

CELEBRATE LIFE



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EDITORIAL NOTES

Dear Readers,

We started the year 2025 with vibrant celebrations and we're thrilled to share the latest highlights from AYER! The past few months have been filled with meaningful & impactful initiatives, and enriching experiences.

Our Annual Dinner 2025 was a memorable occasion, bringing AYERians together for a night of appreciation and camaraderie, strengthening the bonds that drive our collective success.

We embraced the festive spirit with our Chinese New Year Celebration at Bukit Puchong Sales Gallery. The event was brimming with lively decorations, interactive moments, and heartfelt wishes for the year ahead. It offered a wonderful opportunity for the Bukit Puchong community and guests to come together and celebrate this joyous occasion.

In keeping with AYER's cherished tradition, we continued our Mandarin Orange Festive Giveaway, sharing this symbol of prosperity and good fortune with our colleagues. This small yet meaningful gesture reflects our appreciation for AYERians and our wish for a year full of success and happiness.

Alongside our celebrations, we remained steadfast in our commitment to lifelong learning and ethical business practices. Our Learning & Development sessions equipped our teams with valuable skills, while the Anti-Bribery and Corruption (ABC) training for our plantation workers reinforced our dedication to integrity in all aspects of our work.

The Senior Management team visited Gali and Kretay Estates to assess developments and future opportunities. Key discussions focused on improving operations, sustainability and workforce management. The visit also marked the launch of new workers' quarters at Kretay Estate, enhancing employee welfare.

As part of our Corporate Social Responsibility (CSR) initiatives, AYER held its first Bubur Lambuk distribution, sharing 700 packs with the community near our gallery and Bazaar Ramadan Bukit Puchong. This initiative strengthened our local ties and reflected our commitment to giving back.

Thank you for being an integral part of our journey. Your feedback is vital to our growth, so please feel free to share your thoughts.

Here's to continued growth and new achievements ahead!

Editor

JANUARY & FEBRUARY 2025 BIRTHDAY CELEBRATIONS

A special celebration was held to honor our AYERians with birthdays in January and February 2025!

Wishing all our birthday stars from January and February a fantastic year ahead filled with happiness, success, and unforgettable moments!



AYER HOLDINGS BERHAD ANNUAL DINNER 2025



At our Annual Dinner 2025, AYERians set sail into a vibrant and unforgettable Hawaiian Night!

Dressed in colorful floral shirts and island-inspired attire, everyone embraced the spirit of Aloha.

With delicious food, exciting lucky draws, and lively performances, it was truly a night to remember!



LONG SERVICE AWARD

Congratulations to Ms. Nor Assalinah, Assistant Manager, Legal Department, on reaching a remarkable 5-year milestone with AYER!

Your dedication, expertise, and hard work have been invaluable to the team. We truly appreciate your contributions and look forward to many more years of success together.

Thank you for being an essential part of AYER's journey!



CHINESE NEW YEAR (CNY) CELEBRATION AT BUKIT PUCHONG SALES GALLERY

The festive spirit of Chinese New Year came alive at Bukit Puchong Sales Gallery as we welcome the Year of the Snake with a spectacular celebration!

The event brought together the Bukit Puchong community, business associates, guests and staff for a joyous occasion filled with tradition, prosperity and loads of cheers and happiness.

As we step into the new year, we look forward to continuing this journey together, embracing growth, success and new opportunities.



CHINESE NEW YEAR (CNY) FESTIVE GIVEAWAYS TO STAFF

Chinese New Year is a time of celebration and sharing.

At AYER, we continue the cherished tradition of sharing mandarin oranges, symbols of prosperity and success.

This meaningful gesture allows us to express appreciation and extend our best wishes for the year ahead.

May the new year bring abundance happiness and great achievements to all!



LEARNING AND DEVELOPMENT TRAINING

On 18–19 February 2025, AYER hosted the “Mastering the 7 Habits of Highly Effective Professionals” workshop at Bukit Puchong Gallery, led by Coach Rafi.

This engaging session introduced participants to the 7 key Habits that promote personal and professional growth. By applying these principles, participants learned how to improve productivity, enhance leadership, promote stronger teamwork, and cultivate a proactive mindset. The session provided valuable tools for developing habits that lead to long-term success and personal fulfilment.

By investing in continuous learning, AYER is dedicated to empowering our team with the skills needed to thrive in an ever-evolving business landscape.



ANTI BRIBERY & CORRUPTION TRAINING FOR PLANTATION FOREIGN WORKERS

The Plantation division teams had successfully conducted the Anti-Bribery and Corruption (ABC) training and a simple assessment for our plantation foreign workers, further reinforcing our commitment to integrity and ethical practices.

A sincere thank you to the Kretay & Gali team for their dedication in implementing and executing this critical sustainability initiative.

Together, we remain committed to upholding the highest ethical standards in all our endeavors as part of the Company's commitment to best practices.



SENIOR MANAGEMENT'S VISIT TO GALI ESTATE

The senior management team of AYER Holdings Berhad and the Sustainability department colleagues visited Gali Estate in Raub, Pahang to assess ongoing developments and explore future opportunities.

The site visit provided valuable insights into the estate's durian operations covering the mature and immature fields and on-ground discussions centered on durian cultivation progress, infrastructure enhancements, manpower planning and sustainability efforts. It reaffirms the company's commitment to strengthening Gali Estate's positioning in the durian industry while ensuring long-term growth and operational efficiencies.



SENIOR MANAGEMENT'S VISIT TO KRETAY ESTATE

The senior management team of AYER Holdings Berhad and colleagues from the Sustainability department made a recent visit to Kretay Estate in Kemaman, Terengganu for a site visit and discussions with the Kretay Estate team members on our palm oil cultivation and estate operations.

The interaction and discussions focused on reviewing key developments, from optimizing yields, work processes to enhancing sustainability practices and infrastructure upgrades. During the visit, the team met with on-ground personnel to better understand daily operations and the planning progress for the new office and ramp.

The visit also marked the launch of the new worker quarters which had been furnished with fixtures, furniture and amenities as part of the Company's commitment to improve living conditions and facilities for our estate workers.



CORPORATE SOCIAL RESPONSIBILITY: RAMADAN BUBUR LAMBUK DISTRIBUTION AT BUKIT PUCHONG

As part of our CSR and sustainability initiatives, AYER Bukit Puchong recently hosted its first-ever Bubur Lambuk distribution, uniting the community in the spirit of Ramadan.

We distributed 700 packs of Bubur Lambuk to the Muslim community near our property gallery and at Bazaar Ramadan Bukit Puchong, spreading joy and strengthening community bonds.

This initiative reflects our commitment to kindness, sharing, and meaningful engagement. We're grateful to everyone who participated and made this event even more special.

At AYER, we remain dedicated to preserving local traditions and deepening our connection with the community.



STAY TUNED

FOR MORE EXCITING NEWS



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