



# Blue on Green

Nurturing Our Nature & Community

MALAYSIA

# The KPMG Way

## KPMG Values

We lead by example

We work together

We respect the individual

We seek the facts and provide the insight

We are open and honest in our communication

We are committed to our communities

Above all, we act with integrity

## KPMG Purpose

We turn knowledge into value for the benefit of our clients, our people and the capital markets.

This gives us a clear role and responsibility within the business community. We help companies to grow with confidence. We create fulfilling career opportunities. And we help to build trust between investors and organizations – a vitally important job in the current business climate.

We want to be recognized for what we do, and regarded as outstanding professionals who work together to deliver value.

We achieve this recognition when we maintain the highest standards of integrity and service. Our actions inspire people to think of us as professional, understanding, challenging and successful individuals who build strong working relationships.

## Who we are

KPMG is a global network of professional firms providing Audit, Tax and Advisory services. We operate in 145 countries and have more than 123,000 people working in member firms around the world.



## You are holding a record of a journey...

An excursion embarked upon by compassionate hearts and souls, committed to giving back to the community and making the world an infinitely better place to work, play and live in.

With our **EYE** set on the betterment of **E**ducation, **Y**outh & **E**nvironment - the focus areas for the year 2009, we certainly went the extra mile in our Corporate Social Responsibility (CSR) efforts. At KPMG, we believe that environmental sustainability goes hand in hand with societal development and as a business entity operating within the community, we felt a compelling desire to make a difference in the lives of people and our surroundings.

Indeed, we strive to deliver the '*KPMG Difference*' in everything we lay our hands to, with no exception in our CSR initiatives. In your hands is a treasure trove of fond memories of our CSR passage for the year 2009, sincerely from our hearts, to yours.

Walk with us, as we give back, the KPMG way.

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## Earth Hour, 28 March 2009

KPMG partnered with the World Wide Fund for Nature Malaysia (WWF) in an effort to keep the world cool from 8:30 p.m. to 9:30 p.m.

All non-essential lights were switched off for one hour at the Petaling Jaya office as well as the Ipoh office.

KPMGians also individually pledged their support for the cause on-line via the WWF website, as part of an endeavor to obtain the target of 5 million sign-ups in Malaysia.

As a warm-up to Earth Hour, KPMG in Malaysia had a head-start with

the *Flick that Switch* initiative on Friday, 27 March 2009, whereby

staff were encouraged to switch off the lights during lunch break.



## My Bright Green Office Idea, 12 May 2009

*My Bright Green Office Idea* was a campaign initiated to increase awareness amongst KPMGians on how to reduce our \*carbon footprint.

Other than educational email announcements, awareness was also instilled through the *My Bright Green Office Idea* contest, which offered KPMGians a chance to provide creative ideas on how to reduce carbon footprint in the office.

Recycling bins for paper and plastic were also being placed on all floors, encouraging KPMGians to recycle and be more responsible towards the environment.

\* Carbon footprint is the total set of greenhouse gas (GHG) emissions caused directly and indirectly by an individual, organization or product through use of air-conditioning, electricity and even business travel, among others. Increases of GHG emissions contribute towards climate change by trapping in additional energy from the sun, thereby raising the average global temperature, known as the greenhouse effect. (Source: Guide to... Measuring and reducing your member firm's carbon footprint, KPMG International, August 2008)



## KPMG Green Day, 5 June 2009

The atmosphere within the firm was unusually green on 5 June 2009 when sporting, outgoing KPMGians supported *KPMG Green Day* by donning green clothes for the entire day! Loving and going green, the KPMG way...

Following the overwhelming response

from this event, KPMGians were also given the opportunity to test their knowledge about nature and environmental conservation efforts as well as winning some uber-cool environmentally-friendly prizes by participating in the *KPMG Green Quiz*.



