



# CORPORATE REPORT 2010



MEDIA GROUP





MEDIA GROUP

TEAMWORK  
VALUES  
*Caring*  
EXCELLENCE SERVICES  
*Sharing*  
**Respect**  
*Productive*  
Efficient  
*Dynamic*  
RESPECT  
*Communities*  
teamwork  
values  
Excellence Services  
*Caring*

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# dear fellow,

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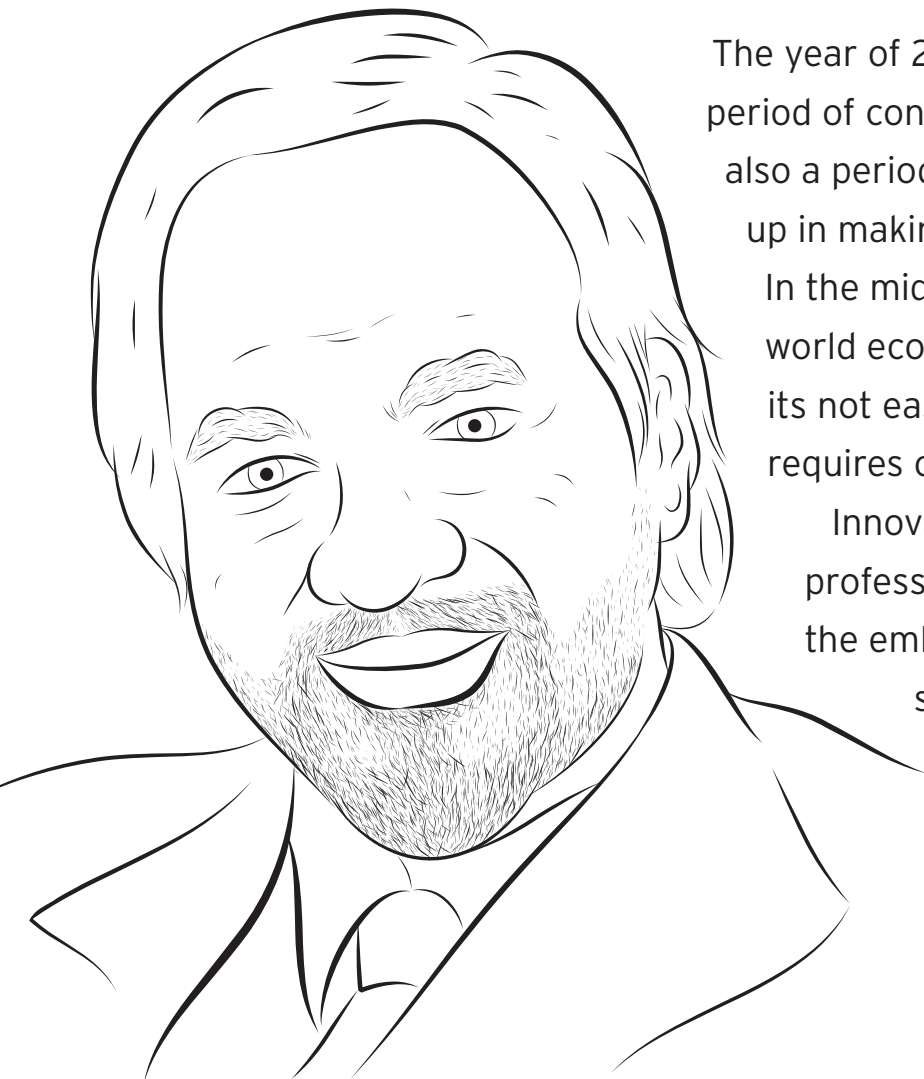
Innovation, creativity,  
professionalism and dedication  
are the embodiment of  
our corporate spirit.

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# Chairman's Message

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The year of 2010 to 2011 has become a period of continuing our commitment and also a period for some of our units to start up in making changes in this country.

In the midst of an increasingly difficult world economic situation we realize that its not easy in addressing global issue requires collaboration and commitment.

Innovation, creativity, professionalism and dedication are the embodiment of our corporate

spirit. There are no single

company can last out without these elements.

Technology and capital are only supplement, not the mail element.

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## Our employee has been inspired by the spirit, passion and commitment to continue in helping people in need.

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As our business units is a local business in more than 30 provinces, islands and remote areas, the issues that challenge us are both the sustainability of our business as well as its communities.

We set goal from giving opportunity to teachers, students in our education and schools programs through out from West to East of Indonesia, giving away millions of books and reach out to many of “unsung heroes”, work hand in hand rebuild the schools facility after natural disaster in Central Java and remote island of Mentawai in Sumatera.

The fact that Indonesian has effected by poor public health services, we are determining to

help the individual by partnership with many organizations to provide cataract operations and prosthetics leg in remote area across the country.

