

# THANK YOU

## Rat Racers

for your contribution of RM1,314,000  
to the beneficiaries of

# THE EDGE KUALA LUMPUR RAT RACE® 2016

### PARTICIPATING COMPANIES

Aberdeen Asset Management Sdn Bhd  
Affin Hwang Capital Bhd  
AIA Bhd  
AmBank Group  
Amundi Malaysia Sdn Bhd  
Astro Malaysia Holdings Bhd  
Axcelasia Inc  
Axis REIT Managers Bhd  
BCG Sdn Bhd  
BHIC Aeroservices Sdn Bhd  
CIMB Investment Bank Bhd  
Credit Suisse Securities (Malaysia) Sdn Bhd  
Deloitte  
DKSH Malaysia Sdn Bhd  
Eco World Development Group Bhd  
Ernst & Young Advisory Services Sdn Bhd  
Feruni Ceramiche Sdn Bhd

Fraser & Neave (Malaya) Sdn Bhd  
Gamuda Bhd  
Genting Malaysia Bhd  
Glomac Bhd  
Grab  
Hartalega Sdn Bhd  
IOI Group  
Ireka Corp Bhd  
K & N Kenanga Holdings Bhd  
Khazanah Nasional Bhd  
KNM Group Bhd  
KPMG  
Land & General Bhd  
Lendlease Projects (M) Sdn Bhd  
Matrix Concepts Holdings Bhd  
Maxis Bhd  
Malayan Banking Bhd  
Merchantrade Asia Sdn Bhd

Microlink Solutions Bhd  
MKH Bhd  
Naza TTDI Sdn Bhd  
Nestlé Products Sdn Bhd  
PricewaterhouseCoopers (PWC) Malaysia  
REDHA Youth  
RHB Banking Group  
S P Setia Bhd  
Suruhanjaya Pengangkutan Awam Darat  
Tanjong Management Services Sdn Bhd  
The Edge Communications Sdn Bhd  
Top Glove Corp Bhd  
Trinity Group Sdn Bhd  
Tropicana Corp Bhd  
UDA Holdings Bhd  
Vistage Malaysia Sdn Bhd  
WCT Holdings Bhd

### Total amount raised by the Kuala Lumpur Rat Race over the years

YEAR	RM
2000	354,000
2001	450,000
2002	511,500
2003	556,000
2004	667,500
2005	821,000
2006	1,025,000
2007	1,561,000
2008	1,740,000
2009	1,750,000
2010	1,752,000
2011	1,933,000
2012	2,216,000
2013	1,830,000
2014	1,844,000
2016	1,314,000
<b>TOTAL</b>	<b>20,325,000</b>



**THE EDGE**  
KUALA LUMPUR  
**rat race**  
**2016**  
TUESDAY, MARCH 29



# A hot challenge for CEOs

The El Niño heat could not deter the head honchos of corporations from putting on their trainers and running for a good cause.

The Edge Kuala Lumpur Rat Race 2016 saw 49 CEOs run the 1.5km circuit in the middle of Kuala Lumpur in a scorching 35°C.

Before the race, Matrix Concepts Holdings Bhd director Datuk Lim Kiu Hock was genuinely worried about running in the blistering heat. A Rat Race first-timer, he had no idea what to expect but he was glad to participate in the race.

"I am not hoping to finish first," he remarked. "I just want to participate and support the cause."

As corporations capitalise on society at large to build their financial empires, they should return the favour, he said, adding that companies that expend energy on charitable activities possess a sense of selflessness.

"It shows that companies have humanitarian values. It is not just about making money. It is also about giving profits back to society. Corporate Malaysia asks society for money, so it has to give back," Lim commented.

The CEO's race saw both young and old corporate heads vying for the top title.

After the race was flagged off by Eco World Development Group Bhd president and CEO Datuk Chang Kim Wah at 3.30pm, Microlink Solutions Bhd CEO Chia Yong Wei reached the finish line at the Malaysia Tourism Centre (MaTiC) in six minutes.

"It was very hot but it was great fun," Chia, 39, said, adding that he was proud to have finished first. "It was very competitive, so I had to try my hardest."

Maybank director Udaishankar Raman, who was also with Chia in the 100Plus booth, said he had fun but it was challenging to run in the heat.

Chia said although Udaishankar was far behind, he had his eyes on him. "Harimau, I'm coming," he told Udaishankar, who laughed.