### Rainforest to Reef Coral Camp, 10 – 13 June 2009

The success of the *Soyak Reef Survey* – a KPMG *EcoDivers* program initiated in 2008 with Reef Check Malaysia (RCM), a non-profit organization actively involved in aquamarine conservation efforts - progressed into yet another conservation program entitled *Rainforest to Reef Coral Camp*, which garnered participation from 25 pupils of

*Sekolah Kebangsaan Taman Tun Dr. Ismail 2* (SKTTDI 2). Better to start them when they are young, and what better place to start than in Tioman Island!

While the *Soyak Reef Survey* in 2008 had four *EcoDivers* from the Firm engaged in reef conservation activities such as cleaning the ocean, monitoring the health of coral reefs and sampling marine life, the *Rainforest to Reef Coral Camp* aimed to raise awareness about

the environment on the whole – both on land and in the waters. The program’s emphasis was on educating future generations to do their bit in protecting and prolonging the life-span of coral reefs, with simple actions such as keeping the environment clean, refraining from collecting corals and shells from the ocean floor and sharing their first-hand knowledge and experience (yes, they went snorkeling!) with their families and friends back home.

## High Achievers Award 2008, 30 July 2009

Initiated with staff's welfare in mind, the *High Achievers Award* (HAA) which started out in 2007 is a nationwide program mooted as one many staff-centric initiatives to assist and encourage children of KPMGians in their pursuit of academic excellence. Furthermore, the award also expresses the firm's heartfelt appreciation to the parents who have been contributing immensely to the success of the firm.

The *High Achievers Award* (HAA) for the year 2008 honored 15 bright, young minds from all KPMG Malaysia Offices for their outstanding academic achievements. Held, as it customarily is, in the Main Boardroom, the ceremony was graced by Partners and proud KPMG parents alike.



## KPMG Education Trust Fund

Initiated in 2003, the objective of the *KPMG Education Trust Fund* was to assist accountancy students who are in need of financial assistance in pursuing their studies. This interest-free study loan which was officially launched in 2005, covers students' education fees up to RM10,000 per academic year as well as their living expenses, relieving them from financial worries thus allowing them to focus on fulfilling their

academic aspirations. To date, 15 candidates have benefited from the program, which amounted to RM412,000 in total, and 60% of them have joined the Firm.

*All paths lead here... the firm's Corporate Social Responsibility (CSR) initiatives reached their pinnacle on KPMG's **Community Day** on 1 August 2009! Donning the trendy Malaysian AIDS Council t-shirt designed by award winning fashion designer Melinda Looi, nearly 700 KPMGians in the KL Office painted the Klang Valley blue, venturing into (and out of) the city to lend a helping hand to the community. 2009 activities centered around the areas of **E**ducation, **Y**outh and **E**nvironment (**EYE**).*

### **Audit K puts more shine on Yayasan Sunbeam**

On the morning of 8 August 2009, the Audit K team or Team Discovery, as they called themselves, departed for *Yayasan Sunbeam*, an orphanage that cares and provides for the orphaned, abused, neglected and abandoned children, and children from broken families. Team Discovery was divided into two; one team brought the children to Petrosains and the Skybridge at the KLCC Twin Towers while the other stayed back at *Yayasan Sunbeam*, substituting their keyboard-trained hands for cleaning, painting and decorating



the orphanage, making *Yayasan Sunbeam* 'beamed' even more.

Team Discovery contributed more by purchasing new furniture for the orphanage; a completion to their little 'total make-over' project.



## Audit P has double the joy of giving

Audit P paid a visit to two homes this year; the *Persatuan Rumah Kanak-Kanak Ini DiSayangi* (K.I.D.S) and the Good Samaritan Home, both located in Klang on 1 August 2009.

Divided into two teams, Team 1 took the children from the K.I.D.S home for a fun-filled yet educational sci-fi adventure at the National Science Center while Team 2 spent some quality time with the children at Good

Samaritan Home by refurbishing the home, playing some good ol' field games such as tug-of-war, netball, treasure-hunting around the house, and rounded off the day with a wholesome, hearty lunch just like one big, happy family.





