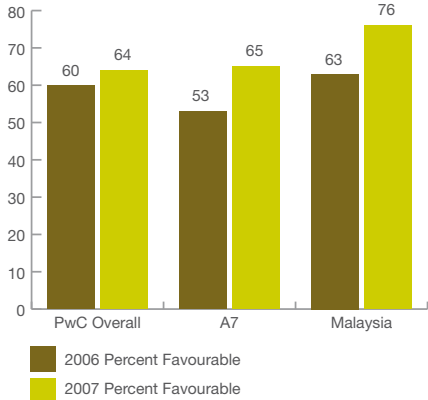
Volunteer work in underprivileged children's homes

Kian Tong

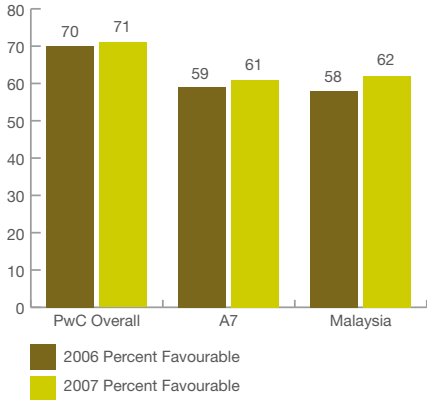
Dedicated divisional Superintendent of St. John Ambulance

81% of our people feel we are socially responsible*

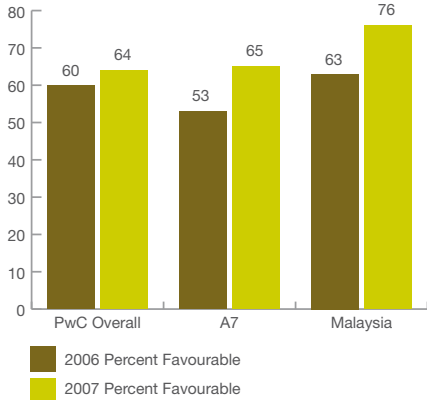
Response rate



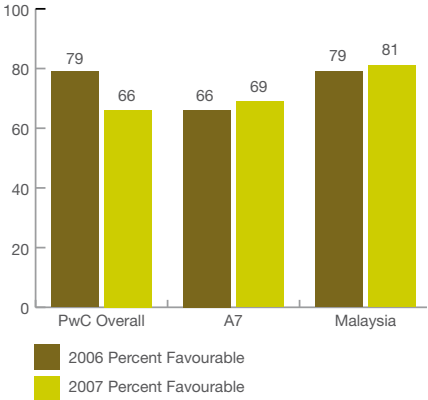
People engagement index



Commitment to PwC



Doing the right thing (Social responsibility)



Raising
excellence*

Global
People
Survey
2007

We are working hard to make our Malaysian firm a great place to work. And we are delighted that our people have noticed and responded to our efforts as reflected by our scores in the Global People Survey. We continue to challenge ourselves, setting even tougher targets to improve on our scores this year.



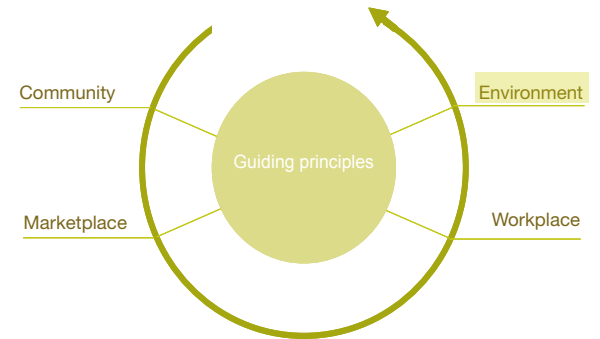


Doing our bit for the environment

We have to shift our emphasis from economic efficiency and materialism towards a sustainable quality of life and to healing of our society, of our people and our ecological systems.

Janet Holmes à Court,
An Australian Living Treasure

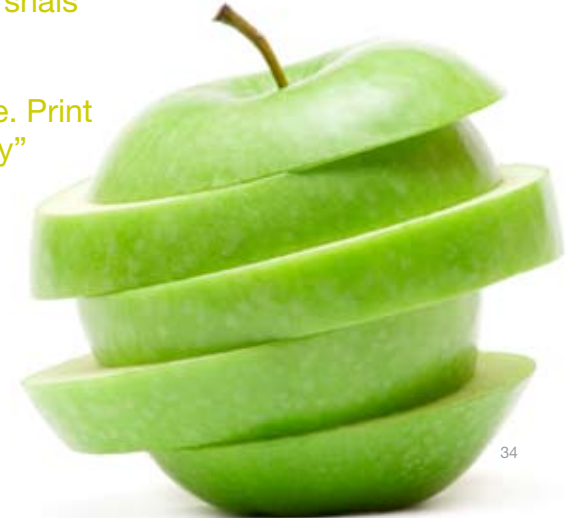
Develop a clear and focused strategy that reduces our impact on the ENVIRONMENT and develop sustainable products and services



Baby steps in environmental initiatives*

We'll be candid. "Going green" only recently became a buzz word in corporate Malaysia's agenda – and at PwC too. When we relocated to our new office premises in September 2007, we took the opportunity to start going green. We stayed focused on two of the firm's biggest wastes: paper and energy. They may be small but we hope to nurture these baby steps into steadier and larger strides in our "Go Green" initiatives.

Then	Now
No concerted initiatives	Awareness campaigns/"Go-green" workplace policies
Styrofoam cups	Mugs
Single-sided hard copies	Encourage soft-copies
Energy-saving mode activation by user	Double-sided printing made available and encouraged. Energy-saving mode pre-programmed for all computer peripherals.
	New printers must have double-sided printing/energy-saving
No "green champions"	"Go-green" committee, champions and green marshals
No measurables	Monthly green index
No gentle reminders	Email sign-off "Save a tree. Print this email only if necessary"



Langkah ke hadapan*



'Langkah ke hadapan' is the Malay term for moving forward. It aptly describes the continuous evolution that is PwC's Corporate Responsibility journey.

Part of the PwC Global Communities Network