Our employee has been inspired by the spirit, passion and commitment to continue in helping people in need. This is especially true when natural disaster strike. Our employees are on the front lines, giving help wherever is needed and devising unique ways to aid relief efforts

Another important measure of Media Group’s commitment to corporate citizenship is the way we conducts business and works productively with all its stakeholders. Everything we do is guided by corporate philosophies, corporate

## INTRODUCTION

values, codes of conduct, and company policies that ensure diversity and fair business practices among vendors and suppliers, and support collaboration with governments and industry on many issues.

No company can aspire to have that kind of impact by working alone. Change is a group effort, crossing governments, NGOs, individuals and business. Working together is the only way that we can create solutions equal to the issues we all face.

The information set forth in this book reflects our strong sense of responsibility in creating value for our employee, partnerships with many private, suppliers, local communities, governments and nongovernmental

organizations.

Therefore, Media group as part of a good corporate citizen enthusiastically and believe that our business policies incorporate the ten principles of the Global Compact.

We are fully supports our actions in working towards sustainability goals—in particular those contained in the UN Global Compact and endorse the future priorities and specific targets we set out in our report.

*Surya Paloh*  
CHAIRMAN



# MEDIA GROUP AT A GLANCE

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### **Catering Business**

To be the leading industrial site catering with solid business relationships, market strength, and customer loyalty by prioritizing customer satisfaction through product quality, excellent services, professionalism, system and regulations compliance, and food safety in which includes health and environmental safety.



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LAMPUNG POST

BORNEONEWS

### **Media Business**

- To become a trustworthy nation wide Indonesian Newspaper and build a professionals human resources and management, to develop a healthy and profitable publishing institution
- To become a distinct Indonesian television station by ranking number one for its news, offering quality entertainment and lifestyle programming. Providing unique advertising opportunities and achieving loyalty with its viewers and advertisers.

## INTRODUCTION



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### **Hospitality**

To meet and exceed the expectations of customers, owners, and shareholders, with its tropical character of warm caring, hospitality, trusted in quality and valuable unique innovative products and services.





SURYA ENERGI RAYA



INDOENERGI PLATINIUM

### **Energy & Natural Resources**

To be the one of the national energy & natural resources within a relatively short period, focusing on sustainable profit, efficiency, and growth, taking into account the social responsibility aspects for the surrounding community and environmental friendly operations, and optimizing returns to shareholders in a responsible manner with consistently exceeded performance.

**Spirit  
&  
Way Of Proceeding  
To Every  
Media Group  
Employees**

# Corporate Philosophy

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## **VISION**

Making This Company And Its' Resources Into Nation's Assets

## **MISSION**

Becoming A Leader In Each Of Its Work Field Corporate Values

## **BACKGROUND:**

- Values Are Needed In Every Community/Organisation  
As An Attitude Foundation
  - Media Group Partcipation In Ungc
- These Values Embodied Into Corporate Culture  
& Code Of Conduct

## **PURPOSES:**

- Differentiation Between "Das Sein" and "Das Sollen"
  - Guidance, Lighthouse, Direction/Purpose
- Spirit And Way Of Proceeding To Every Media Group Employees

# We are committed to:

“Enhance free drugs world for the youth,  
enabling youth capacities through journalism”

- MEDIA INDONESIA DAILY -

“Responsible to the communities by go local in all aspect of resources”

- INDOCATER, PUMARIN, PSU -

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“Helping to improve the well-being of the people  
in the communities where we operate”

- BALI INTERCONTINENTAL RESORT, INDOCATER, PSU, BEUTONG ATEUK -

“Hand in hand, giving hope and changing lives”

- KICK ANDY FOUNDATION, MEDIA GROUP FOUNDATION -

“Providing schools for underprivileged children in Aceh and  
through the science take part in nation character building”

- SUKMA SCHOOL -

“Responsible to green working place and minimize our carbon footprint”

- MEDIA INDONESIA DAILY -

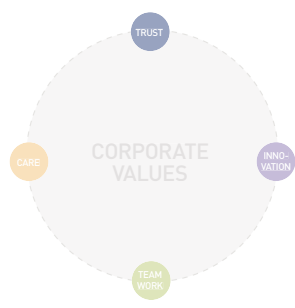
“Providing clean water to our communities”