## Audit M reaches out to Furry Friends' Farm and Women's Aid Organization

Our commitment goes beyond caring for people and the environment, as vividly displayed through Audit M's Community Day activity on the bright, early morning of 8 August 2009, when they reached out to Furry Friends' Farm (FFF), an animal sanctuary to over 100 dogs and cats rescued mainly from Pulau Ketam, Klang. Armed with a busload of dog food, rice, pet gear and gardening tools, the aspiring animal advocates made

their way to the sandy terrains of FFF located in Kundang, Selangor. Wholly committed to this worthy cause, our dedicated professionals donned disposable masks and gloves, in preparation for some serious work. At the end of the day, the team's efforts were rewarded with the opportunity to play and cuddle with FFF's adorable residents.

Another team set out for a visit to the Women's Aid Organization (WAO),

a home that provides refuge for battered women and children. The team, separated into three groups, lent their hands to gardening, cleaning and beautifying the home. The team also submitted the money gained from the WAO t-shirt charity drive and furthermore brought some presents for the children, leaving its residents with sweet memories, and Cheshire cat smiles.

\*pictures were intentionally pixelised.



### Audit G does double duty

This year, Audit G was enthusiastic in contributing to both the environment and the community. Children from *Pertubuhan Rumah Anak Yatim/Miskin Daerah Kuala Langat (Rumah Penyayang Bestari)* under *Yayasan Salam* were taken on an excursion to the beach where one team entertained the children with games and kite-making while the other

worked hand-in-hand, cleaning up the area of Kelanang and Morib beaches in Banting, Selangor.

All celebrated the hard day's work by flying the kites with the smiling

children of *Rumah Penyayang Bestari*, certainly on a much cleaner and sandier beach.



### Financial Advisory Services takes on the '3R' mission

A continuation from the on-going CSR initiatives with Reef Check Malaysia (RCM), the Financial Advisory Services (FAS) team proceeded with the next environmental conservation program; the *Reduce, Reuse and Recycle* (3R) on 8 August 2009. At the crack of dawn, FAS-ians, as they called themselves, gathered and headed out to *Sekolah Kebangsaan Taman Tun Dr. Ismail 2* (SKTTDI 2) with a mission to educate the children about the right way to recycle.

Monitored closely by FAS-ians, the children were divided into a few teams and participated in the Plastic, Metal & Paper recycling workshops. After the workshops, the school's Recycling Campaign was launched on the same day and astoundingly by the end of the day, the pupils of *Sekolah Kebangsaan Taman Tun Dr. Ismail 2* (SKTTDI 2), already possessing the proper know-how in recycling, had managed

to collect RM107 for the school. Not too shabby for a day's effort!

Commemorating the success of the program was a beautiful mural painting on the school's wall by FAS-ians and staff from RCM.



### Team Tax gets down & dirty

Team Tax headed to the Carey Island, Klang in the early morning of 1 August 2009, with the resolute to make the planet a cooler place. In an on-going CSR collaboration with Sime Darby Plantation Sdn. Bhd., the Tax team got themselves down and dirty with some major tree planting!

It was raining cats and dogs but the weather did very little to deter the team's spirit in doing their bit for Mother Nature. Taking place at an area called the Wildlife Sanctuary, the Tax team donned the raincoats provided and

armed themselves with shovels and saplings, eager to get on with the tree planting, guided by the highly experienced staff from Sime Darby Research Centre.

The tree planting did not mark the end of KPMG and Sime Darby's CSR

collaboration, but was rather the start of a beautiful relationship as both parties had planned to work together again on the upcoming *Mangrove Replanting* project.



## **BAS – an outing with the children from Philea Home**

The Business Advisory Services team (BAS) had an outing with the children of Philea Home – a home that caters to underprivileged children on 1 August 2009 at the *Damansara Utama Community Hall*.

Upon arrival, the children were whisked away immediately to the *Mad Science Show* – the world’s leading provider of science enrichment for children. The children were delighted by the

conjured foggy dry ice storms, foam baths and “armpit cleanliness checks”.

