

DESIGN

WorkBridge

WE ARE YOUR BRAND GUIDING TOOL

Unit A-5-5, Blk A, Plaza Mont Kiara
Jalan Kiara, Mont Kiara, 50480 Kuala Lumpur
Wilayah Persekutuan Kuala Lumpur

03•6211•3329
03•6201•6763



ABOUT US

Born in 2009 and we have no identity. Our focus is solely on you, our client. We immerse ourselves totally in your needs, delivering a fusion of visual identities, design experiences and digital solutions while pushing the edge of creative research.

We partner with our clients to identify the most successful way to tell their story, adopting groundbreaking approaches to every new creative challenge. Focused on details but passionate for landscapes, we enlist ideas and craft visions, always striving for excellence.

Guided by a strong knowledge base and a fluid allocation of talent, we provide cross-media solutions finely tuned to the culture of today and the vision of tomorrow.

This is where our value-add lies. As the lead creative direction in prestigious projects such as E-Corporate Governance for the Securities Commission and documenting the inception of SMART Tunnel, we have successfully achieved our clients' objectives.

Our name signifies what we do. We work. We work on bridging your mandate with real deliverables. At WorkBridge Design, no promises. We are just a small group of people who work very hard to deliver what we tell you we could.



OUR SERVICES

- Branding and Re-Branding Advertising Campaigns
 - ▀ Corporate Identity
 - ▀ Below the Line e.g Posters, Brochures, Leaflet, Bunting, Books, Sales Kit, Press Ad, Packaging, Advertorial, Annual Reports, Signages
- Creative Ad Writing, Corporate Writing, Script Writing
- Souvenirs Design and Sourcing
- Printing and Production Advisory Services



OUR CLIENT

- **Taylor's Education Group**
 - Taylor's University
 - Garden International School
 - Taylor's International School
 - SuperCamp / Quantum Learning
- **International Medical University (IMU)**
- **Zurich Insurance**
- **Clarks Malaysia**
- **Fonterra Brands Sdn Bhd**
 - Anmum
- **ApexPal**
 - Sakae Sushi
 - Senjyu Sushi
- **LubeWorld Holdings**
 - NASA Lubricants
 - Stopoil Lubricants
 - SenseLube
- **ELS Malaysia**
- **Audrey Sdn Bhd**
 - Audrey
 - Aimer
- **The Model Cook**
 - Daniel Green The Model Cook Series
 - SuperFood Series
 - Tasty Australia 2015 / 2016
- **AffinHwang Capital**
- **NHAM**
 - (National Heart Association Malaysia)
- **MidPoint Mall**
- **Green Grocer**
- **AnViet**
- **Pearson Education**
 - Edexcel
- **Jean Gan Academy of Ballet and Music**
- **Yin Ngai Musical Arts Association**

The 2015 Dean's Award honors with scholarship of up to \$100,000 those of Taylor's who have shown to provide exceptional leadership that you want to invest in the success of your own business.

For more information:

Taylor has two levels of Dean's Award	Taylor has two levels of Dean's Award
STEP 1 Eligibility: • Taylor's Freshman Rising Program • GPA of 3.0 or higher • Freshman or Sophomore	STEP 2 Eligibility: • Taylor's Freshman Rising Program • GPA of 3.0 or higher • Freshman or Sophomore • Taylor's Rising Program • GPA of 3.0 or higher • Freshman or Sophomore

Desired to learn more about your Dean's Award?

How to apply?

STEP 1
Eligibility
Freshman or Sophomore
GPA of 3.0 or higher

STEP 2
Eligibility
Freshman or Sophomore
GPA of 3.0 or higher

STEP 3
Eligibility
Freshman or Sophomore
GPA of 3.0 or higher

After your program into a degree program, and your scholarship is awarded, you will receive the Dean's Award.

Continuing from the Dean's Award, you will receive the Dean's Award. The Dean's Award is a scholarship that is awarded to students who have demonstrated exceptional leadership that you want to invest in the success of your own business.

Desired to learn more about your Dean's Award? You can find out more about your Dean's Award. If you have any questions about the Dean's Award, please contact the Dean's Award office. You can find out more about your Dean's Award. You can find out more about your Dean's Award.