- PUMARIN, PAPANDAYAN HOTEL -

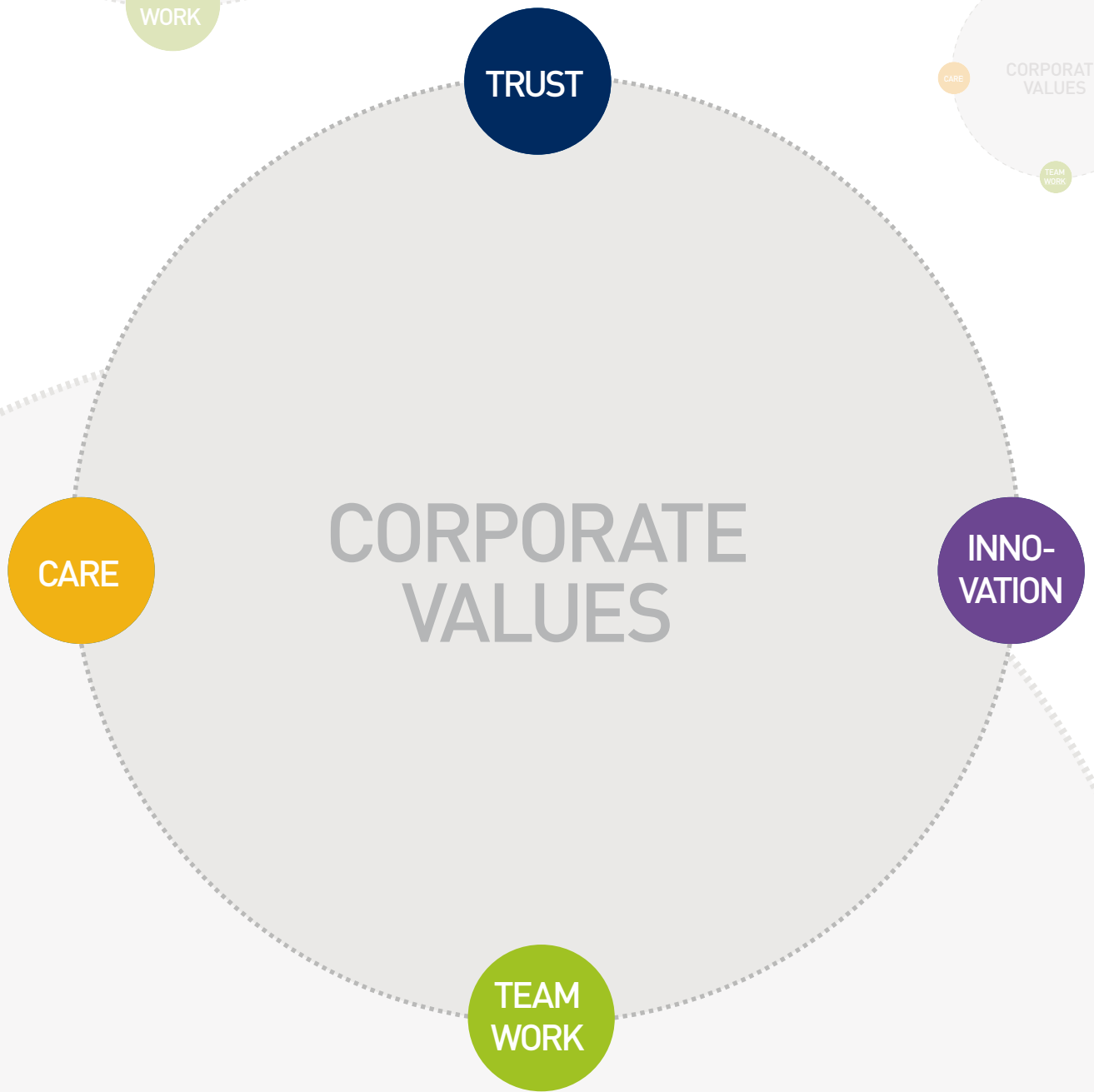




INNO-  
VATION



