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SOCC GROUP QUATERLY CORPORATE NEWSLETTER
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2 YEARS IN, 8 YEARS TO GREATNESS



It's hard to believe that more than two years have already passed since SOCC Holdings was established, and we're excited to finally share what we've been working on behind the scenes.

Harnessing over 40 years of experience through SOCC Offshore, we're proud to introduce SOCC Vision 2030. Our vision is clear: to become a leader in three key areas — Food & Beverage, Training & Education, and Facility Management — across ASEAN and the Middle East by 2030.

At the heart of everything we do is our commitment to building a strong, united SOCC family, grounded in focus, trust, and passion. We believe in the power of collaboration and are committed to growing together as a team.

But Vision 2030 is more than just a business goal; it's a roadmap for transforming SOCC into a beacon of innovation and excellence. It's about elevating the standards of our industries, contributing meaningfully to the communities we serve, and ensuring sustainable growth for future generations. Together, with the shared drive to succeed, there is no limit to what we can achieve.

Now is the time for all of us to close ranks, leverage our strengths, and push forward as one to achieve our shared goal. Let's work together to turn SOCC into a global champion and make our Vision 2030 a reality!

AMIN AZNIZAN
GROUP MANAGING DIRECTOR

VISION SOCC 2030

Pioneering Excellence in ASEAN and the Middle East

SYEN SOFIAN . CORPORATE COMMUNICATION & BRANDING

At SOCC, our Vision 2030 outlines a bold and ambitious path to become the leading conglomerate in ASEAN and the Middle East. This vision embodies our commitment to innovation, sustainability, and social responsibility, aiming to redefine industry standards while enhancing societal wellbeing.

Vision 2030 is anchored by three key pillars: Food and Beverages, Facility and Assets Management, and Education and Advancement. Each sector has been strategically selected not only for its economic potential but also for its positive impact on communities. By delivering high-quality services and adopting innovative business models, we aim to set new benchmarks in every domain.

In the Food and Beverages sector, through SOCC Offshore Sdn Bhd and SOCC Catering Sdn Bhd, we have made significant strides. We are focused on expanding our offerings, emphasizing nutritional value and sustainability to meet evolving consumer needs.

SOCC Facility Management Sdn Bhd exemplifies our commitment to creating efficient, safe, functional and sustainable working environments. Our services leverage the latest technologies to exceed industry standards, contributing to economic growth and environmental sustainability as we expand throughout ASEAN and the Middle East.

In Education and Advancement, we have trained over a million individuals through partnerships, underscoring our dedication to empowerment. Our programs bridge skill gaps and foster innovation, preparing the workforce to navigate future challenges.

Strategic collaborations and partnerships are essential to Vision 2030. These alliances will allow SOCC to expand markets, exchange knowledge, and integrate technologies while promoting global growth and cultural integration.

At the core of Vision 2030 is our unwavering commitment to sustainability. By optimizing operations to reduce waste, conserve energy, and promote renewable resources, SOCC is setting a new standard in corporate responsibility.

As we move towards 2030, SOCC continues to foster a culture of excellence, innovation, and empowerment, actively shaping the future for a more prosperous and sustainable tomorrow.



PRECISION IN MOTION: WHETHER OFFSHORE OR ONSHORE, OUR TEAM COLLABORATES FLAWLESSLY TO DELIVER EXCEPTIONAL CULINARY EXPERIENCES.

CRAFTING PERFECTION, ONE DISH AT A TIME — WHERE ARTISTRY MEETS TASTE AT SOCC'S CULINARY MASTERY. OUR SIGNATURE UMAI DORY BRINGING A REFINED TASTE OF TRADITIONAL FLAVORS WITH A MODERN TWIST AND OUR DEDICATION TO OFFERING AN EXTRAORDINARY DINING EXPERIENCE.





GROUP UPDATES

EMBRACING DIGITAL TRANSFORMATION WITH LARK



YI YANG . IT

Our department is spearheading the digital transformation of our business by integrating Lark into our daily operations. This platform enhances collaboration, streamlines communication, and centralizes document management, making us more agile and efficient. We're leveraging Lark's cloud storage to ensure data accessibility, utilizing its task management tools for project oversight, and conducting seamless virtual meetings. This shift is not just about adopting new technology but rethinking how we work, simplify processes and procedures — empowering our team to further innovate, collaborate, and drive our business forward in the digital age.

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE



FAIZAL . SUSTAINABILITY

ESG has become a pressing international issue, with companies worldwide questioning how to implement these standards effectively. Is it a burden? Not necessarily. At its core, ESG can be as simple as minimizing food waste, a commitment that aligns with both environmental responsibility and operational efficiency.

In our catering business, we believe that reducing food waste is a straightforward yet impactful way to contribute to global sustainability efforts. By focusing on this area, we not only comply with international ESG expectations but also uphold our commitment to responsible and sustainable practices. Let's us simply start with the basics: don't waste food.