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FAQs

- What is the Dean's Award?**
The Dean's Award is a scholarship that is awarded to students who have demonstrated exceptional leadership that you want to invest in the success of your own business.
- What are the benefits of the Dean's Award?**
The Dean's Award is a scholarship that is awarded to students who have demonstrated exceptional leadership that you want to invest in the success of your own business.
- How do I apply for the Dean's Award?**
The Dean's Award is a scholarship that is awarded to students who have demonstrated exceptional leadership that you want to invest in the success of your own business.
- What are the requirements for the Dean's Award?**
The Dean's Award is a scholarship that is awarded to students who have demonstrated exceptional leadership that you want to invest in the success of your own business.
- How do I know if I am eligible for the Dean's Award?**
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OVER 50%
of FRESH GRADUATES are
NOT OFFERED A JOB
despite their
ACADEMIC QUALIFICATIONS

Source: JobMarket.org

So, what are employers actually looking for?

Gives you what the employers want.

Taylor's University Liberal Arts Campus, 1000 University Blvd., Taylor, TN 37578
Tel: 615.339.7000, 615.339.7001, 615.339.7002, 615.339.7003, 615.339.7004, 615.339.7005, 615.339.7006, 615.339.7007, 615.339.7008, 615.339.7009, 615.339.7010, 615.339.7011, 615.339.7012, 615.339.7013, 615.339.7014, 615.339.7015, 615.339.7016, 615.339.7017, 615.339.7018, 615.339.7019, 615.339.7020, 615.339.7021, 615.339.7022, 615.339.7023, 615.339.7024, 615.339.7025, 615.339.7026, 615.339.7027, 615.339.7028, 615.339.7029, 615.339.7030, 615.339.7031, 615.339.7032, 615.339.7033, 615.339.7034, 615.339.7035, 615.339.7036, 615.339.7037, 615.339.7038, 615.339.7039, 615.339.7040, 615.339.7041, 615.339.7042, 615.339.7043, 615.339.7044, 615.339.7045, 615.339.7046, 615.339.7047, 615.339.7048, 615.339.7049, 615.339.7050, 615.339.7051, 615.339.7052, 615.339.7053, 615.339.7054, 615.339.7055, 615.339.7056, 615.339.7057, 615.339.7058, 615.339.7059, 615.339.7060, 615.339.7061, 615.339.7062, 615.339.7063, 615.339.7064, 615.339.7065, 615.339.7066, 615.339.7067, 615.339.7068, 615.339.7069, 615.339.7070, 615.339.7071, 615.339.7072, 615.339.7073, 615.339.7074, 615.339.7075, 615.339.7076, 615.339.7077, 615.339.7078, 615.339.7079, 615.339.7080, 615.339.7081, 615.339.7082, 615.339.7083, 615.339.7084, 615.339.7085, 615.339.7086, 615.339.7087, 615.339.7088, 615.339.7089, 615.339.7090, 615.339.7091, 615.339.7092, 615.339.7093, 615.339.7094, 615.339.7095, 615.339.7096, 615.339.7097, 615.339.7098, 615.339.7099, 615.339.7100, 615.339.7101, 615.339.7102, 615.339.7103, 615.339.7104, 615.339.7105, 615.339.7106, 615.339.7107, 615.339.7108, 615.339.7109, 615.339.7110, 615.339.7111, 615.339.7112, 615.339.7113, 615.339.7114, 615.339.7115, 615.339.7116, 615.339.7117, 615.339.7118, 615.339.7119, 615.339.7120, 615.339.7121, 615.339.7122, 615.339.7123, 615.339.7124, 615.339.7125, 615.339.7126, 615.339.7127, 615.339.7128, 615.339.7129, 615.339.7130, 615.339.7131, 615.339.7132, 615.339.7133, 615.339.7134, 615.339.7135, 615.339.7136, 615.339.7137, 615.339.7138

Dean's Award Campaign



A large poster for the Taylor's University Scholars Development Programme. The left side features a large, stylized letter 'A' composed of many small triangles in shades of yellow, orange, and red. Inside these triangles are numerous small, black-and-white portraits of diverse young people. To the right of the 'A' is the word 'Hello!' in a large, elegant, cursive script. Below 'Hello!' is a vertical red line, followed by the text 'SCHOLARS DEVELOPMENT PROGRAMME' in a clean, sans-serif font. At the bottom right is the Taylor's University logo, which consists of a stylized 'T' made of three vertical bars of increasing height, followed by the text 'TAYLOR'S UNIVERSITY' and the tagline 'Wisdom · Integrity · Excellence' in a smaller font.

