

# ASCEND

# FEB 2025



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**AFFIN Axelerate**  
2028 Strategic Pillars  
Empowering Progress  
and Innovation

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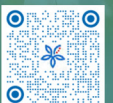
**Elevating Palates**  
Michelin-Starred Marvels  
in Kuala Lumpur

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**Celebrating  
Malaysian Style**  
Bayu Somerset | Seru  
| TudungPeople

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## A Golden Milestone: Reflecting on Our Journey and Looking Ahead to 2025

**A**s we embrace the year 2025, AFFIN proudly celebrates its 50th Anniversary—a Golden Jubilee that marks half a century of growth, resilience, and lasting relationships with our stakeholders, customers, and employees. This momentous milestone is a reflection of our unwavering commitment to innovation, excellence, and the trust placed in us over the decades.

Our iconic logo, inspired by the hibiscus—Malaysia’s national flower—symbolises AFFIN’s dedication to continuous progress and delivering Unrivalled Customer Service. This celebration allows us to honour our rich history while remaining focused on building a future defined by meaningful achievements.

At the heart of our journey is you—our valued customers. Your trust empowers us to redefine the banking experience, develop transformative solutions, and help realise your DREAMS and ASPIRATIONS. Every initiative we pursue, from enhancing our products and services to embracing cutting-edge technologies, is guided by our commitment to meeting your evolving needs.

Within this publication, you will find a curated collection of features designed to inspire and delight. From the exquisite offerings of a Michelin-starred restaurant in Kuala Lumpur (pages 13–14) to the refined sophistication of Else Kuala Lumpur (pages 15–16), the artistry of local craftsmanship by Seru, Bayu Somerset, and TudungPeople (pages 17–18),

and the groundbreaking design and performance of the Lotus Emira (pages 21–22), there is something to captivate every reader.

As we usher in the Chinese New Year, AFFIN proudly presents The Tale of Wang Shui’s Fortune Events with the inspiring tagline, “Luck is not by chance, but by choice”. This story reflects our belief in the power of a positive mindset and the right attitude to achieve success.

We hope you enjoy this edition and find inspiration in the stories and features within. Here’s to a prosperous, transformative, and fulfilling year ahead.

Happy reading!

# AFFIN AXELERATE 2028 Strategic Pillars

## Empowering Progress and Innovation

As AFFIN celebrates its 50<sup>th</sup> Anniversary, we are guided by three strategic pillars that define our path forward. These pillars embody our commitment to excellence, innovation, and sustainability. Together, they form the foundation for a transformative year ahead, focused on creating meaningful experiences and delivering value to our customers and communities.

### 1 UNRIVALLED CUSTOMER SERVICE

At AFFIN, we go beyond banking—we create exceptional, personalised experiences that redefine financial excellence. On 3<sup>rd</sup> September 2024, we launched AFFIN Diventium, our exclusive Private Banking segment designed to provide personalised wealth management and financial advisory services for Ultra-High-Net-Worth Individuals and their businesses.

Our commitment extends across every segment—consumer, corporate, and SMEs—ensuring that each customer benefits from our award-winning financial solutions. With exclusive promotions across cards, mortgages, hire purchase, and more, AFFIN Rewards Points, premium perks, and innovative offerings, we continue to set new standards in personalised banking, seamless convenience, and elite privileges.

### 2 DIGITAL LEADERSHIP

In an era defined by digital innovation, AFFIN is leading the way with a bold vision for technology-driven banking. The upcoming launch of our revamped mobile banking app, AFFINAlwaysX, will set a new standard for convenience and functionality.

Designed with the user in mind, AFFINAlwaysX will offer an intuitive interface, advanced features, and enhanced security, making it easier than ever for customers to manage their finances on the go.

### 3 RESPONSIBLE BANKING WITH IMPACT

In 2025, we will strengthen our commitment to sustainability, financial inclusion, and corporate social responsibility. Our commitment to responsible practices is reflected in our goal to surpass the sustainable financing target of 15% of all loans and financing.

This aligns with AFFIN’s commitment to supporting projects that have a positive impact on the environment and society. AFFIN is proud to be the first financial institution to partner with Landasan Lumayan Sdn Bhd and The Ocean Cleanup initiative, utilising the Interceptor to clean the Klang River. This impactful project was recognised by the Association of Banks in Malaysia for its ESG initiatives. Furthermore, AFFIN was included in the FTSE4Good Bursa Malaysia Index for the first time in December 2024.

# Awards in 2024: A Testament to Excellence

2024 was a landmark year for AFFIN, filled with accolades that showcase our dedication to excellence, innovation, and sustainability. These awards highlight the significant strides we've made across various sectors, reinforcing our position as a leader in the financial industry.

## Global Recognition for ESG Leadership



### ESG A Rating by MSCI

Recognised as one of the world's largest providers of ESG indices, MSCI awarded AFFIN an ESG A Rating, cementing our commitment to sustainability and responsible banking.

## ESG-Driven Accolades



### Life Below Water and Life on Land (Champion) Award

AFFIN's sponsorship of the Interceptor 002 was honored at the ABM 50th Anniversary CSR Awards 2024, showcasing our commitment to preventing plastic waste in Malaysian rivers.

## Asian Experience Awards



Malaysia Product Experience of the Year - Banking

Malaysia Brand Experience of the Year - Banking

## Industry Accolades



### Best SME Bank

Honoured at the 100 Most Influential Young Entrepreneurs (MIYE) Awards 2024 for our exceptional support to small and medium enterprises.

Industry Excellence in Innovative Payment Solutions  
Awarded by The Leaders Online at MALAYSIA TOP ACHIEVERS 2023 for our groundbreaking advances in payment technologies.



### AFFIN GROUP IN FTSE4GOOD BURSA MALAYSIA INDEX SERIES

AFFIN has officially been included in the FTSE4Good Bursa Malaysia Index series, a globally recognised benchmark for companies excelling in ESG Performance.