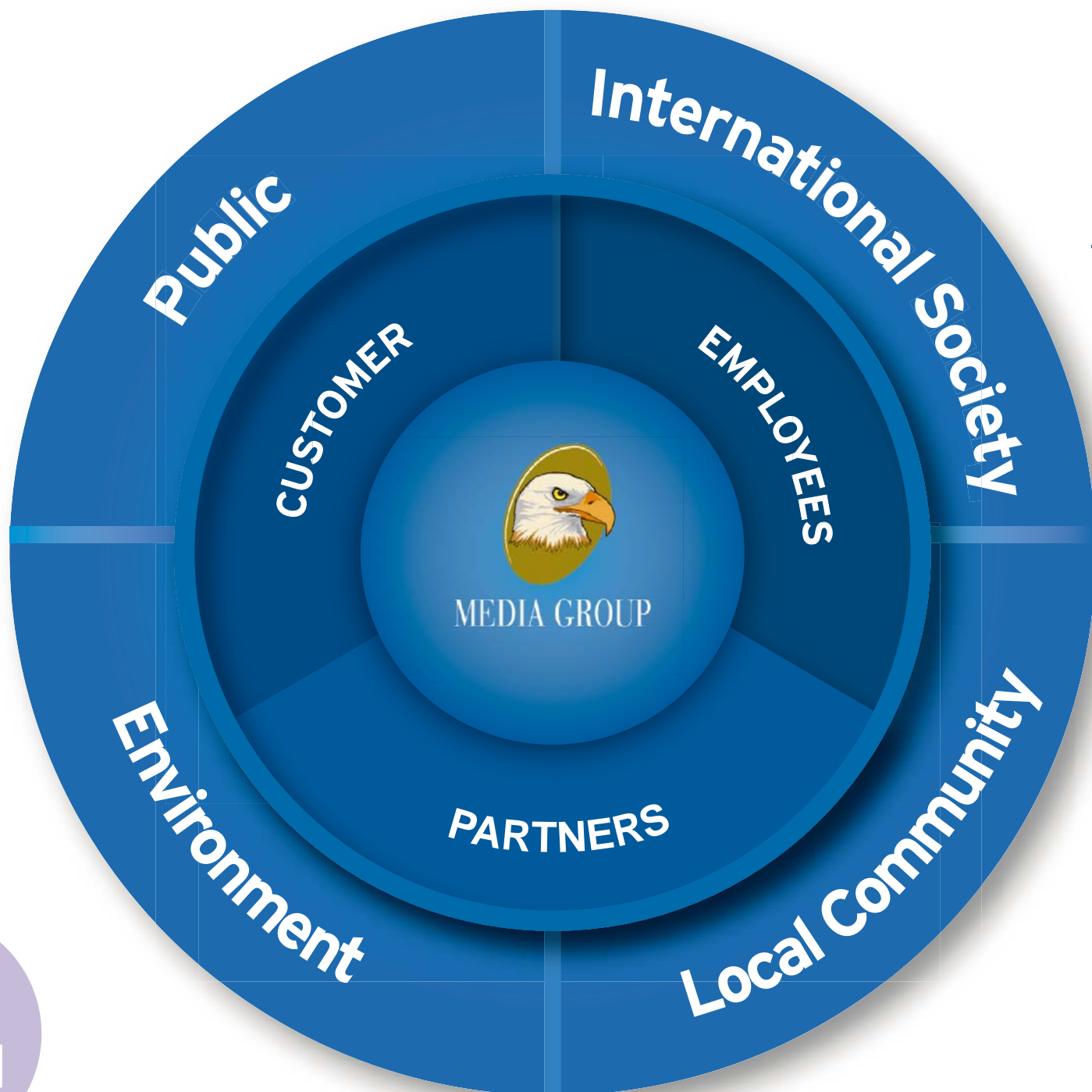
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CORPORATE  
VALUES