Hello!

SCHOLARS
DEVELOPMENT
PROGRAMME

**TAYLOR'S
UNIVERSITY**
Wisdom · Integrity · Excellence

Scholars Development Programme Booklet

[illegible]

The image shows two overlapping copies of the 'Scholar Development Programme Booklet' from the Singapore American School. The booklet has a colorful geometric design on the left side with the word 'THEATRE' and a large number '2'. The main content includes sections on 'Scholar Initiated Projects', 'Scholarship Holders', 'Testimonials FROM SCHOLARS', and 'Scholarship Holders' profiles. It also features several photographs of students and a large photo of two girls standing in front of a wall with the number '2'.



PRIVATE UNIVERSITY in Malaysia*

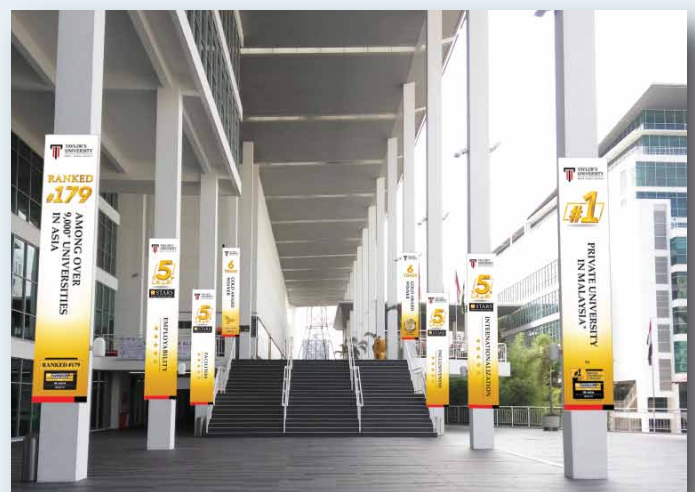
**Among non-GLC linked private universities*



2016 / 2017 QS #1 Motif and 5 Stars Motif Campaign Conceptualisation



2016 / 2017 QS Campaign - LDP Unipole Billboard



2016 / 2017 QS Campaign - In Campus Billboard and Pillar Buntings

client

TAYLOR'S UNIVERSITY

WorkBridge
DESIGN

Taylor's School of Communication
- Bachelor of Psychology





TAYLOR'S UNIVERSITY
WISDOM • INTEGRITY • EXCELLENCE

ABOUT TAYLOR'S UNIVERSITY

Since its inception in 1989, Taylor's has become one of Malaysia's most successful and reputable private higher education institutions. Taylor's has proven itself a premier educational institution for its students in terms of state-of-the-art study systems, inspiring curriculum and teaching methods, programme partnerships with leading international universities, strong industry linkages and award-winning facilities.

13

ACADEMIC FACILITIES

100,000 sq ft

80

UNDERGRADUATE & POSTGRADUATE PROGRAMMES

- Medicine
- Pharmacy
- Biotechnology
- Engineering
- Law
- Architecture
- Quality
- Computing
- Sampling

93%

EMPLOYABILITY RATE WITHIN 6 MONTHS UPON GRADUATION

GLOBAL CAMPUS COMMUNITY

17%

INTERNATIONAL STUDENTS FROM
24 COUNTRIES

20%

INTERNATIONAL STUDENTS FROM
83 COUNTRIES

OVER 250

PARTNER UNIVERSITIES ACROSS
6 CONTINENTS (45 COUNTRIES)