### Fortune Southeast Asia 500

AFFIN is proud to be listed in the inaugural Fortune Southeast Asia 500, reflecting our growth and vision to be Malaysia's Most Creative and Innovative Financial Company.



### Fortune Most Powerful Women Asia 2024

Affin Bank's Group CFO, Joanne Rodrigues, earns a spot on Fortune's Most Powerful Women Asia 2024, celebrating her leadership, strategic vision, and pivotal role in the Bank's transformation and growth.



### Top 50 Excellence Awardees

At the NACGSA, AFFIN was named a Top 50 Excellence Awardee by MSWG for its governance and sustainability excellence.



AFFIN BANK is honoured to receive the BrandLaureate Global Banking & Finance Awards 2024 for Wealth Management Services.



### Best Major Building Project

Menara AFFIN @ TRX was honored for its eco-friendly design and innovation at the 2024 MCIEA by CIDB Malaysia.

## The Triple A Asset Awards



- Best Islamic Syndicated Loan - Renewable Energy Malaysia
- Best Sustainability Sukuk Healthcare
- Best New Sukuk Malaysia
- Best Islamic Retail Bank Malaysia



### Best Retail Brokerage in Malaysia

Affin Hwang Investment Bank Berhad Bags Prestigious CME Group Awards for Innovative Broker and Broker Program Key Partner

# Events Highlight

## Transforming Partnerships, Driving Innovation

### A Landmark Partnership:

## SARAWAK GOVERNMENT BECOMES AFFIN'S LARGEST SHAREHOLDER

The Sarawak Government, through its wholly-owned subsidiary SG Assetfin Holdings Sdn Bhd (SAH), has officially concluded the Share Purchase Agreement (SPA) of AFFIN shares previously held by Lembaga Tabung Angkatan Tentera (LTAT) and Boustead Holdings Berhad. This monumental transaction positions the Sarawak Government as the largest shareholder in AFFIN, with a 31% stake, a significant leap from its earlier 4.81% ownership.

AFFIN's unwavering commitment to innovation and progress was evident throughout 2024. The year was marked by pivotal developments that solidified our position as a leading financial institution. From transformative partnerships to forward-thinking initiatives, these milestones underscore our dedication to excellence and sustainable growth.

### SALE PURCHASE AGREEMENT BETWEEN SARAWAK GOVERNMENT & LEMBAGA TABUNG ANGKATAN TENTERA

Witnessed by

THE RIGHT HONOURABLE  
Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari  
Bin Tun Datuk Abang Haji Openg  
Premier of Sarawak

27 SEPTEMBER 2024 | SHERATON KUCHING HOTEL



This strategic investment not only strengthens Sarawak's financial foothold but also reinforces AFFIN's stature as a premier financial institution in Malaysia. The collaboration underscores AFFIN's commitment to delivering unrivalled customer service and its ambition to drive transformative growth.

### Propelling Malaysia Forward - Penang Series:

## AFFIN's Penang Conference Sparks Strategic Growth Discussions



AFFIN Group proudly hosted the second edition of its Propelling Malaysia Forward Conference 2024 - Penang Series, held at Marriott Hotel in Penang. This significant event convened over 300 industry leaders and executives to deliberate on the nation's economic future and explore strategies for sustainable growth.

The conference showcased AFFIN's commitment to fostering collaborative partnerships between public and private sectors, focusing on domestic direct investment, foreign investment attraction, and the development of new economic ecosystems. Expert-led panel discussions and interactive sessions provided actionable insights, ensuring attendees left with a deeper understanding of Malaysia's evolving economic landscape. The conference was graced by the Minister of Finance II, YB Senator Datuk Seri Amir Hamzah Azizan.

### Powering the Future:

## AFFIN'S COMMITMENT TO EV INFRASTRUCTURE

In a groundbreaking move towards sustainable mobility, AFFIN Group, in collaboration with Auto Bavaria, has expanded Malaysia's electric vehicle (EV) charging infrastructure. This strategic partnership marks a pivotal moment in supporting the nation's transition to eco-friendly transportation solutions while aligning with both organisations' Environmental, Social, and Governance (ESG) commitments.



Located at Menara AFFIN in the prestigious Tun Razak Exchange (TRX), the newly installed charging stations include seven Alternating Current (AC) chargers and one Direct Current (DC) charger. These installations not only provide essential facilities for EV users but also underscore AFFIN's dedication to fostering a sustainable and forward-thinking mobility ecosystem.

### Unlocking Opportunities:

## 1st Annual Johor Investment Summit 2024

Co-sponsored by AFFIN and DBS, the inaugural Johor Investment Summit 2024, hosted by JCORP in Singapore, spotlighted Johor as a strategic gateway to Southeast Asia. The event brought together investors, policymakers, and business leaders to explore the Johor-Singapore Special Economic Zone (JS-SEZ) and investment opportunities in data centres, infrastructure, transportation, and talent development.



As a co-sponsor, AFFIN underscored its commitment to fostering regional economic growth. By supporting initiatives like the JS-SEZ, AFFIN continues to position itself as a key partner in driving Malaysia's investment potential and economic integration within the region.

Elevating the Spirit of Badminton:

# AFFIN RENEWS PARTNERSHIP WITH BAM



This collaboration includes AFFIN's role as a joint title sponsor for the BAM flagship junior development programme, the AFFIN 100 Plus Junior Elite Tour. This initiative, which features tournaments nationwide, serves as a vital platform for identifying and developing young talent, instilling in them a spirit of sportsmanship and dedication.

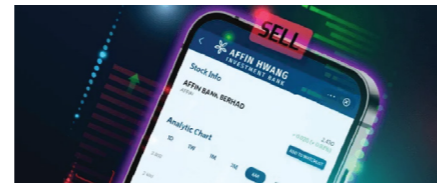
Furthermore, the AFFIN logo will continue to adorn the national team's tournament shorts and training jerseys, symbolising the Group's unwavering support for Malaysian badminton on both local and international stages.