INN  
VAT

# STAKEHOLDERS



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**CHAIRMAN  
& CEO:**

Surya Paloh

**CORPORATE  
ADVISORS:**

Toeti Adhitama

**CORPORATE  
ADVISORS:**

Djaffar Assegaf



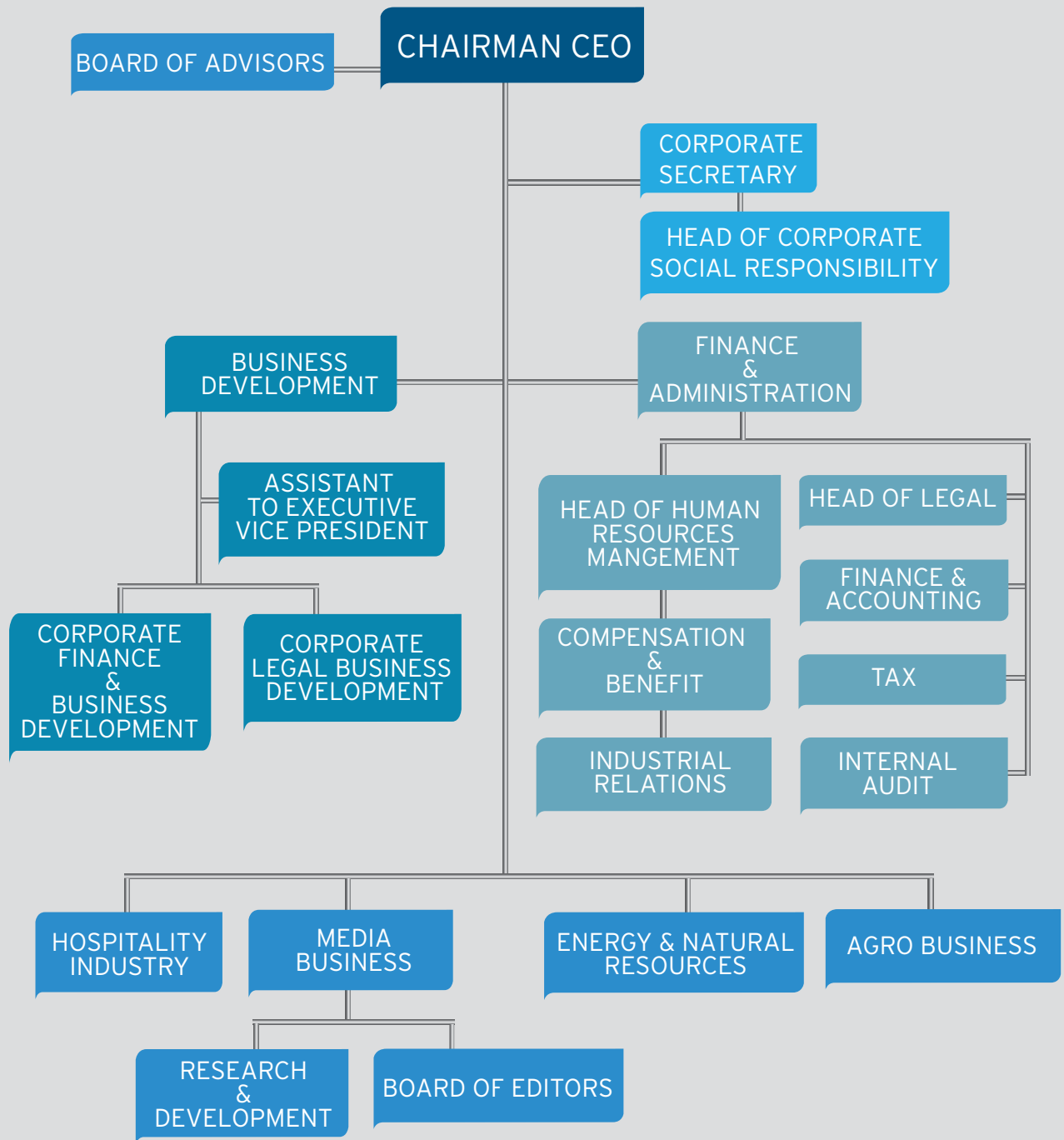
**CORPORATE  
FINANCE  
& ADMINIS-  
TRATION:**  
Anna Widjaya

**CORPORATE  
SECRETARY:**  
Rahni Lowhur  
Schad

**CORPORATE  
BUSINESS  
DEVELOPMENT:**  
Rerie L.  
Moerdijat

**CORPORATE  
ADVISORS:**  
Andy F. Noya

# ORGANIZATION



# media group network

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We spread our wing  
from Zero Kilometer (Aceh)  
to the Land of Sunrise (Papua).

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**MEDIA GROUP**

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## Media Group



### **Jakarta:**

- Media Indonesia Daily
- Metro TV
- Indocater
- PSU
- Hotel Sheraton Media

### **Bandung - West Java:**

- Hotel Papandayan
- PT Pumarin

### **Lampung:**

- Lampung Post

## CORPORATE STRUCTURE



PASIFIC OCEAN



### Central Kalimantan

(Pangkalan BUN)

SULAWESI

MALUKU

PAPUA

NUSA  
TENGGARA

ARAFURU SEA



### Central Kalimantan- Pangkalan BUN:

- Borneo News

### Bali:

- Bali Intercontinental Hotel





**Indocater**



### **Jakarta:**

- Siloam International Hospital
- Pantai Indah Kapuk Hospital
- Media Permata Hijau Hospital
- Puri Mandiri Hospital
- IPEKA