1ST

MASSIVE OPEN ONLINE COURSE (MOOC) IN ASIA IN 2013 WITH STUDENTS FROM **135 COUNTRIES**

OBTAINED MORE THAN 170

NATIONAL AND INTERNATIONAL RESEARCH GRANTS

WORLD CLASS STUDENTS' EXPERIENCE

TOP IN THE WORLD

- **RANKED 6TH IN THE WORLD FOR LEARNING CAREER ADVICE***
- **RANKED 7TH IN THE WORLD FOR LEARNING WORK EXPERIENCE***

*QS World University Rankings

TOP IN ASIA & MALAYSIA

- **RANKED 1ST IN EXPERIENCE FOR ASIA***

*QS World University Rankings

TOP IN MALAYSIA

- **RANKED 1ST IN EXPERIENCE FOR LIVING & SOCIAL***
- **RANKED 1ST IN EXPERIENCE FOR LEARNING***

*QS World University Rankings

*Source: QS World University Rankings (2014 & 2015)

STRONG CULTURE OF EXCELLENCE



EFMD EQUIS ACCREDITED
SINCE 2010



AACSB ACCREDITED
SINCE 2014



AMBA ACCREDITED
SINCE 2014



MALAYSIAN QUALITY STANDARD
SINCE 2014

www.taylors.edu.my/universiti

Taylor's School of Engineering
-SOMChE Event[illegible]

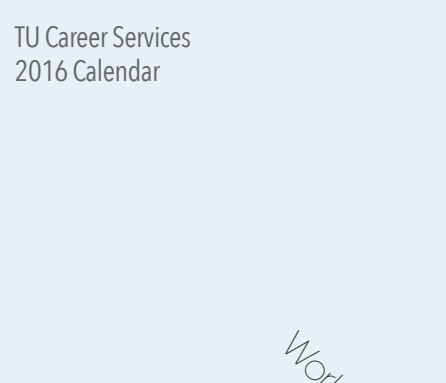
Taylor's University - QS EMD



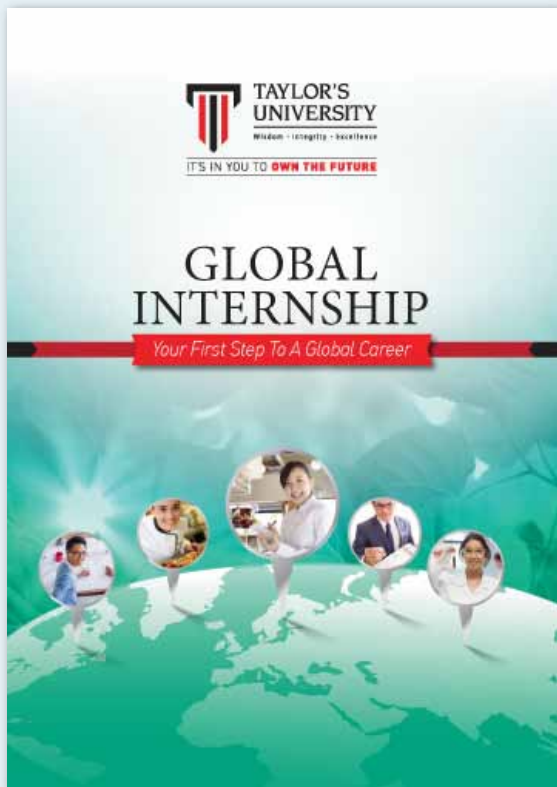
WorkBridge
DESIGN



TU Global Engagement - Global Strategy Booklet



TU Career Services 2016 Calendar



TU Career Services
- Global Internship Booklet



The logo for WorkBridge DESIGN, featuring the text "WorkBridge" in a large, light blue, sans-serif font, and "DESIGN" in a smaller, white, sans-serif font, all contained within a blue square.

[illegible][illegible]The logo for WorkBridge DESIGN, featuring the text "WorkBridge" in a large, light blue, sans-serif font, and "DESIGN" in a smaller, white, sans-serif font, both set against a dark blue square background.



Taylor's Graduate School
- SOM Postgraduate Programme



TU Taylor's World Class Scholarship

client

TAYLOR'S UNIVERSITY

WorkBridge
DESIGN



TU Lakeside Campus
- Wall Murals



Become the Future of Better Healthcare



INTERNATIONAL MEDICAL UNIVERSITY
MALAYSIA



IMU HIGH ACHIEVERS BURSARY 2016

The International Medical University is offering bursary worth up to **RM3 million** as part of the University's continuous commitment to strengthening its pursuit of academic excellence. Available for eligible students in the undergraduate studies commencing in September 2016.