Matching the enthusiasm of the runners in the CEO's category were their staff, cheering on their leaders from the entrance of MaTiC.

Proving that they were more than just cogs in a machine, the staff of the various corporations braved the heat and waited until their CEOs had completed the race. Not only that, they stayed on to cheer their colleagues who ran the 4km team race.

DKSH Malaysia Sdn Bhd head of country management Nicholas McLaren clinched the second spot in the CEO's male category, clocking 6 minutes and 35 seconds.

He said he intends to win the fastest male CEO title next year. "I like to make grand promises and deliver on them," he added.

McLaren, who has lived in Singapore and Malaysia over the past seven years, said although he was used to the equatorial heat in both countries, running the Rat Race was challenging.

"I don't really run in the afternoon at 3.30pm," he remarked.

Maxis Bhd head of network Abdul Karim Ali, who came in third, said he

was exhausted but felt good about it. "At least, I have covered my exercise quota for the week," he laughed.

He said although he frequently runs mid to long distances, the short CEO's race was rather challenging. "Usually, in a long-distance run, the first 5km is just warming up. But in this race, I had to sprint right from the beginning. It was not easy."

The 16th Rat Race proved to be a sweet moment for Ireka Corp Bhd group deputy managing director Monica Lai in the female CEO's category. She aced it, clocking 8 minutes and 21 seconds. Last year, she was the first runner-up.

"I came into the race trying to beat my own time," she said. "And I did it. I finished the race 25 seconds faster and in this heat too. I am really happy."

Lai said Ireka had participated in the Rat Race for the past seven years and looks forward to it every year.

First runner-up and Rat Race first-timer, Nur Suhaila Saad of Boustead Heavy Industries Corp Bhd, said she had a blast. "I think it is a very good charity run. I had heard a lot about the race before but I had the chance to participate in it only this year."

Nur said she did not feel any pressure running in the CEO's category and that it was heartening to see the other female CEOs sweating it out for charity.

"Most of them were relaxed and they were quite sporting. Some of them were even wearing make-up, so it was really fun. I got to see a different side of them," she smiled. ■



**Tengku Datuk Seri Zafrul Tengku Abdul Aziz,  
CIMB**



**Datuk Voon Tin Yow,  
Eco World**



**Datuk Lim Kiu Hock (Matrix Concepts), Cheng Yoke Su (Vistage Malaysia)  
and Datuk Batumalai Ramasamy (Matrix Concepts)**



**Lum Chee Wah,  
K&N Kenanga**



Abdul Karim Fakir Ali,  
Maxis



Albert Lim,  
KPMG



Angus Salim Salleh Amran,  
RHB



Che Zulhikam Abidin,  
BHC Aeroservices



Chia Yong Wei,  
Microlink Solutions



Wong Keet Loy,  
Land & General



Choong Kuan Yee,  
Aberdeen Asset Management



Choy Kah Yew,  
SP Setia



Chu Young Lee,  
Astro



Chua Jun Hee,  
Credit Suisse



Chyng Chee Hoong,  
Maxis



Derek Llewellyn Roberts,  
AmBank



Elmie Aman Najas,  
AIA



Eric Chan,  
Lendlease Projects



Foong Mun Kong,  
KPMG



Hishamuddin Mon,  
UDA



Imran Aejaaz Ahmad,  
Khazanah Nasional



James Koh,  
Genting Malaysia



Julainie Mohd Salleh,  
UDA



Khoo Kar Khoon,  
Nestlé



Lee Kok Hong,  
Naza TTDI



Leong May Lee,  
Ernst & Young



Lim Chee Gay,  
AIA



Lim Cheong Guan,  
Top Glove



Lim Siew Hwe,  
Feruni Ceramiche



Manohar Benjamin Johnson,  
PwC



Megat Rafizan Megat Rafale,  
RHB



Mohamad Fauzi Cin Che Rus,  
SPAD



Monica Lai,  
Ireka



Neoh Soo Keat,  
Trinity



Nicholas McLaren,  
DKSH



Noor Suhaila Saad,  
BHC Aeroservices



Rajeshvarya Sinnasamy,  
Amundi



Ranjit Singh Taram Singh,  
Axelasia



Rizal Rickman Ramli,  
BCG



Robert Yoon,  
Ernst & Young



Sarita Lee Mel Ling,  
KNM



Tan Kian Teong,  
Feruni Ceramiche



Tan Koon Ping,  
KNM



Udishaanker Raman,  
Maybank



Wong Chin Mun,  
Vistage Malaysia



Wong Mei Ming,  
Axelasia



# Braving the heat for a good cause

STORIES BY **Chester Tay and Meena Lakshana**

It was 12.30 in the afternoon last Tuesday when participants of *The Edge* Kuala Lumpur Rat Race 2016 began streaming into the starting and finishing point at Malaysia Tourism Centre in Jalan Ampang.