AFFIN Group proudly announces the renewal of its three-year partnership with the Badminton Association of Malaysia (BAM), further cementing its position as a steadfast supporter of Malaysia's national sport. As the Official Bank Partner of BAM, AFFIN reaffirms its commitment to fostering excellence in badminton while nurturing the next generation of champions.

Breaking Barriers in Trading:

# AFFIN HWANG Partners to Launch e-Trade on TNG eWallet



e-Trade simplifies the stock trading experience by enabling users to invest directly through their eWallet while utilising educational resources from MyBURSA to make informed decisions. By combining accessibility with user-friendly tools, the platform is set to redefine how Malaysians engage with equity investments, fostering financial inclusion and confidence in the market.

This partnership is a testament to AFFIN HWANG's commitment to breaking barriers in financial technology and creating seamless investment opportunities for all.



In a groundbreaking development, Bursa Malaysia Berhad, TNG Digital Sdn. Bhd., and Affin Hwang Investment Bank Berhad have launched e-Trade, the first equities market trading feature integrated into the TNG eWallet. This innovative feature marks a pivotal step towards democratising access to stock market trading and empowering a wider audience of investors.

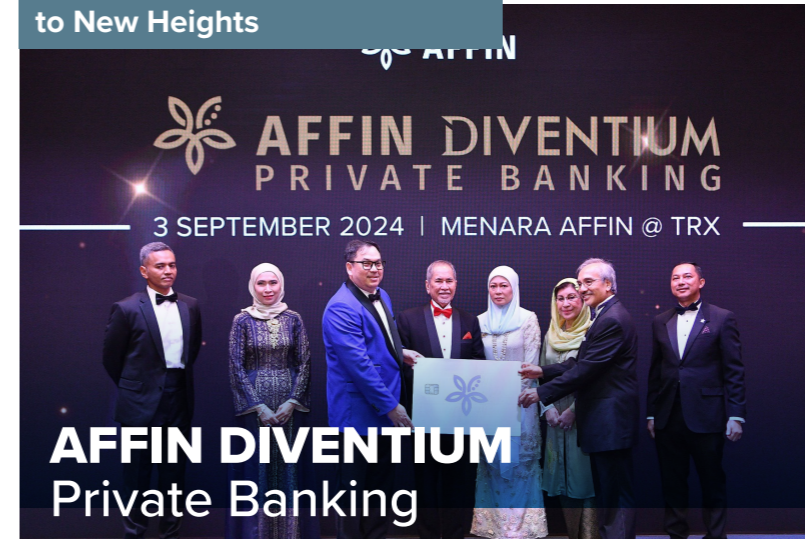


# AFFIN HWANG INVESTMENT BANK BERHAD LAUNCHES MALAYSIA'S FIRST COMMODITY FUTURES STRUCTURED WARRANTS

Affin Hwang Investment Bank Berhad has achieved a significant milestone with the launch of Malaysia's first Commodity Futures Structured Warrants. This innovative product is designed to cater to a diverse and sophisticated investor base, providing new opportunities to gain exposure to commodity markets, particularly Crude Palm Oil Futures (FCPO).



Elevating Wealth Management to New Heights



AFFIN has also introduced its Luxurious Asset Financing, which provides access to premium options and enables clients to acquire and manage high-value assets, such as yachts, with ease and flexibility.

The event was graced by Tuan Yang Terutama Yang Di-Pertua Negeri Sarawak Tun Pehin Sri Dr. Wan Junaidi bin Tuanku Jaafar and Yang Amat Berbahagia Toh Puan Fauziah Binti Mohd Sanusi. AFFIN DIVENTIUM offers a comprehensive range of banking services tailored to meet the unique needs of our ultra-high-net-worth clients. From everyday banking and investment management to sophisticated corporate banking and long-term financial planning, AFFIN is committed to providing personalised solutions to the clients.



# A Journey Through Time Key Milestones

## 50 Years of “Always About You”

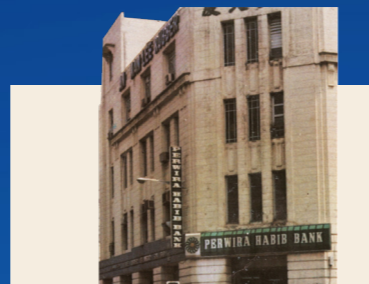
Celebrating five decades of unwavering commitment to excellence, AFFIN marks its Golden Jubilee with pride and gratitude. Since its establishment on 23 October 1975, AFFIN has been dedicated to delivering exceptional financial services and fostering meaningful relationships with its customers.

This milestone offers an opportunity to reflect on our journey, celebrate our achievements, and look forward to a future of innovation and progress.



### 1975

Established in Malaysia on **23 October 1975**. A joint venture between Lembaga Tabung Angkatan Tentera (LTAT), SPK Berhad and Habib Bank Limited.



### 1983

A fresh change of management and the integration of the stylised bunga raya **revolutionised the brand**. An embodiment of our Malaysian roots.



### 1994

The evolution to Perwira Affin Bank on **21 April 1994** solely owned by **Affin Holdings**. A key milestone in the Affin Bank we witness today.



### 2000

The birth of Affin Bank Bhd followed by the amalgamation with BS Commercial Bank (M) Bhd on **30 August 2000**.



### 2025

Menara AFFIN @ TRX marks a new chapter as AFFIN moves its headquarters to the heart of Kuala Lumpur's vibrant Tun Razak Exchange (TRX), Malaysia's premier financial district. This strategic relocation strengthens the bank's presence at the center of the country's financial landscape, reflecting its commitment to growth and innovation in a world-class business hub.



**AFFIN BANK**

### 2020

AFFIN introduced its Triple Banking branch to represent its organisational Metamorphosis Journey to transform and emerge as the **Most Creative and Innovative Financial company in Malaysia**.



### 2005

**“Banking Without Barriers”** was engineered with the merger of AC Finance Bhd on **1 June 2005**, leading to the formation of Affin Islamic Bank Bhd on **13 September 2005**. The logo was refreshed to bring us forward into the new millennium.