The bursaries are valid for the following undergraduate programmes:

- Pharmacy
KPT/PT/18/272/16/0000000019
- Pharmaceutical Chemistry
KPT/PT/18/272/16/0000000018
- Medical Biotechnology
KPT/PT/18/272/16/0000000017
- Biomedical Science
KPT/PT/18/272/16/0000000016
- Dietetics with Nutrition
KPT/PT/18/272/16/0000000015
- Nutrition
KPT/PT/18/272/16/0000000014
- Psychology
KPT/PT/18/272/16/0000000013
- Chinese Medicine
KPT/PT/18/272/16/0000000012

LIMITED PLACES AVAILABLE
Check your eligibility today!

Terms and Conditions

- Bursaries are awarded based on the students' academic excellence and "social economic background".
- *Applicable to Pharmacy programme only.
- The award of the bursary will be at the sole discretion of the University.

+603 2727 7450 bursary@imu.edu.my www.imu.edu.my/bursary

INTERNATIONAL MEDICAL UNIVERSITY
KPT/PT/18/272/16/0000000011

126, Jalan Jalil Perkasa 19, Bukit Jalil, 57000 Kuala Lumpur, Malaysia

Become the Future of Better Healthcare



INTERNATIONAL MEDICAL UNIVERSITY
MALAYSIA

24 YEARS of Nurturing Medical and Healthcare Professionals

Since 1992, IMU has been nurturing medical and healthcare professionals of the highest caliber in Malaysia. IMU is not just any university. It is an innovative centre of learning that is entirely holistic in its approach and integrated in terms of education, research and healthcare.

Programmes:

- CENTRE FOR PRE-UNIVERSITY STUDIES**
 - Foundation in Science
KPT/PT/18/272/16/0000000018
- SCHOOL OF MEDICINE**
 - Medicine
KPT/PT/18/272/16/0000000019
 - Psychology
KPT/PT/18/272/16/0000000013
- SCHOOL OF PHARMACY**
 - Pharmacy
KPT/PT/18/272/16/0000000019
 - Pharmaceutical Chemistry
KPT/PT/18/272/16/0000000018
- SCHOOL OF HEALTH SCIENCES**
 - Dietetics with Nutrition
KPT/PT/18/272/16/0000000015
 - Nutrition
KPT/PT/18/272/16/0000000014
 - Biomedical Science
KPT/PT/18/272/16/0000000016
 - Medical Biotechnology
KPT/PT/18/272/16/0000000017
 - Chiropractic
KPT/PT/18/272/16/0000000012
 - Chinese Medicine
KPT/PT/18/272/16/0000000012
 - Nursing Science
KPT/PT/18/272/16/0000000011

2016 UPCOMING INTAKES Jul | Aug | Sep

Join us on a life-long journey of discovery and make a difference in the lives of others.

+603 2727 7450 start@imu.edu.my www.imu.edu.my

INTERNATIONAL MEDICAL UNIVERSITY
KPT/PT/18/272/16/0000000011

126, Jalan Jalil Perkasa 19, Bukit Jalil, 57000 Kuala Lumpur, Malaysia

Become the Future of Better Healthcare



INTERNATIONAL MEDICAL UNIVERSITY
MALAYSIA



药大学 奖学金

此奖学金以持续致意于加强大学的学术表现。此奖学金将开放给所有九月即将入学的本科班新生。

此奖学金只开放于以下本科班科系:

- Pharmacy
KPT/PT/18/272/16/0000000019
- Pharmaceutical Chemistry
KPT/PT/18/272/16/0000000018
- Medical Biotechnology
KPT/PT/18/272/16/0000000017
- Biomedical Science
KPT/PT/18/272/16/0000000016
- Dietetics with Nutrition
KPT/PT/18/272/16/0000000015
- Nutrition
KPT/PT/18/272/16/0000000014
- Psychology
KPT/PT/18/272/16/0000000013
- Chinese Medicine
KPT/PT/18/272/16/0000000012