### **Bogor - West Java:**

- Azra Hospital

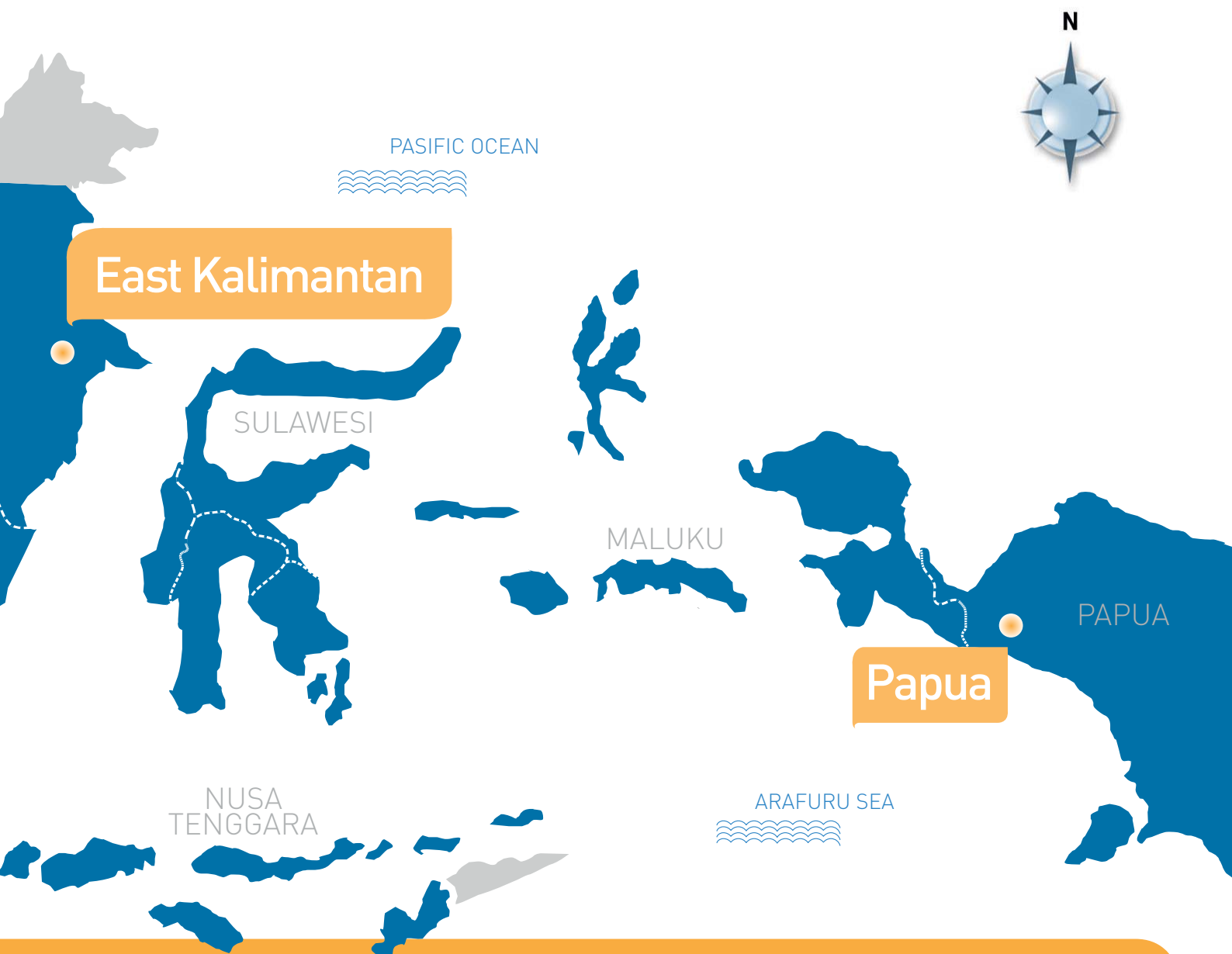
### **Karawang:**

- PT Atsumitec

### **Java Sea:**

- CNOOC SES Ltd
- Pertamina Sulu Energy

## CORPORATE STRUCTURE



### East Kalimantan:

- Kaltim Prima Coal
- Chevron Indonesia Kaltim Co.

### Riau:

- Chevron Pacific Indonesia

### Maluku:

- Citic Seram, Total Indonesia E&P

### Papua:

- BP Berau Ltd
- Mine Serve Serui - Logar



**PSU**



### **Jakarta:**

- Thamrin Hospital
- Jakarta Internasional School
- Global School

### **West Java - Cibitung:**

- PT Moric Indonesia

### **Karawang:**

- Toyobesq Precision Part Ind.

### **BSD:**

- Sinarmas World Academy School

### **Cibubur:**

- Melia Cibubur Hospital

### **Java Sea:**

- PT Apexindo Pratama Duta

### **East Java:**

- PT Timas Suplindo (Gresik)

### **East Kalimantan:**

- PT Medco E&P Sembakung
- Arutmin
- PT United Tractor Tbk.
- PT Inamco
- Total E&P Indonesia
- Schlumberger Deltabiru
- Schlumberger OFS.I
- PT Apexindo Pratama Duta Tbk.
- Thiess Contractors Indonesia

## CORPORATE STRUCTURE



### South Kalimantan:

- PT Leighton Contractors Indonesia
- Thiess Contractors Indonesia

### Riau:

- BOB PT Bumi Siak Pusako

### Batam:

- McDermott Indonesia

### South Sumatera:

- Elnusa Tri Star Ramba Ltd.
- PT Tambang Batu Bara Bukit Asam (Persero) Tbk.

### South Jambi:

- Conoco Phillips (Grissik Ltd. & South Jambi Ltd.)

### Seram Island:

- Kalrez Petroleum (Seram) Ltd.

### South Sulawesi - Soroako:

- PT International Nickel Indonesia Tbk.

### Papua - Tembaga Pura:

- PT Freeport Indonesia

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# CORPORATE GOVERNANCE

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Our *code of conduct* is important standards that guide our behavior.