# CHIEF MINISTER OF PENANG USHERS IN THE LUNAR NEW YEAR WITH AFFIN GROUP



The Chief Minister of Penang, YAB Tuan Chow Kon Yeow, joined AFFIN Group in celebrating the Chinese New Year 2025 at the Penang Marriott Hotel on 8 January 2025.

The event marked an evening of reflection on Penang's progress, a celebration of partnerships, and aspirations for the future.



In his address, YAB Tuan Chow Kon Yeow highlighted Penang's remarkable milestones across multiple sectors, reinforcing the state's position as a key driver of Malaysia's economic growth.

### 1. Manufacturing and Services Sectors:

Penang, often called the "Silicon Valley of the East", continued to excel with approved investments amounting to RM22.6 billion as of the third quarter of last year. Of this, RM12.1 billion came from manufacturing and RM10.4 billion from services, underscoring investor confidence in our state's potential.

### 2. Tourism and Hospitality Sectors:

With a resurgence in travel, the Penang International Airport recorded 6.81 million arrivals from January to November, marking a 7.88% increase compared with the same period in 2023. Meanwhile, our cruise tourism welcomed 415,058 international tourists at the Swettenham Pier Cruise Terminal (SPCT) from January to October, solidifying Penang's position as a premier destination for culture, heritage, and cuisine.

### 3. Digital and Green Economy:

Penang's trajectory as a leader in innovation is increasingly shaped by the digital and green economy, which have become pivotal drivers of our growth. Emerging sectors such as artificial intelligence, renewable energy, and sustainable urban development are not only redefining the state's economic landscape but also positioning Penang as a national and regional pioneer in digital transformation and environmental sustainability.



Looking ahead, 2025 promises to be a pivotal year for Penang, with the launch and continuation of several transformative mega-projects under Federal and State Government initiatives, namely:

### 1. Penang Light Rail Transit (LRT) Project:

A key initiative of the Penang Transport Master Plan, this project will enhance connectivity, reduce traffic congestion, and improve liveability for residents and visitors.

### 2. Penang Silicon Island Project:

This visionary development will integrate sustainability, innovation, and world-class infrastructure, creating economic opportunities, jobs, and a global hub for high-value industries.

### 3. Penang International Airport Expansion:

This Federal initiative will significantly increase passenger and cargo capacity, further boosting Penang's tourism, hospitality and logistics sectors.

### 4. Penang Silicon Design @5km+:

Focused on advancing microchip design and R&D, this initiative strengthens Penang's position as a global leader in technology and innovation.

"We have many development projects, and I have asked the Chairman and Chief Executive Officer (CEO) of Affin Bank to immediately establish a regional office here, not just to increase the number of branches.

"We also want AFFIN BANK managers in Sarawak to be given the authority to approve loans at a certain level without having to wait for approval from the headquarters in Kuala Lumpur".



### Driving Economic Growth Through Strategic Collaborations

Penang remains steadfast in its commitment to building a sustainable, inclusive, and globally competitive economy. This vision is exemplified by ongoing transformative projects that showcase the state's dedication to innovation, resilience, and collaboration. Public-private partnerships are central to this effort, with organisations like AFFIN Group playing an instrumental role in driving progress.



Penang's economic success is deeply rooted in the strength of its business ecosystem, which encompasses small and medium enterprises (SMEs), innovative startups, and multinational corporations. These entities collectively fuel the state's economic dynamism and resilience. AFFIN's contributions have been pivotal in nurturing this ecosystem through initiatives such as:

- Customised financing solutions for SMEs, enabling businesses to expand operations and foster innovation.
- Support for sustainability-focused projects, aligning with Penang 2030's vision of a balanced and green economy.
- Tailored advisory services for high-value industries, empowering businesses with the insights and resources needed to succeed in the global arena.

These efforts not only empower businesses but also enhance economic inclusivity and resilience, ensuring sustainable growth that benefits all stakeholders.

As Penang continues to attract investments and strengthen its leadership in high-value industries, the collaboration of all stakeholders remains critical. AFFIN Group and other key players are encouraged to sustain their efforts in building a thriving future for the state, the nation, and its people.

# CHINESE NEW YEAR DINNER

## THE CHRYSALIS AWAKENS: A YEAR OF GROWTH

17 February 2025 | Sheraton Kuching Hotel

### AFFIN Wraps Up Chinese New Year 2025 Dinner Series in Sarawak A Grand Finale Celebrating Growth and Prosperity

17 February 2025

AFFIN's Chinese New Year 2025 Dinner Series culminated in Kuching, marking a night of celebration, unity, and economic optimism. Held under the theme "The Chrysalis Awakens: A Year of Growth," the event reflected AFFIN's vision of transformation and long-term progress.

Graced by YAB Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Openg, Premier of Sarawak, along with key dignitaries, the evening highlighted Sarawak's commitment to strengthening its business and financial landscape.

In his keynote address, the Premier of Sarawak reaffirmed the state's bold aspirations for 2025, highlighting economic innovation, business expansion, and financial resilience as key drivers of future growth. He emphasised that Sarawak's development is powered by SMEs, investors, and global partnerships, all playing a crucial role in shaping a more dynamic and sustainable economy.



Reinforcing the Premier's acknowledgment of AFFIN Group's role in driving Sarawak's economic growth, AFFIN remains unwavering in its commitment to empowering businesses through:

- Tailored Financing Solutions – Providing SMEs with strategic financial support to scale, innovate, and thrive in competitive industries.
- Sustainability-Focused Initiatives – Driving green financing and responsible investments that align with Sarawak's vision for a sustainable and prosperous future.
- Strategic Advisory Services – Equipping businesses with expert financial guidance and market insights to navigate global economic shifts with confidence.

Through these initiatives, AFFIN Group continues to be a catalyst for economic resilience, sustainability, and long-term progress in Sarawak.