名额有限 请从速确认申请资格

条款与条件

- 奖学金颁发将取决于申请人的学术成绩及社会经济状况。
- 仅限于药剂科系。
- 本大学持有所有对此项奖学金的决策权。

+603 2727 7450 bursary@imu.edu.my www.imu.edu.my/bursary

INTERNATIONAL MEDICAL UNIVERSITY
KPT/PT/18/272/16/0000000011

126, Jalan Jalil Perkasa 19, Bukit Jalil, 57000 Kuala Lumpur, Malaysia

Become the Future of Better Healthcare



INTERNATIONAL MEDICAL UNIVERSITY
MALAYSIA

CONGRATULATIONS TO ALL A-LEVELS GRADUATES OF METHODIST COLLEGE KL

A rewarding career in healthcare begins with a single step
YOUR JOURNEY STARTS HERE

PROGRAMMES:

- SCHOOL OF MEDICINE**
 - Medicine
FEB | AUG
KPT/PT/18/272/16/0000000019
 - Psychology
FEB | SEP
KPT/PT/18/272/16/0000000013
- SCHOOL OF DENTISTRY**
 - Dentistry
FEB
KPT/PT/18/272/16/0000000012
- SCHOOL OF PHARMACY**
 - Pharmacy
AUG | SEP
KPT/PT/18/272/16/0000000019
 - Pharmaceutical Chemistry
FEB | AUG | SEP
KPT/PT/18/272/16/0000000018
- SCHOOL OF HEALTH SCIENCES**
 - Biomedical Science
AUG | SEP
KPT/PT/18/272/16/0000000016
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AUG | SEP
KPT/PT/18/272/16/0000000017
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 - Nutrition
AUG | SEP
KPT/PT/18/272/16/0000000014
 - Chiropractic
FEB | AUG
KPT/PT/18/272/16/0000000012
 - Chinese Medicine
FEB | SEP
KPT/PT/18/272/16/0000000012

EXCLUSIVE for MCKL
Bring along this advertisement to enjoy the application fee waiver for all programmes* up to **RM150**
*Except Medicine and Dentistry

+603 2727 7450 start@imu.edu.my www.imu.edu.my

INTERNATIONAL MEDICAL UNIVERSITY
KPT/PT/18/272/16/0000000011

126, Jalan Jalil Perkasa 19, Bukit Jalil, 57000 Kuala Lumpur, Malaysia

IMU 2016 Press Ad - Brand Design Layout Revamp

WorkBridge
DESIGN

client
IMU



IMU PG Education Fair Booth Poster Design

IMU Alumni Bunting



client

IMU

WorkBridge
DESIGN

THE ELS DIFFERENCE

INTERNATIONAL PATHWAYS TO UNIVERSITY ACCEPTANCE

[illegible]

HOW CAN WE HELP?

We can provide you with a variety of advice to allow you to make an informed decision on where you should plan to undertake your studies. We can also help you with the application process, including writing your personal statement and preparing for the IELTS exam. We can also help you with the financial aspects of your studies, including finding scholarships and bursaries.

TRANSFER TO AN ENGLISH LANGUAGE CENTRE OVERSEAS

If you are unable to meet the entry requirements for your chosen university, we can help you transfer to an English Language Centre overseas. This will allow you to improve your English skills and prepare for your university studies. We can also help you with the application process and the financial aspects of your studies.

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UNIVERSITY PARTNERSHIPS

We have a list of university partners in the UK, the USA, and Australia. These universities are happy to accept students from our English Language Centres. We can help you with the application process and the financial aspects of your studies.

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ACREDITATION
The ELSC courses are fully accredited by the Malaysian Ministry of Higher Education.

ACADEMIC TEAM
The ELSC Academic Team is highly qualified and experienced in the field of English Language Teaching. The team consists of experienced teachers and trainers who have worked in various educational institutions and have a proven track record in delivering high-quality English Language Teaching programs.

PROGRAM STRUCTURE

PROGRAM STRUCTURE	
THEORY	EMPLOYMENT
DIPLOMA IN TESOL (18 MONTHS)	
100% / 100% / 100% / 100%	

DIPLOMA IN TESOL
THE ONLY DIPLOMA IN TESOL IN MALAYSIA
English For A Rewarding Teaching Career

ELSC
English Language Skills Centre

MINISTRY OF EDUCATION MALAYSIA
MQA

ELSC.edu.my

CONTACT US
Email: info@elsc.edu.my | Tel: 03-7331 1111

[illegible][illegible]

ELS Malaysia
- Diploma in TESOL Brochure

ELS[®] Language Centres

50
YEARS OF EXCELLENCE
1961 - PRESENT

A LEADER In English Language Instruction
Building on its 50 years of experience, ELS has developed its own unique curriculum, methodologies and proven teaching methods to help students master English quickly and effectively.