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# Frameworks & Principles

Media Group is not a legal entity. It is a Management Group that controls, supervises, coordinates, maintain integrations and synergy of all business units and companies.

However as no units have been listing as a public company, we have communicated our corporate standards as close as to one due to high profile as television and newspaper company on board.

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We are also use internal and external frameworks, standards and principles to guide our approach to corporate responsibility and our progress toward helping to build sustainable communities.

Since 1999, we have developed and implemented our corporate philosophy and corporate values to guide the way in which our units company conducts business. Details about this can be found on pages 14 and 16.

Our code of conduct is important standards that guide our behavior. Details about the policy of human resources, business ethics, conflict of interest, corruption, policy on safety and health, maintaining the environment, prohibition on monopoly and intellectual rights can found on the report pages 31 - 37.





# Operation & Management

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## ***"Human Rights"***

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Media Group apply and supports, upholds and practices freedom of press, freedom of expression, freedom from fear, freedom to express religious beliefs.

A special forum is provided for all employees to express their opinions periodically at Yearly Town Hall Meeting with all level of leader. Regular meetings are held between staff and management level for effective sharing, implementation and monitoring company strategy, objectives and goals.

Weekly meetings are held between departments, divisions and directorates to ensure coordination and transparency in operations.

The provision of a prayer hall within the office area which allows employees to hold religious gatherings such as Friday 's prayer, Moslem Eid Mubarak, EidAdha etc. The same provision goes to non-Moslems' to hold their gathering anywhere



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## We give awards and recognition to individuals who have done much in promoting human rights and improving democracy in the country.

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34 within the office area for the purposes' related to the expression of their faiths such.

Our Hospitality unit also provides associate canteen to ensure employees fulfill their basic need for good and healthy food and drinks.

Media Group's Newspaper Group & News TV station objective is to provide continuous information access for the public and to act as critical watchdog of the Legislative and Executive Governments through news and current affairs programs that promote diversity of opinions, freedom of expression and ideas as well as critical thinking.

Our news strives to highlight and disclose abuses and potential abuses in the country in particular through our

investigation and in-depth coverage and hard news or talkshows.

We complies the regulations, which are renewed once every two years, to protect employees basic human rights and ascertain that they are not in anyway violated.

Media Group only allows employees and associate to work within their schedule and give substitute day off if they work for additional hour.

During corporate anniversary, we give awards and recognition to individuals who have done much in promoting human rights and improving democracy in the country. Internally we give awards and recognition to employee of the month to business and care to environment.



### USAGE OF DRUGS AND ADDICTIVE SUBSTANCES

All parties in the company is prohibited to poses and use drugs and addictive substances whether within or outside of the company's environment.

The company can help all parties in overcoming addiction to drugs and other addictive substances, through the following steps:

- a. Support to receive treatment within set time frame.
- b. Refer all parties in the company which admits addicted to illegal or other addictive substances to a counseling expert or a recommended rehabilitation center advised by the company with a set of requirements that all parties who have completed the rehabilitation or treatment must follow and abide by existing procedures and performance standard applied by the company.

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## POLICY IN SAFETY AND HEALTH

The company must recognize dangers that threaten health and safety. To take steps to prevent and overcome affects of the danger and submit information on the danger that threatens health and safety of all parties to those who needs them.

The company determine health standard of all parties in accordance with the standard that has been determine when accepted for work and hereinafter maintain their health condition.

Provide health care required to care for all parties fallen ill and immediate handling on work related accident and emergency problems.





## ***"Labour Issue"***

Our employees mainly consist of skilled professionals with university degrees.

Technical knowledge, creativity and professionalism are criteria with which Media Group employ its people, while productivity and quality are criteria by which we rate their performance.

We pay all employees regularly on the 28th day of each month and provide sufficient benefits e.g. yearly bonus, insurance, attendance, transportation, stipend, services, phone bills, over time, facilities etc.





Employment is based on mutual needs and mutual benefits between the company and employee and all contracts freely entered by both parties.

Parties, employee and management have done annual performance review to give chance to all level of company in making improvement for them and also for the business where the area for improvement was agreed.

Media Group doesn't employ underage individuals as stated in Indonesian employment regulation.

Media Group bases its employment policy on skills, professionalism, and technical knowledge. It does not consider based on gender, race, religion or ethnicity. Media group has many females in its management level and taking on decision-making roles.



## ***"Anti Corruption"***

We strive to promote transparency and objectivity in its business conduct. The public is made known through fillers and PSA that our journalist are forbidden from accepting all forms of bribery and employee found to breach this code of conduct face severe penalties often resulting in termination of employment.

Our company conducts both internal and external audits to ensure compliance with existing regulations and standard operating procedures.

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# ENVIRONMENT

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A healthy environment is  
vital to our business and  
to the communities  
where we operate.