#### SABAH



21 January 2025

#### JOHOR



15 January 2025

#### KUALA LUMPUR



13 February 2025

# The Ultimate Terengganu Island Escape: A Paradise for Every Traveller

Terengganu is home to some of Malaysia's most breathtaking islands, each offering a unique experience. Whether you're a thrill-seeker, a history buff, or simply looking for a serene getaway, there's an island in Terengganu waiting to be explored. From pristine beaches and marine adventures to rich cultural heritage, here's your guide to the best island experiences in Terengganu.

## Pulau Perhentian The Perfect Island Playground

Pulau Perhentian is the ultimate destination for budget travellers and adventure seekers looking for an exciting island escape. With its stunning turquoise waters, affordable accommodations, and buzzing beach bars, this island is perfect for those who want to mix adventure with social experiences. The island consists of Perhentian Kecil (ideal for backpackers) and Perhentian Besar (for families and honeymooners).



### Must-Do Experiences:

- Snorkel alongside turtles and reef sharks at Turtle Bay
- Hike to Windmill Point for a breathtaking panoramic view
- Experience fire shows and beachside barbecues at Long Beach



## Pulau Kapas Malaysia's Hidden Paradise of Silk-Smooth Sands

For those in search of soft, powdery sands and crystal-clear waters, Pulau Kapas is a dream come true. Known for its quiet charm and untouched beauty, this island offers some of the most pristine beaches in Terengganu, making it a perfect retreat for beach lovers.

### Must-Do Experiences:

- Sink your toes into the softest white sands in Malaysia
- Witness the mesmerising bioluminescent plankton glowing at night
- Kayak to nearby Pulau Gemia for a private beach experience

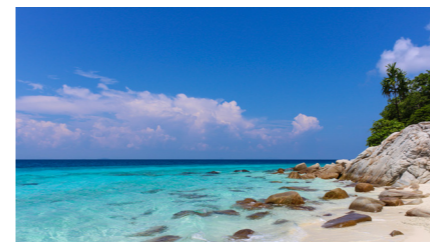


## Pulau Redang Where Turtles Roam the Seas

One of Malaysia's largest and most luxurious islands, Pulau Redang is a haven for marine conservation, particularly for green turtles. The island is part of the Redang Marine Park, ensuring protection of its rich marine biodiversity. It's an excellent choice for snorkelling, diving, or just indulging in a luxurious beachfront escape.

### Must-Do Experiences:

- Snorkel with turtles at Teluk Dalam Beach
- Stay in a high-end resort with a private beach
- Dive at Tanjung Tokong, one of Malaysia's richest coral reef sites

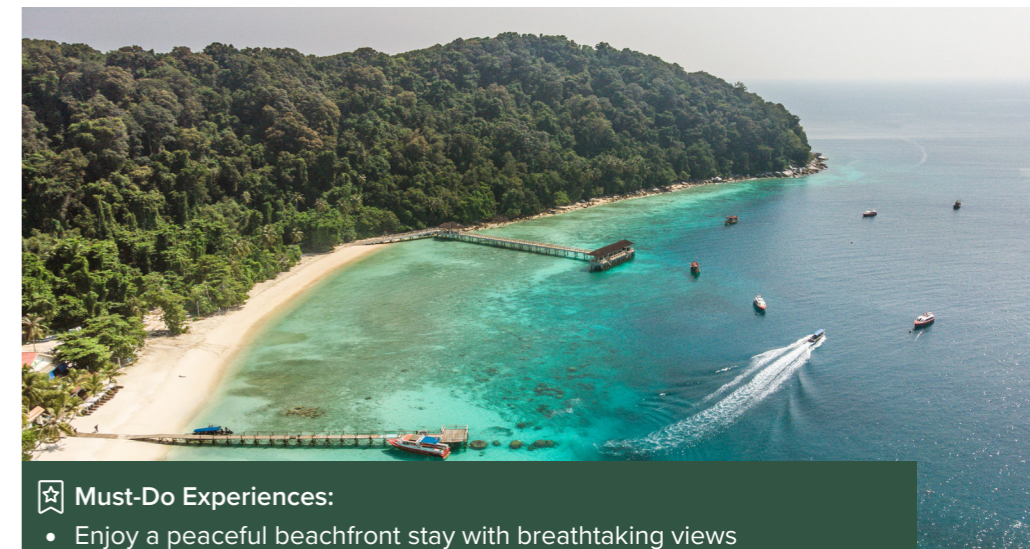


## Pulau Lang Tengah The Island of Tranquillity

For travellers seeking peace and exclusivity, Pulau Lang Tengah is a secluded paradise. Nestled between Redang and Perhentian, this small island boasts serene beaches, crystal-clear waters, and only a handful of resorts, making it an ideal hideaway for honeymooners and solitude seekers.

### Must-Do Experiences:

- Enjoy a peaceful beachfront stay with breathtaking views
- Indulge in a candlelit dinner under the stars
- Snorkel at Blue Coral Bay for vibrant marine life



# ELEVATING PALATES

## Michelin-Starred Marvels in Kuala Lumpur

Kuala Lumpur's culinary scene has ascended to dazzling new heights with the addition of two exceptional dining establishments to the 2025 MICHELIN Guide. Chim by Chef Noom and Molina KL are the latest stars in this ever-evolving gastronomic constellation, celebrating the artistry of fine dining and solidifying the city's reputation as a global culinary destination.

Chim by Chef Noom reimagines Thai heritage cuisine with a modern twist, while Molina KL crafts European fine dining with Nordic and Asian influences. These MICHELIN-starred gems epitomize culinary passion and innovation, redefining fine dining in Malaysia with their unique stories, extraordinary flavours, and artistry on the plate.



**Chim by Chef Noom**  
@chimbychefnoom

★ A Symphony of Thai Tradition and Modernity

🕒 First seating at 5:30pm  
Last seating at 8:30pm

📍 L2-03, TSLAW Tower, 39, Jalan Kamuning, 55100 Kuala Lumpur

Nestled in the heart of Kuala Lumpur, Chim by Chef Noom redefines Thai fine dining with a modern twist on authentic cuisine. Led by Chef Thaninthorn "Noom" Chantrawan, whose Bangkok-based Chim by Siam Wisdom has held its MICHELIN star for seven years, the restaurant offers an extraordinary culinary experience.



