

RADIUM

Building Good. Illuminating Lives

Issue 4, Jul - Sept 2024

EMPOWERING COMMUNITIES



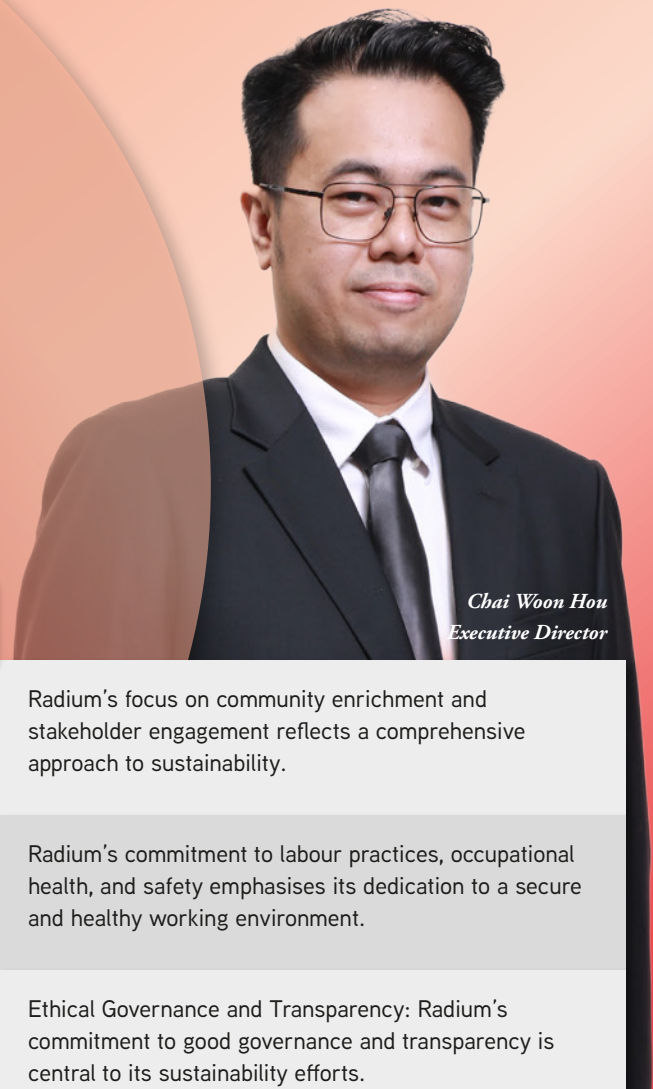
Sustainability &
CSR Malaysia Awards 2024

SUSTAINABILITY

We are
ALL
IN THIS
TOGETHER

CSR Malaysia

BUILDING GOOD: RADIUM'S COMMITMENT



Chai Woon Hou
Executive Director

OBJECTIVES OF THE COMPANY

Environmental Responsibility and Climate Resilience: Radium's commitment to reducing its environmental impact highlights a proactive approach to stewardship and climate resilience.

To enhance Radium Development Berhad's reputation and competitiveness as a trusted property developer committed to social welfare, environmental protection, and economic growth.

Radium's focus on community enrichment and stakeholder engagement reflects a comprehensive approach to sustainability.

Radium's commitment to labour practices, occupational health, and safety emphasises its dedication to a secure and healthy working environment.

Ethical Governance and Transparency: Radium's commitment to good governance and transparency is central to its sustainability efforts.

At Radium, our core philosophy behind sustainability and Corporate Social Responsibility (CSR) initiatives is rooted in the belief that success goes beyond business achievements—it's about the positive impact we create in the communities we serve. We firmly believe that "Building Good" is more than a tagline; it is a vision that guides our decisions and actions every day.

Our strategy revolves around identifying the most pressing needs of the community and aligning them with our values of sustainability, empowerment, and long-term impact. We focus on initiatives that foster education, healthcare, and environmental sustainability, aiming to ensure our efforts contribute to society's well-being and development.

In the past year, we have implemented several impactful community outreach programmes. A notable example is our collaboration with Tunku Abdul Rahman University of Management and Technology (TAR UMT) to establish the TARC-Radium Care Student Loan scheme, an interest-free loan initiative designed to enable deserving students to pursue their higher education aspirations. We have also supported Shelter Home for Children with financial contributions, in-kind donations, and facility upgrades at its Taman OUG residence, providing a safe haven for abused and neglected children. Additionally, our partnership with the National Blood Centre has seen us run multiple rounds of blood donation drives, helping to ensure sufficient, safe blood supply for patients in need.