Cultivating Engagement and Joy: Our Holistic Approach to a Vibrant Workplace Culture

AZWAR . HUMAN RESOURCES

At SOCC, we believe in cultivating a vibrant work culture that seamlessly blends work and fun. This balance boosts morale and enhances engagement across all levels of our organization. To support this, we introduced two exciting new programs starting in early August 2024:

SOCC GROUP INTEGRATION PROGRAM HOLA

HOLISTIC ORIENTATION LEADERSHIP AGILITY

Holistic Orientation Leadership Agility (HOLA) is an innovative strategy aimed at fostering a dynamic and adaptive engagement culture within SOCC. As part of this pilot program, team members rotated through various outlets, gaining hands-on experience in both Front House and Back House operations. Each participant is allocated four hours in the field, observing and reporting, and getting involve on operational processes and to identify any areas for improvement.





HOLISTIC ORIENTATION LEADERSHIP AGILITY IN ACTION.

FUNatics SOCC

THE FUNATICS SQUAD Is introduced to infuse joy and excitement into the workplace. This program focuses on organizing lighthearted events and activities that enhances team bonding and alleviates stress. From themed office days to engaging outdoor events, it ensures that every team member felt valued and enjoyed their work environment, fostering a positive and energetic workplace culture.

In celebration of Malaysia's 67th Independence Day, we kicked off a special engagement initiative. Each Friday in August, we featured a menu inspired by dishes from different Malaysian states.

In addition to our ongoing activities, we organized a special movie day out where we watched "Takluk – Lahad Datu." The film features an elite multi-tasking special forces unit of the PDRM deployed to Sabah to tackle a national security threat. Besides highlighting the sacrifices made by authorities, the event was also a great way to support one of our own, Sam, who starred in the movie. Well done!

The grand finale was our Merdeka Eve celebration, where employees arrived in Merdeka-themed attire and took part in activities like quizzes, photo sessions, lyrics completion, and a rendition of "Negaraku."

Our GMD, En. Amin, also delivered his vision and expectations for the team.







MERDEKA CELEBRATION WAS CELEBRATED BY SOCC GROUP FROM THE MONTHS OF JULY TO SEPTEMBER WITH THE STARTING OF SARAWAK DAY, MERDEKA DAY AND MALAYSIA DAY.







IN CONJUCTION OF THE MERDEKA MONTHS CELEBRATION, THE WHOLE GROUP IN KL, KUCHING, MIRI AND KIJAL WENT OUT FOR MOVIE NIGHT.





The Ringgit's turnaround



ASYIKIN ABBAS . FINANCE

Recent months have seen the ringgit steadily rise to around RM4.28 against the USD. Early of the year, the headlines blasted the ringgit's perilous position with diminished value of the ringgit of which had slumped to an all-time low against the USD and SGD. The ringgit's turnaround has been impressive so far this year, from the worst versus USD to the best in Asia.

Turning back why ringgit was weakening is due to:

- Political instability
- The Sheraton move, the subsequent change of government and the threat of a constant change in government
- 1MDB's corruption scandal

Now let's look at what prompted the local note to rise. The reasons are:

- Bring back profit home policy for GLCs & GLICs
- Increase in FDIs by 13% in 1st Q2024
- Stronger exports
- Improvement in GDP
- Price stability i.e low inflation at 2%
- USD index and US treasury yields decreased
- Malaysia positive policy moves & attractive budgets

If ringgit gets stronger, we could be looking at a boost to the economy with cheaper imports and more affordable goods – basically, better living for everyone without breaking the bank. And hey, let's not forget the potential for a nice bump in our FOREX reserves.

Although maybe too soon to conclude, if this continues to rebound this validates the country's effective economic management. And who knows? This might just be the perfect moment for SOCC to go global, strengthen its market position, and give the group's profits a serious lift. Sounds like a win-win, right?

Crew Highlight

HERO OF THE WEEK! SYAZRIL & MUZAFAR.
2 of our devoted crews were awarded for their awareness towards SAFE ACT. The award was given by our client to encourage each person to report any unsafe act within the facility.





"Safe Man-Hour" is the total hours worked by employees of a company without Loss Time Injury (LTI). Cumulative "Safe Man Hours" as at October 2024 is **10,633,052.** This is a crucial indicator & a clear reflection of the cpmpany performance toward health & safety.

We sent our dedicated Camp bosses, Chief Cooks, Cooks, Bakers and HSE Officer to **Food Contamination & Complaints and Precautionary Measure Training.** This is to ensure the leaders at our operational locations are aware of the importance of food safety and food quality. There are procedures to look into in terms of delivering safe/quality products to meet client expectations.

Crew recruitment drive! We have been actively involved with **MYFUTUREJOB** program. This is a collaboration with **PERKESO.** We were invited to do the recruitment at Politeknik Mukah, Bintulu and Kapit. We were also involved with Hari Kerjaya TVET IKBN Miri Zon Borneo with IKBN and Karnival Kerjaya "Bintulu Youth Career Exhibition". All these efforts is to identify and recruit new talents to fulfil manpower needs offshore and onshore. The upcoming event will be Karnival Kerjaya Sarawakku Sayang Madani Rakyat Zone Sarawak 2024 in Miri.

WELCOME TO SOCC



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General Assistant



MOHAMAD RIZWAN BIN ABDUL KARIM
General Assistant



AHMAD AMIRUL AFIQ BIN MOHD ROFIDI
General Assistant



AZERY FARISHAM EDHAR
Chief Steward