The menu features two seasonal tasting options, showcasing Chef Noom's artistry through dishes like The Lost Recipe, a 200-year-old variation of tom yum that balances rich, nuanced flavours. Combining Japanese ingredients, Malaysian produce, and traditional Thai spices, the menu embodies a harmonious blend of tradition and innovation.



Designed by Melvin How of DM Creation Studio, the restaurant's interiors celebrate Thai heritage with elegant touches like a Chiang Mai chandelier, bronze tones, and Benjarong porcelain in VIP rooms.



Contrasting traditional and modern VIP spaces, adorned with authentic Thai fabric and Pha Khao Ma, create a unique ambience, making Chim by Chef Noom a must-visit destination for food and culture enthusiasts.



**Molina**  
@molinakl

★ Elevated European Fine Dining

🕒 First seating at 6:00pm  
Last seating at 8:30pm

📍 Level 51, THE FACE Style, 1020, Jln Sultan Ismail, 50250 Kuala Lumpur

Perched atop a skyscraper in the heart of Kuala Lumpur, Molina KL offers breathtaking panoramic views of the city skyline and a dining experience that is nothing short of spectacular. The restaurant is helmed by the world-renowned Dutch chef Sidney Schutte, who brings his expertise from Amsterdam's two-Michelin-starred Spectrum and Mexico's Cocina de Autor to this new venture.

Molina's menu is an exquisite amalgamation of French techniques, Nordic sensibility, and Asian influences, with a strong focus on seafood and vegetables. Dishes like Sepia, featuring verbena, red hornweed, and goat's cheese, and Brussels Sprout, a unique combination of caviar, sea urchin, coffee, and sunchoke, showcase the chef's creative flair and dedication to pushing culinary boundaries.



Chef Schutte's seven- to nine-course tasting menus are a journey of flavours, textures, and artistry. The meal culminates with his signature carrot dessert, a creation that embodies depth, sweetness, and a touch of whimsy—a perfect ending to a three-hour dining adventure. The setting, ambience, and menu make Molina KL an ideal destination for special occasions, romantic evenings, or a luxurious gastronomic escape.

Molina KL's arrival in the MICHELIN Guide solidifies Kuala Lumpur's position as a global culinary destination. The restaurant's dedication to excellence and innovation ensures an unforgettable experience for every guest.



Enjoy **3X AFFIN Rewards Points** for your dining spend with **AFFIN Duo Mastercard Rewards**.

T&C Apply.

## Must-Try

# Ramadan Buffets in Klang Valley This Year

Ramadan is a time for reflection, togetherness, and of course, indulgence in the finest traditional and contemporary cuisines. This year, hotels across the Klang Valley are offering exceptional buffets, each with a unique dining experience to delight every palate. From luxurious royal delicacies to lively bazaar-style dining, here are five standout Ramadan buffets to experience in 2025.



GRAND  
HYATT™  
KUALA LUMPUR

## A Royal Dining Experience

Step into a regal dining affair with The Grand Artistry of Royal Delicacies at JPteres, where guests can enjoy a culinary experience inspired by the grandeur of palace feasts. This buffet is available from March 3 to March 30.

### Pricing:

- RM248 nett (indoor)
- RM228 nett (outdoor) per adult
- RM124 per child

### Menu Highlights:

- Iga Bakar Bali
- Thalassery Chenmeen Curry
- Udang Galah Sambal Lado
- Daging Pesamah Diraja Perak

### Reservations:

+60 12-621 9869  
restaurant.kuagh@hyatt.com



INTERCONTINENTAL  
KUALA LUMPUR

## A Refined Iftar Experience

At Serena Brasserie, the Santai-Santai Iftar Dinner Buffet (March 4 – March 27) and the Santai-Santai Iftar Raya Buffet (April 10 – April 11) bring an elegant touch to classic Ramadan favourites.

### Pricing:

- RM288 nett per adult
- RM178 nett per child (ages 6-12)
- Free for children aged five and below

### Menu Highlights:

- Rendang Minang Smoked Barbecue Beef Ribs
- Xinjiang Whole Lamb with Bukhari Biryani Rice
- Gulai Assam Rong-style Claypot Roasted Duck

### Reservations:

+60 16-202 4623  
fnb.admin@ickualalumpur.com.my



Terms and conditions apply.

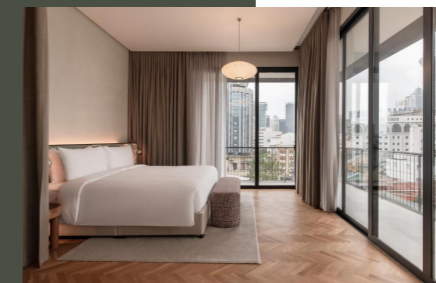
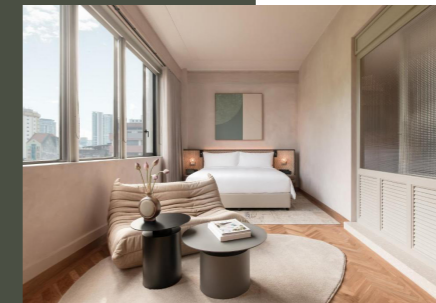
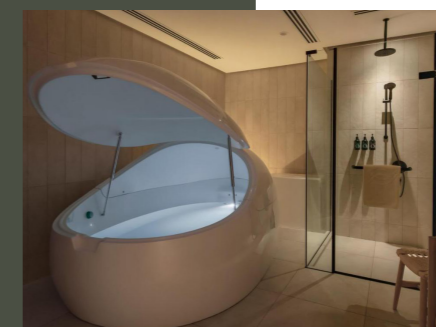
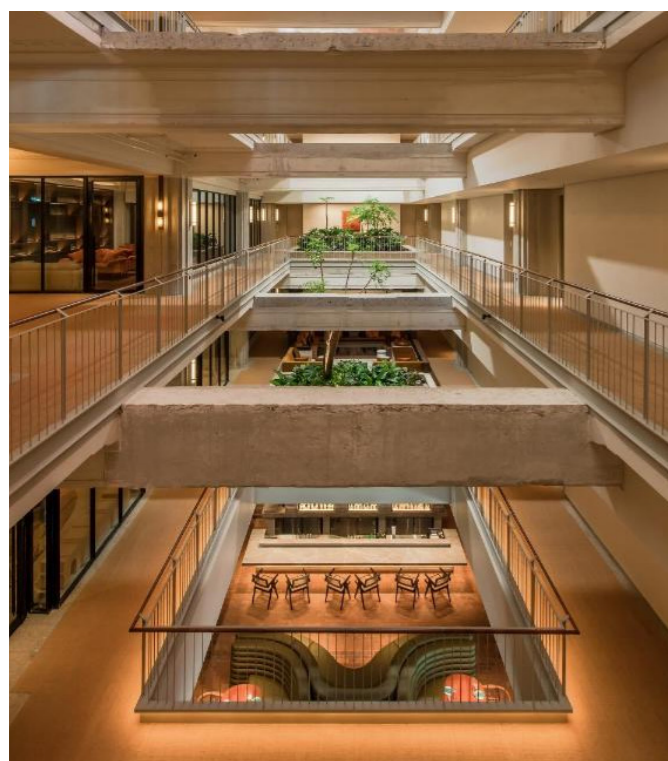