The Latest in LEARNING TECHNOLOGY
State-of-the-art ELS Language Technology Centres offer students opportunities to focus on language skills that need improvement using award-winning software.

Highly QUALIFIED Teachers
All ELS teachers are professional educators, highly qualified and experienced, and continuously trained on the best practices in ESL.

Harnessing UNIVERSITY PARTNERSHIPS
ELS provides one of the most recognized standards of English proficiency for university admission. Our partnership with leading Malaysian universities offers the best route for students to succeed in university.

OTHER PROGRAMMES OFFERED:

- CERTIFIED INTENSIVE ENGLISH PROGRAMME (CIEP)
- DIPLOMA IN TESOL
- IELTS/TOEFL TEST PREPARATION CENTRE

IELTS is the official test venue for TOEFL and IELTS

ELS AUTHORIZED TOEFL iBT CENTER **IELTS**

ENGLISH FOR UNIVERSITY SUCCESS

ELS[®] Language Centres

50
YEARS OF EXCELLENCE
1961 - PRESENT

ELS SCHOLARSHIPS
Enhancing English in Our Society

List of scholarships available:

- Tun Dr. Mahathir UPM - ELS Scholarship
- Tun Dr. Mahathir ELS - TESOL Internship
- ELS Diploma in TESOL Scholarship

ELS[®] Language Centres

50
YEARS OF EXCELLENCE
1961 - PRESENT

ELS SCHOLARSHIPS
Enhancing English in Our Society

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- Tun Dr. Mahathir ELS - TESOL Internship
- ELS Diploma in TESOL Scholarship

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50
YEARS OF EXCELLENCE
1961 - PRESENT

Email: info@els.edu.my
Facebook: ELSMalaysia
www.els.edu.my

01

ELS SCHOLARSHIPS
Enhancing English in Our Society

List of scholarships available:

- Tun Dr. Mahathir UPM - ELS Scholarship
- Tun Dr. Mahathir ELS - TESOL Internship
- ELS Diploma in TESOL Scholarship

ELS[®] Language Centres

50
YEARS OF EXCELLENCE
1961 - PRESENT

Email: info@els.edu.my
Facebook: ELSMalaysia
www.els.edu.my

02

ELS Malaysia
- Exhibition Panel

client

ELS MALAYSIA

WorkBridge
DESIGN

Affin Hwang Asset Management

Partnership Business Incentive Programme 2015

Out think. Out perform.



Affin Hwang Asset Management - Incentive Programme Booklet



MANAGEMENT



sales channels of Affin Hwang Asset Management since its inception in 2002, to achieve an AUM of RM5 billion through our collaboration in design that will propel this (capture more opportunities and create sustainable business with

breakup to help you and your team are committed to you and will ensure all of you are stronger

through 2015 and beyond. We are about to embark on another journey together and we are certain it will be an exciting one with even more success stories to share. We believe that there is more for Partnership Business to build and that greater things are yet to come.

"Believe in us. Believe in yourself. Believe that we can grow the business together."

2

CAMPAIGNS

Be rewarded as you grow with us.

INTRODUCTION TO Point System

Keep track of your eligibility and entitlement to rewards throughout the year.

Track your recognition with breeze and be rewarded with more attractive prizes with our new point system.



4

INCENTIVE TRIPS CAMPAIGN Regional Trip

Come and join us on a cruise away from the hustle and bustle of the city to the beautiful beaches.

CRUISE



5

INCENTIVE TRIPS CAMPAIGN International Trip

World Cup Champions and BMWs, there is no better combo? Join us as we travel to Germany!

GERMANY



INCENTIVE TRIPS CAMPAIGN Regional & International Trips

Why settle for one trip when you can get more?

	Recognition Points	UT Licensed Only (CSP and EPF cases)	UT & PRS Licensed (CSP, EPF and PRS)
Regional	500,000	20	10
International	2,000,000	20	10
Both	2,500,000	40	20



Unlimited Ticket Redemption

At Affin Hwang it's all about family! Redeem multiple tickets for your family and friends to join you!