The fun didn’t stop there, as the children got engaged in the *Drum Circle* session, where they sat alongside BAS staff in a circle and drummed away at the hand-drums and percussions.



## Planeteers invade Beryl's Chocolate Factory and Bird Park KL

The Business Support group, dubbing themselves as the Planeteers, explored the wonderful world of chocolates and the wonders of the bird sanctuary on 15 August 2009 with excited children from *Rumah Solehah* and *Persatuan Kanak-Kanak Istimewa Kajang* (PKIK).

Divided into two teams, Team 1 together with the cheerful kids of *Rumah Solehah*, a shelter for women and children who have been infected with HIV, paid a visit to the Beryl's Chocolate Factory to watch and learn how chocolates were made!

The visit started with a documentary-viewing about chocolate-making, and shortly after, into an alley with panel windows which enabled them to watch chocolate-making in action!

The visit was further 'sweetened' by all the complimentary chocolates from the kind people at Beryl's. And just when the kids thought all the fun had ended, Team 1 surprised them with a visit to the McDonald's for a big,

hearty lunch and boy... were they lovin' it!

While Team 1 indulged in their rich, chocolaty experience, Team 2 and the children from PKIK immersed themselves in the serenity of Lake Garden KL with fun-filled activities such as the *Funrobics* and the *Lion King* play (which was staged on the open-field), before proceeded with exploring the rich, colorful world of feathers at the Bird Park KL.



## Planting historical roots with Sime Darby

KPMG together with Sime Darby Plantation Sdn. Bhd. (SDP), a subsidiary of Sime Darby Bhd. collaborated in a five-year mangrove replanting project on Carey Island, Klang, to counter the threat of land erosion and contamination, due to illegal logging activities in the past. Mangrove trees act as a natural defense mechanism that protects the island, without which salt water from the sea can freely flow in to erode and contaminate the rich soil. Their depletion greatly disrupts the island's ecosystem, resulting in the land gradually becoming infertile and consequently affecting the quality of life of villagers and other inhabitants adversely. KPMG and SDP are optimistic of restoring



the island's once-rich and diverse ecosystem for the survival of both human and wildlife. Leveraging knowledge and expertise from SDP Mangrove Research Center (MRC), KPMG invested RM50,000 in a technology called the 'geo-tubes', a wave-breaker designed to fend off the aggressive sea waves thus sheltering the mangrove saplings as they take root and grow healthily and consequently, reinstating the island's natural defense against the aforementioned ravages.

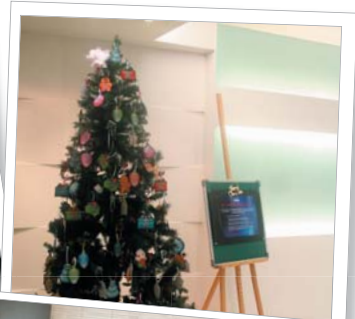
## KIDS Drive, 1 – 15 December 2009

*KIDS Drive 2009* was a program initiated by the Firm, in which KPMGians were encouraged to give away their pre-loved goods such as stationeries, books, toys, and clothes, thereby reinforcing recycling culture among KPMGians. These items were donated to the residents of three participating NGOs; Women's Aid Organization (WAO) shelter, the Sunbeam Home and *Rumah Solehah* in early 2010.

## Change for Change, December 2009

With the noble intention of making a change with loose change, generous KPMGians rendered their full support for the *Change for Change* campaign by donating their small (and big!) change. Every day, coins and notes were lovingly slipped into the specially designed piggy banks and donation boxes, located around respective departments.

Owing to the overwhelming response, the Firm has decided for *Change for Change* to become a permanent feature on the CSR calendar. Proceeds will be channeled to the residents of the Women's Aid Organization (WAO) shelter, Sunbeam Home and *Rumah Solehah*, in the hope that our contribution will go some way to easing their plight.