Among the early birds was Feruni Ceramiche Sdn Bhd's team, who came dressed in the company's Feruni Tiling Academy tilers' aprons, yellow Wellington boots and safety helmets.

"We are least affected by the hot weather. We are very excited about this event. The race is a very good way for us to give back to the community," Feruni director and general manager of operation Gidget Lim told *The Edge* before the start of the run, which is being held for the 16th time this year.

"We trained together to build up our stamina. The race also created an occasion for us to bond with our colleagues."

The temperature soared to 35° C, but it did not affect the spirit of the participants.

In fact, most of them took part in a warm-up session conducted by a trainer from Celebrity Fitness.

By 3pm, most participants were milling around the starting point of the charity run.

This year's Rat Race collected RM1.314 million, 70% of which will be channelled to 15 charitable and

non-governmental organisations to support their training and educational programmes.

The balance of the proceeds will go to *The Edge* Education Foundation for its English and financial literacy programmes, which are aimed at equipping underprivileged students in selected secondary schools with skills they need when they leave school.

At 3.30pm, the CEO race was flagged off by Eco World Development Group Bhd president and CEO Datuk Chang Kim Wah.

Fifteen minutes later, Affin Hwang Asset Management Bhd managing director Teng Chee Wai flagged off the runners for the senior, open and mixed categories.

There were about 500 runners, including 49 CEOs, who represented 52 companies.

Inspired by the Carey Wall Street Rat Race in New York, participants were encouraged to run in their work attire in Kuala Lumpur city centre.

According to *The Edge* Media Group publisher and CEO Ho Kay Tat, the Rat Race has raised over RM20 million since its inception 16 years ago.

The race has been regarded as an annual must-attend social responsibility event for Corporate Malaysia.

"This was my third run ... a fun

thing to do and at the same time, we are helping the needy," Matrix Concepts' head of corporate legal department Ong Eng Hock said after the race.

For Vistage Malaysia Sdn Bhd chairman Richard Wong, it was his maiden race. He said he was happy that the company was given an opportunity to contribute. "It feels good to do something for the community," he added.

Complaints about the searing heat of the sun were heard among the runners.

"Half way through [the race], I was worn out ... it was my first Rat Race," said Land & General Bhd chief financial officer Wong Keet Loy.

Ernst & Young Advisory Services Sdn Bhd partner Robert Yoon, who ran in his business suit, regarded his participation as a personal "breakthrough".

"With my business suit and tie on, it was very hot. I have run a full marathon [before], but this was more challenging," he said.

Yoon was not the only one in a business suit; Khazanah Nasional Bhd research and investment strategy director Imran Ahmad even had a briefcase with him.

"I just focused on the race and not let my attire bother me, but it was really hot ... I was wondering to myself, 'why am I doing this?' I couldn't wait to reach the finishing

line, but I was okay," said Imran, who not only completed the 1.5km in the CEO category but was also named best-dressed CEO.

"I will do this again next year, and I will make sure I will be fitter by then."

Prizes were presented to winners of 16 categories, including the CEO, senior, mixed and open team as well as team spirit and best-dressed team.

Supporters made the event all the more exciting. S P Setia Bhd's supporters came with "war drums" to cheer their team while others

waved decorative banners. A team even performed a lion dance.

After the race, the attendees adjourned for dinner at Saloma Bistro & Theatre Restaurant. They were also entertained to a performance sponsored by Astro Malaysia Holdings Bhd.

Ho thanked the attendees and partners for making the race a success.

"I looked at my phone, it showed 35° Celsius, but it felt like 37°," he said.

"You guys and girls are truly awesome and amazing. I think all the

beneficiaries and us from *The Edge* owe you a big thank you for running in that heat."