It's a Partnership! Redeem tickets with combined group sales!

Calling all LEADERS! Be rewarded by building your Personal Group Sales (PGS)!

- SIC 1,250,000 points max contribution
- GM 2,500,000 points max contribution

* Personal sales of the leader is kept at 10% for the qualifying group for PGS.



The early bird gets the worm! Enjoy the fruits of your labour the FASTER WAY!

Challenge yourself to achieve 1,400,000 points between 1st January 2015 to 31st March 2015 and earn yourself a ticket to the International Trip.



Rookie Alert! 70% point recognition for all incentive trip!

Regional Trip : 350,000 points only!

International Trip : 1,400,000 points only!

7

client

AFFIN HWANG GROUP

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Affin Hwang Wealth & Asset Management - Product Booklet



AFFIN HWANG ASSET MANAGEMENT

"In this world, there was nothing scarier than trusting someone. But there was also nothing more rewarding."
- Brad Pitt

At Affin Hwang Asset Management, trust is the bedrock which our future is built on. In a world where trust is becoming increasingly rare, our sound foundation has allowed us to build and retain mutually beneficial, decade-long client relationships.

We have grown into one of the top players in the country for investment assets, with a consistent double-digit growth rate since 2001. Our long-only absolute return, fundamentals-based investment approach serves as a guiding principle that has proven itself resilient and successful in extremely volatile conditions.

Above all, we are driven to ensure that our clients' faith in us has been well placed. This simply means that our clients could potentially expect positive returns over the medium to long term investment horizon.

Just like it always has, trust carries the same weight today as it did hundreds of years ago, when trade and investment first began.

At Affin Hwang Asset Management, we are devoted to build the trust and faith you placed in us.

- Built on Trust -

AFFIN HWANG WEALTH & ASSET MANAGEMENT

OVER
RM 31.8 billion
ASSET UNDER MANAGEMENT
as of 30 June 2015

"an independent asset management firm started since 2001, specialises in customised solutions and investments"



Wealth management is more than just handling money and finances. It is ensuring we understand and respond to your life goals effectively in this complex financial world. The importance of good advice has never been more critical.

We work hard to understand your circumstances and your investment objectives. This allows us to structure portfolios with optimal balance between the management of risk and the need for required returns.

In Affin Hwang, our Wealth Management division starts out from our roots in asset management and is shaped by these 2 tenets:

Investment-led - Our strength in asset management drives us to provide responsibly yet innovative investment solutions.

Client-focused - Our priority to put clients' need first guides us to do the right thing as well as to deliver positive returns over time with managed risks.

Whether you are a High-Net Worth Individual (HNWI), family office or a corporate, we believe our wide range of product offerings would be able to meet your investment needs.

WEALTH PRESERVATION & DISTRIBUTION

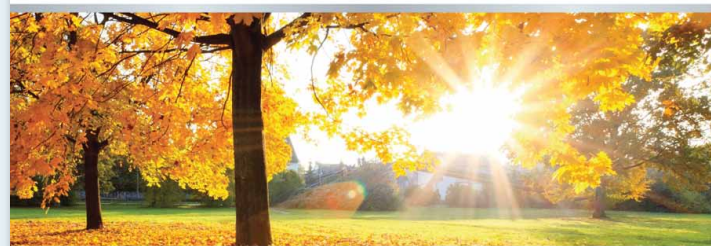
We believe that wealth is not only created by investing your savings but also by protecting your investment from unforeseen circumstances. When it comes to wealth management, protection is also an important aspect to consider in addition to building assets and wealth.

It is the foundation of any strong financial plan as it helps to protect you and your assets against the unexpected while ensuring the freedom for you to choose your financial outcome.

OTHER COLLABORATIVE OFFERINGS:

As part of the bigger Affin Hwang Investment Banking Group, we are able to add value where there are needs for investment banking solutions and share trading account.

EQUITY CAPITAL MARKET	DEBT CAPITAL MARKET	STRUCTURED LENDING	SHARE TRADING ACCOUNT
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WEALTH & ASSET MANAGEMENT



Outthink. Outperform.

AFFIN HWANG
CAPITAL

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Investment Group Investment Services Division
Suite 11-01, 11th Floor, Menara Kei Seng, 203 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia
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