We identify communities or causes to support through a comprehensive needs assessment process. This involves engaging with local leaders, conducting surveys, and collaborating with

NGOs to understand the specific challenges faced by different communities. By doing so, we ensure our initiatives are tailored to address the most critical issues effectively.

An example of an upcoming impactful CSR project is the construction of a RM850,000 solar-powered covered walkway linking the Taman Melati LRT station to the TAR UMT campus. This enhancement benefits not only university staff and students but also the local community, providing safer and more convenient access.

To ensure the sustainability and long-term success of our CSR projects, we integrate sustainability principles from the planning stages and work closely with local stakeholders to ensure continued relevance. We also have monitoring and feedback mechanisms in place to track progress and make necessary adjustments for sustained impact.

Looking ahead, Radium plans to scale up successful programmes and explore new areas where we can make a difference. We aim to increase our investment in sustainable development projects, and to continue positively contributing to the communities we operate in through our CSR and community outreach initiatives.

We are just at the beginning of this journey, and we intend to continue "Building Good" with every step we take. Together, we can create a lasting, positive impact. Let's keep building good, for our people and our communities.

An interview with Mr. Chai Woon Hou, Executive Director, Radium Development Berhad.

CSR JOURNEY



○ TARC-RADIUM CARE STUDENT LOAN



○ SHELTER HOME FOR CHILDREN



○ CSR PROGRAMME WITH ZOO NEGARA MALAYSIA



○ SAFETY TALK EVENT BY BOMBA MALAYSIA



○ PERTIWI SOUP KITCHEN PROJECT



○ BLOOD DONATION CAMPAIGN



2024



Radium was recognised as the Company of the Year (Property Development) Sustainability Leadership Award winner at the 9th Sustainability & CSR Malaysia Awards 2024. The award ceremony, officiated by Datuk Seri Dr. Noraini Ahmad, Deputy Minister of Women, Family and Community Development, recognised 60 companies for their exceptional efforts in sustainability and corporate social responsibility (CSR).

Radium's award highlights its commitment to sustainable development and community outreach. The company has

spearheaded various initiatives aimed at supporting underserved communities and integrating sustainability into its property development projects. Through its work, Radium has contributed to environmental preservation and social betterment, focusing on affordable housing and green development practices.

This award strengthens Radium's resolve to continue delivering innovative solutions that not only meet the needs of our customers but also contribute to the well-being of our communities and the environment.

HIGHLIGHT REWIND



#radiumdevelopment #rdb #BuildingGood @ OLD KLANG ROAD



Radium celebrated the official opening of the Radium Arena sales gallery, marking a key milestone in the Group's journey. The event was a momentous occasion, attended by media, partners, and stakeholders, all eager to preview this exciting new development that honours the past while embracing the future. The opening of the sales gallery is just the beginning, and we look forward to welcoming future homeowners to experience life at Radium Arena.

Stay connected!

RADIUM X

Introducing the RadiumX app, a forward-thinking platform crafted to redefine the future of smart community engagement. With its modern design and an array of dynamic features, RadiumX is poised to revolutionise how you interact with your community, earn rewards, and effortlessly manage your home. Aligned with our "Building Good" ethos, RadiumX not only enhances daily living but also fosters a stronger, more connected community.

EXPLORE IT NOW



Download on the
App Store

Get it on
Google play

Connecting
The
Dots

RADIUM ARENA

URBAN RESIDENCES

OLD KLANG ROAD

MORE THAN 30 LIFESTYLE FACILITIES



FREEHOLD



Prime
Location



Excellent
Connectivity



Versatile &
Functional Layouts



Mature
Neighbourhood



Artist's Impression

SHOW UNITS ARE NOW OPEN FOR VIEWING!

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RADIUM
BUILDING GOOD



StarProperty
AWARDS
2024
BEST RESIDENTIAL
DEVELOPER
STARPROPERTY
ALL-STAR AWARD
LISTED TOP 10

SUSTAINABILITY
CSR MALAYSIA
AWARDS
2024

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