## Christmas Wish Tree & Christmas Visit, December 2009

Now what's a Christmas tree without twinkling ornaments and shiny beribboned gifts underneath? The Christmas spirit among our fellow KPMGians was overflowing in year 2009 as they fulfilled each and every one of the colorful wishes hanging on the KPMG Christmas Wish Tree, which was 'planted' on the Corporate Floor.

These wishes came from the residents of Sunbeam Home, *Rumah Solehah* and the Women's Aid

Organization (WAO) Shelter. Along with the gifts, a total of 15 Personal Computers (PCs) were donated to the homes. The first entourage from KPMG paid a visit to the Sunbeam Home on 14 December 2009, followed by *Rumah Solehah* and WAO Shelter on 15 December 2009, to the delight of all involved and most importantly, to the homes' residents.

\*pictures were intentionally pixelised.

## CSR Initiatives from Outstation Offices



### **New washing machine for the Home of Peace**

KPMGians in Kuching and Miri initiated a charity drive for The Home of Peace, a charitable Catholic Church-run home set up to provide safe, caring home for the elderly poor over 60 years of age irrespective of race, religion or gender. The donation collected was used to buy a brand new washing machine, donated to the home on 24 March 2009.

### **Charity Visit/ Giveaway at Old Folks Home *Rumah Seri Kenangan***

Kuching Office Partner Mr. Chin Chee Kong led a charity visit / giveaway to an old folks home, the *Rumah Seri Kenangan*. Prior enquiries into the needs of the residents revealed that the residents would be most delighted to receive a supply of food and drinks. Empathetic to their requests, Kuching Office happily responded and it was indeed a glowing, memorable experience for all.





## Partnering for a noble cause

KPMG Penang participated in a fundraising campaign initiated by the Penang state and driven by IJM Corporation Bhd (IJM), aptly called the Partners Against Poverty (PAP) program. Proceeds of RM1.15 million in total were channeled to the hardcore poor (i.e. families with household income of RM400 or less per month). Audit Partner of KPMG Penang Mr.

Ooi Kok Seng together with the Deputy CEO and Managing Director of IJM Corporation Bhd presented the mock cheque to the Chief Minister of Penang at an event on 7 March 2009.

## Spreading some love to the Community

In conjunction with KPMG annual Community Day, KPMG Penang visited the *Seri Cahaya* Orphanage on 22 August 2009. 25

staff volunteered in this cause, committed in bringing smiles to the children. They arrived at the orphanage armed with abundant of hampers and gifts for the children. Echoes of laughter filled the air, apparent to the fun playing games with the children, as well as lending their hands in some gardening and spring cleaning. All in all, the team simply had a whale of a time, giving back, the KPMG way!



## KPMG Penang Gives Back!

For the third consecutive year, KPMG Penang staff led by their 'Iron Chef', Tax Director Sarah Low displayed yet again their culinary skills at the Eden Handicapped Service Centre's Charity Food Fair, held at Penang International Sports Arena on 16 May 2009.

This year proved to be a challenging one to them as they had to prepare seven large cauldrons of *Asam Laksa* gravy and also other essential ingredients, all these in less than 7 hours! Their hard work paid off when hundreds of eager patrons were unable to resist the heavenly

aroma of "Original Home Recipe" *Asam Laksa*. It was an eventful day as they had managed to sell 322 bowls. Although they were exhausted by the end of day, they were glad that they were able to give back to the community where proceeds totalling RM6,620 were channelled to Eden.



## Melaka Office Community Day 2009!

On 3 August 2009, KPMGians from the Melaka office gathered at the *Rumah Anak Yatim* Calvary Care Home, a home for 10 boys aged 6 to 16, who are either orphans or came from broken families.

Upon arriving, the Melakans split themselves into two teams, one to clean

and the other to paint. Their dedication to the job was so great; a few of them even got sun burnt! Once the job was complete, the team was rewarded with sweet, home grown *rambutans* from the garden.

The team also spent time with the children over lunch, and later, played a game of football

between the residents and KPMGians. The boys were so skillful; they beat the KPMGians flat with a score of 9-5! Cheers to our KPMG team for their effort, and also cheers to the young boys who won the game!



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