# Else Kuala Lumpur

A Serene Haven in the Heart of Kuala Lumpur

@elseretreats 145, Jalan Tun H S Lee, City Centre, 50000 Kuala Lumpur elseretreats.com

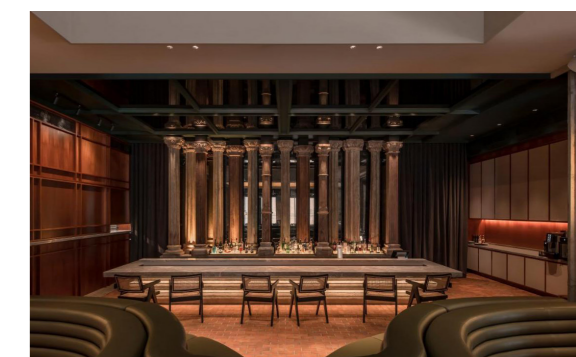
Else Kuala Lumpur effortlessly combines serenity with the vibrant energy of the city. Located in the iconic 1930s Lee Rubber building on Petaling Street, the hotel is a tranquil escape in the midst of Kuala Lumpur's cultural hub. Restored by local firm Studio Bikin, the design celebrates its Art Deco heritage with modern extensions, creating a seamless blend of history and innovation. Staggered voids, internal gardens, and exposed cement beams allow natural light and fresh air to flow, enhancing its timeless charm.



Else is also a culinary destination. Raw Kitchen serves Asian and Latin-inspired comfort food in a stylish space with vaulted ceilings and sculptural furnishings. Raw Bar offers craft cocktails and natural wines, while Yellow Fin Horse, helmed by Chef Jun Wong, celebrates seasonal farm-to-table produce with dishes prepared using curing, fermenting, and fire cooking techniques.



With 49 thoughtfully designed rooms, including Mantra, Urban, and Sanctuary categories, Else balances luxury and eco-consciousness. Highlights include king-sized beds, Omno bath products, Lulla bathrobes, and curated minibars, with Sanctuary Rooms offering private balconies and stunning city views. The expansive suites, like the Sutera and Else Suites, feature Bluetooth sound systems, tablet-controlled services, and refined layouts for modern comfort.



Wellness spaces at Else are equally inviting, with infinity pools, meditation pods, and sunken living areas designed to foster relaxation and reflection. Whether for leisure or business, the hotel's dens and meeting rooms provide functional, stylish environments, making Else a harmonious blend of heritage, luxury, and modernity.



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# Celebrating Malaysian Style

Malaysia's fashion industry is a tapestry of creativity, tradition, and innovation, where local designers and brands are redefining the way we perceive style. From shoes that empower women to versatile clothing and inclusive hijab designs, Malaysian fashion stands out for its ability to merge cultural heritage with contemporary flair.

As the global fashion landscape evolves, these homegrown labels are making their mark, offering thoughtfully crafted designs that cater to diverse lifestyles. Each brand tells a unique story, inspired by Malaysia's vibrant culture, and reflects the dedication of designers who aim to inspire confidence and individuality in their customers. Whether you're stepping out in elegance, embracing traditional wear with a modern twist, or finding the perfect hijab, these brands embody the spirit of Malaysian style.

Malaysia's fashion scene continues to thrive, with local brands redefining style and making waves both at home and internationally. In this feature, we spotlight three standout brands—SERU, Bayu Somerset, and TudungPeople—that are setting trends and inspiring confidence with their unique approaches to fashion.

## naelofar

A Celebration of Homecoming  
This Hari Raya

@naelofar naelofar.com

### A Journey Back to Tradition

Inspired by the sentimentality of homecoming, Naelofar's Hari Raya collection celebrates the beauty of togetherness. The pieces are thoughtfully designed to reflect grace, femininity, and a touch of understated luxury, making them perfect for both intimate family gatherings and grand festive celebrations.

From flowing silhouettes and intricate embroidery to pastel hues and delicate embellishments, every detail in the collection tells a story of tradition and renewal. The use of lightweight, breathable fabrics ensures both style and comfort, making it effortless to move between prayers, feasts, and festive reunions.

As the festive spirit of Hari Raya fills the air, Naelofar unveils its latest collection—an elegant tribute to the heartfelt journey of balik kampung, where tradition, family, and belonging await. Rooted in nostalgia yet infused with modern sophistication, this year's collection is designed to capture the essence of returning home, reconnecting with loved ones, and embracing cherished traditions.

Since its inception, Naelofar has been synonymous with modest yet stylish fashion, offering an array of hijabs, apparel, bags, and accessories tailored for the modern woman. This Raya, the brand continues to redefine elegance with a collection that seamlessly blends cultural heritage with contemporary design.