This year's race was powered by Eco World Development and partnered by Affin Hwang Capital. The gold sponsors were Feruni Ceramiche and Matrix Concept Holdings. Vistage Malaysia Sdn Bhd was the silver sponsor while Land & General and Lendlease Projects (M) Sdn Bhd were the bronze sponsors. Astro Malaysia Holdings was the official TV and radio sponsor. Fraser and Neave (M) Sdn Bhd's 100 Plus was the official drink sponsor. **E**



## The Edge Kuala Lumpur Rat Race 2016 Collection (as at March 25, 2016)

COMPANY	AMOUNT (RM)	TEAMS
Aberdeen Asset Management Sdn Bhd	18,000	1
Affin Hwang Capital Bhd **	66,000	6
AIA Bhd	32,000	2
AmBank Group	18,000	1
Amundi Malaysia Sdn Bhd	18,000	1
Astro Malaysia Holdings Bhd *****	18,000	6
Axcelasia Inc	18,000	1
Axis REIT Managers Bhd	18,000	1
BCG Sdn Bhd	18,000	1
BHIC Aeroservices Sdn Bhd	18,000	1
CIMB Investment Bank Bhd	32,000	2
Credit Suisse Securities (Malaysia) Sdn Bhd	18,000	1
Deloitte	18,000	1
DKSH Malaysia Sdn Bhd	18,000	1
Eco World Development Group Bhd *	66,000	6
Ernst & Young Advisory Services Sdn Bhd	18,000	1
Feruni Ceramiche Sdn Bhd ***	44,000	3
Fraser & Neave (Malaya) Sdn Bhd	32,000	2
Gamuda Bhd	32,000	2
Genting Malaysia Bhd	18,000	1
Glomac Bhd	18,000	1
Grab	18,000	1
Hartalega Sdn Bhd	18,000	1
IOI Group	32,000	2
Ireka Corp Bhd	18,000	1
K & N Kenanga Holdings Bhd	18,000	1
Khazanah Nasional Bhd	32,000	2
KNM Group Bhd	32,000	2
KPMG	18,000	1
Land & General Bhd *****	18,000	1
Lendlease Projects (M) Sdn Bhd *****	18,000	1
Matrix Concepts Holdings Bhd ***	44,000	3
Maxis Bhd	18,000	1
Malayan Banking Bhd	54,000	4
Merchantrade Asia Sdn Bhd	32,000	2
Microlink Solutions Bhd	18,000	1
MKH Bhd	18,000	1
Naza TTDI Sdn Bhd	32,000	2
Nestlé Products Sdn Bhd	18,000	1
PricewaterhouseCoopers (PwC) Malaysia	18,000	1
REDHA Youth	18,000	1
RHB Banking Group	44,000	3
S P Setia Bhd	32,000	2
Suruhanjaya Pengangkutan Awam Darat	18,000	1
Tanjong Management Services Sdn Bhd	18,000	1
The Edge Communications Sdn Bhd	32,000	2
Top Glove Corp Bhd	18,000	1
Trinity Group Sdn Bhd	18,000	1
Tropicana Corp Bhd	18,000	1
UDA Holdings Bhd	18,000	1
Vistage Malaysia Sdn Bhd *****	32,000	2
WCT Holdings Bhd	18,000	1
<b>TOTAL</b>	<b>1,314,000</b>	<b>88</b>

- \* Part of 'Powered by' Sponsorship Package
- \*\* Part of 'Partnered by' Sponsorship Package
- \*\*\* Part of Gold Sponsorship Package
- \*\*\*\* Part of Silver Sponsorship Package
- \*\*\*\*\* Part of Bronze Sponsorship Package
- \*\*\*\*\* Part of Official TV & Radio Package

## Beneficiaries

- Asia Community Service (ACS)
- Malaysian Christian Association for Relief (Malaysian Care)
- Malaysian Nature Society
- National Kidney Foundation of Malaysia (NKF)
- Persatuan Kakiseni
- Persatuan Kanak-Kanak Istimewa Kajang Selangor (PKIK)
- Pertubuhan Perkhidmatan Sosial dan Pembangunan Komuniti Daerah Gombak, Selangor (PSPK)
- Pertubuhan Sains, Teknologi dan Inovasi (ASTI)
- Pusat Harian Kanak-Kanak Spastik Ipoh (PHKKS)
- Ray of Hope
- Second Chance Community Home, Kajang (SCCH)
- Selangor and Federal Territory Association for the Mentally Handicapped (SAMH)
- TFM Foundation
- Wings Melaka
- WVM Foundation





