

NEWSLETTER 2023

Q1 & Q2 - 2023



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A message from our Group Managing Director

The 1st and 2nd quarter of 2023 has been exceptional for Sunzen Group and I am honoured to reflect on our collective achievements and convey my heartfelt appreciation for your unwavering hard work.

It is my absolute pleasure to announce that our financial subsidiary, Finsource Credit (M) Sdn Bhd has achieved an astounding milestone from July 2019 until March 2023, by disbursing a total of RM64mil in loan. I believe that this should be a motivation for all of us to strive for further excellence.

Moreover, I am thrilled to share that Sunzen Group has achieved a remarkable milestone by surpassing our record for higher profits in 2022. This achievement is a testament to our unwavering commitment to excellence. I am truly excited about the promising trajectory that lies ahead for Sunzen Group's performance in the near future. Our projections indicate yet another substantial increase in profits, building upon the strong foundation laid in 2022. This success is due to our exceptional team of individuals who consistently dedicate themselves to ongoing efforts and strategic initiatives.

Throughout this year, we have faced various challenges that have tested our resilience, creativity and adaptability. Despite these challenges, we have continued to deliver high quality services to our clients, while prioritising the health and safety of our employees.

Looking forward, I am confident that we will overcome any obstacles that may come our way, as we continue to strive for excellence in all areas of our business while maintaining a trajectory of steady growth.

Thank you all for your full support and commitment to our organisation.

Sincerely,

Mr Teo Yek Ming
Group Managing Director

SPEECH

In the first half of the year, we dedicated ourselves to a series of investor relations activities that revolved around cultivating transparent communication and delivering timely updates. These endeavors were directed at bolstering engagement and transparency with our esteemed stakeholders.



Our continued commitment to embrace ESG principles to enhance long term value and potentially attract socially conscious investors is still in place. Sunzen's corporate social responsibility always aims to create a positive impact on the world, building trust with stakeholders and reinforcing our reputation as socially responsible corporate citizens.

Employee Engagement Activities

The company hosted an Annual Dinner to the employee to celebrate the new year, awarding the long service award recipients.



Annual Dinner2023

19 January 2023

The long service award was presented to loyal employees during our Annual Dinner together with celebrating the new year 2023.



Best Award to Foreign Worker

February - May 2023

Our foreign worker employees were awarded with the Best Well Kept Hostel on a monthly basis after conducting a bi-weekly inspection.

Employee Training

There are in-house training conducted by our own teams and also outsource trainers that were invited.



Fire Extinguisher Training

16 March 2023

A fun activity providing our team with the knowledge and skills necessary to effectively and safely use fire extinguishers to control small fires and prevent potential hazards.



Risk Control Training

18 May 2023

Our team went through a compulsory Hazard Identification Risk Assessment and Risk Control (HIRARC) training to understand the tools to identify workplace hazards, assess associated risks, and implementation of control measures, ensuring a safer working environment.



SOP Training

Standard Operation Procedures training are conducted by our internal team on monthly and quarterly basis. These Training will address the implementation of SOP and ensure all employee understand and practice the SOP.

Employee Medical Benefits



Health Screening

19 April 2023

Our company subscribed to an insurance package that offers health screening test upon request

Employee Estate Planning Benefits



Will Talk

28 April 2023

The company invited legal advisor to conduct a Will Talk to the employees to help employee who needs Will and Estate Planning.

Stay informed about Sunzen's dynamic endeavours. From innovative product launches and strategic expansions to impactful CSR initiatives, we're committed to driving growth and making a positive difference. Learn about our financial milestones, key partnerships, and upcoming events as we continue on our journey towards sustainable success.



VIV Asia 2023 @ IMPACT Bangkok

08 - 10 March 2023

Our team was honored to be joined by Dr. Charlie Elrod, President & CEO from Natural Biologics, emphasizing our commitment to excellence, innovation, and quality in the industry.



In-house Seminar

08 - 12 May 2023

Dr. Fernando Robert Yu, Animal Health Manager, East & Southeast Asia from Evans Vanodine International PLC, led the in-house seminar on Foam Cleaning & Disinfection methods for breeder farms, with our teams collaborating to provide valuable insights to poultry professionals.



Achieving FAMI-QS Certification

20 June 2023

Sunzen Corporation has achieved FAMI-QS certification, reinforcing our commitment to providing safe and superior feed additives, and we will continue to exceed expectations and build on this success.



《如何增加被动收入》 Sharing Event

15 February 2023

Mr Ching was the main speaker educating on how to increase passive income with over 200 attendees.



《“IPO & M&A 知多少”》 Educational Series

20 May 2023 (Saturday)

New video series hosted by Mr Ching sharing insights on the know-hows of initial public offerings and merger & acquisitions.



《老板理财》 Book Introductory Ceremony

23 May 2023

Finsource Credit is one of the proud sponsor of the new book release event by Nicholas Chu.



《8度空间》 Program Invitation

07 June 2023

Finsource Credit interviewed on 《8度空间》 featuring Mr Ching providing helpful recommendations on identifying the right company.



《金融与企业》 Educational Series

15 June 2023

Mr Ching presents entrepreneurial tips and tricks in all aspects from market analysis to business management.



CNY Roving Team 2023

01 - 15 January 2023

Roving team having booth at 150 stores in West Malaysia to promote CNY giftset.



CNY Offline Promotional Campaign

01 - 08 January 2023

CNY special promotion for CNY Gift Packs. Follow event schedule & drop by for FREE gifts



Guardian CNY Roadshow

09 - 15 January 2023

Ecolite collaborate with Guardian for a roadshow and offer good deals to customers at Mid Valley KL.



Promotional Campaign

08 - 14 February 2023

Offer 50% off for Bird's Nest with American Ginseng, White Fungus & Rock Sugar when customers make purchase from 08 February 2023 to 14 February 2023.



New Product Launching

06 April 2023

Ecolite Collagen Bird's Nest drink officially launched to the market.



Mother's Day Giveaway

04 - 10 May 2023 (Saturday)

Mother's Day giveaway five boxes of Ecolite Waist Tonic.



KOL Campaign

01 - 30 June 2023

KOL shared their experience about Ecolite Collagen Bird's Nest drink on social media.



Guardian Gaya Squad

23 June 2023

Guardian held an event called "Guardian Gaya Squad", Ecolite became one of the sponsor for this event