## Tradition Meets Modern Elegance

# bayu SOMERSET

@bayusomerset bayusomerset.com

Since its inception in 2021, Bayu Somerset has been synonymous with femininity and chic sophistication. The brand prides itself on blending traditional elements with contemporary designs, creating versatile pieces that resonate with modern women.

Bayu Somerset's mission is clear: **to bring comfort and elegance into everyday fashion.** Their collections feature textured patterns and timeless styles that suit any occasion, from casual outings to formal events. With a keen focus on affordability and quality, Bayu Somerset offers a wide range of designs tailored to complement every woman's unique personality and mood.



What sets Bayu Somerset apart is its ability to elevate traditional wear with subtle touches of modernity. Their pieces are not just clothes but staples that reflect the beauty of tradition while celebrating individuality. Every item is crafted with heart, ensuring it becomes a cherished addition to your wardrobe.

## HIJABS FOR EVERY WOMAN

## TUDUNGPEOPLE

@tudungpeople tudungpeople.com

TudungPeople began with a simple dream: **to make hijabs for everyone.** Today, the brand stands as a beacon of inclusivity and style, offering over 100 designs and prints that cater to diverse tastes and needs. Whether you're looking for everyday comfort or something special for an event, TudungPeople has you covered.



More than just a fashion statement, TudungPeople's hijabs are crafted with care and precision, ensuring beauty and functionality go hand in hand. As the official sponsor of the Kuala Lumpur Standard Chartered Marathon, the brand extends its commitment to supporting athletes by creating hijabs for Malaysian sportswomen.

TudungPeople's dedication to quality and inclusivity has earned it a loyal following, both locally and internationally. With their innovative designs and commitment to empowering women, TudungPeople continues to pave the way for comfortable and stylish hijabs made for everyone.



# EMIRA



## A Journey of Distinction Now within Reach

The Lotus Emira is more than just a car—it is a symbol of a new era for Lotus, blending exhilarating performance with everyday usability. As the final internal combustion engine (ICE) model from the legendary British automaker, the Emira stands as a testament to decades of engineering brilliance and an unwavering commitment to driving excellence.



Available in a variety of eye-catching colours, the Emira's design is accentuated by LED headlights, sculpted intakes, and a bold rear diffuser. The 20-inch alloy wheels further enhance its aggressive yet elegant stance, making it an undeniable head-turner on any road.

### Design and Aesthetics

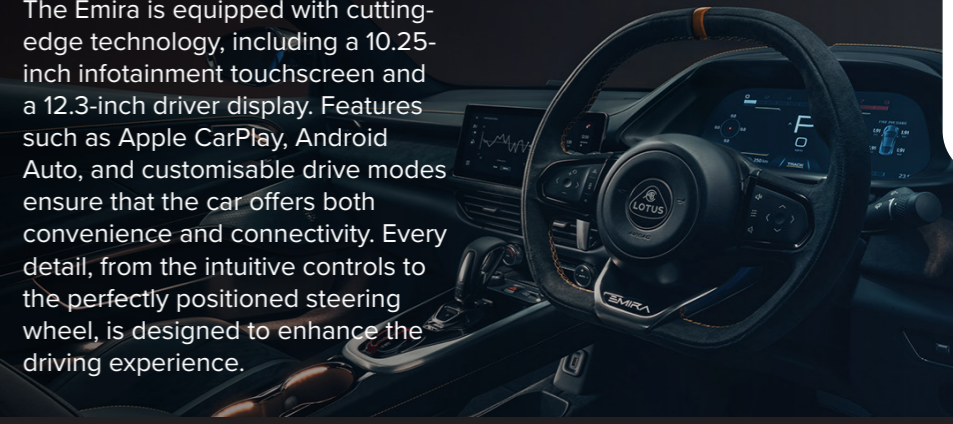
The Lotus Emira's design is nothing short of breathtaking. Inspired by the hypercar Lotus Evija, the Emira embodies aerodynamic precision and sleek lines that exude sophistication. Its sculpted bodywork not only enhances its visual appeal but also ensures optimal airflow for improved performance and stability.



### A Driver-Centric Sanctuary

Step inside the Emira, and you will find a cabin designed to envelop the driver in luxury and control. High-quality materials, including leather, Alcantara, and brushed aluminium, adorn the interior, creating a premium yet sporty ambience. The ergonomic seats provide exceptional support, making long drives as comfortable as they are thrilling.

The Emira is equipped with cutting-edge technology, including a 10.25-inch infotainment touchscreen and a 12.3-inch driver display. Features such as Apple CarPlay, Android Auto, and customisable drive modes ensure that the car offers both convenience and connectivity. Every detail, from the intuitive controls to the perfectly positioned steering wheel, is designed to enhance the driving experience.



### Thrills Guaranteed

Under the hood, the Lotus Emira offers two engine options: a 2.0-litre turbocharged four-cylinder developed in partnership with AMG, and a 3.5-litre supercharged V6. Both engines deliver exhilarating power and responsive handling, staying true to Lotus's philosophy of "simplify, then add lightness."



With up to 400 horsepower and a 0-100 km/h acceleration time of just 4.3 seconds, the Emira is built to thrill. Paired with either a six-speed manual or an eight-speed automatic transmission, it offers a driving experience tailored to enthusiasts.

### Redefining Practicality

While the Emira is undeniably a performance machine, it is also designed with everyday practicality in mind. With ample storage space, including compartments behind the seats and a trunk that accommodates weekend luggage, the Emira makes no compromises on usability.



Features like adaptive cruise control, lane departure warning, and parking sensors add a layer of convenience and safety, making the Emira a versatile companion for both spirited drives and daily commutes.

### A Vision for the Future

For driving purists and enthusiasts, the Lotus Emira is more than just a car—it's a celebration of performance, elegance, and the joy of driving. Whether you're carving through winding mountain roads or cruising through city streets, the Emira promises an experience that's as thrilling as it is unforgettable.

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