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Media Group is responsible at all time for ascertain all business units activities including its waste do not pose danger for public health and other living things, as well as the social economic need of people in the area.

Working together with the Government and other third party to achieve a consensus on the desired environment quality standard that can be achieved. And also to create regulations and counseling related to operational activity and product quality of waste recycling.

All the business units should obey all regulation and environment standards applied.

A healthy environment is vital to our business and to the communities where we operate.





# Green Concern

**42** Since 2007 green office policy has been in place formally. The green committee review and revised the strategy to achieve efficiency of the goals. The strategy involves our business operational.

Internal campaign has been going on and focuses on green concern within working place and personal lifestyle. Employee workshop and Friday green vest day were launched to achieve the goals.

## OPERATIONAL IMPACTS



- Total energy use in :  
⚡ 2009 : 1.173.132 (Qty/Kwh)  
⚡ 2010 : 1.287.334 (Qty/Kwh)
- Newspaper consumption : 3600 Ton/year  
Newspaper recycling : 143 Ton/year
- Office paper consumption : 1082 Rim/year  
Office paper recycling : 1001 Rim/year



## ENVIRONMENT



### ECO CYCLE PROGRAM

Eco Cycle program has been launched in the end of 2010. It is inspired by the consciousness of saving fuel and carbon emission reduction.

In order to reach that goal, the company provided an eco cycle locker device and changing room for bikers.







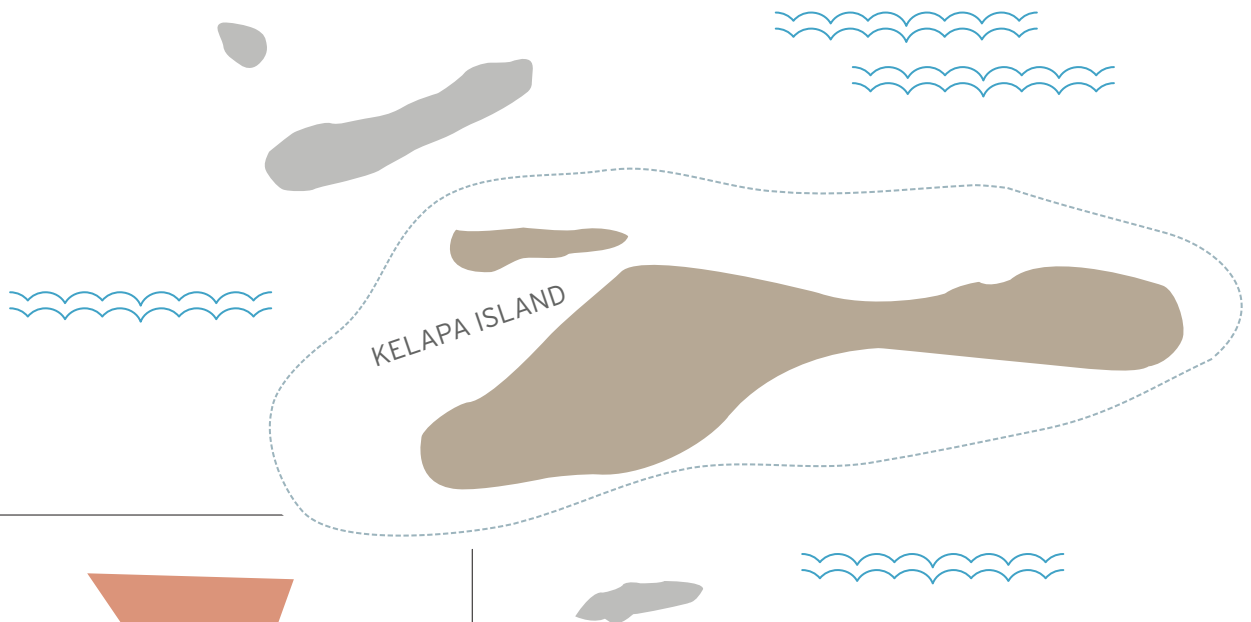
Eco Cycle team is partnership with different communities to campaign and having collaboration bike event on car free day in Jakarta.

Each year our green team and WWF is campaigned green concern to many youth in schools and universities. Talk show, journalism workshop, plant tree seedlings, fun bike are part of the campaigned.

[illegible]

# Mangrove Projects

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To commemorate the 10th anniversary of our News Channel, together with other corporations we have planted 9millions of mangrove trees under “the Save Jakarta Bay Movement” in Kelapa Island (thousand islands).



The project are important as to reversing the degradation and loss of mangrove forest ecosystems in Jakarta Bay and its surrounding in Thousand Islands. It is important to promote the rights of traditional and indigenous coastal communities and environment.

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## ENVIRONMENT

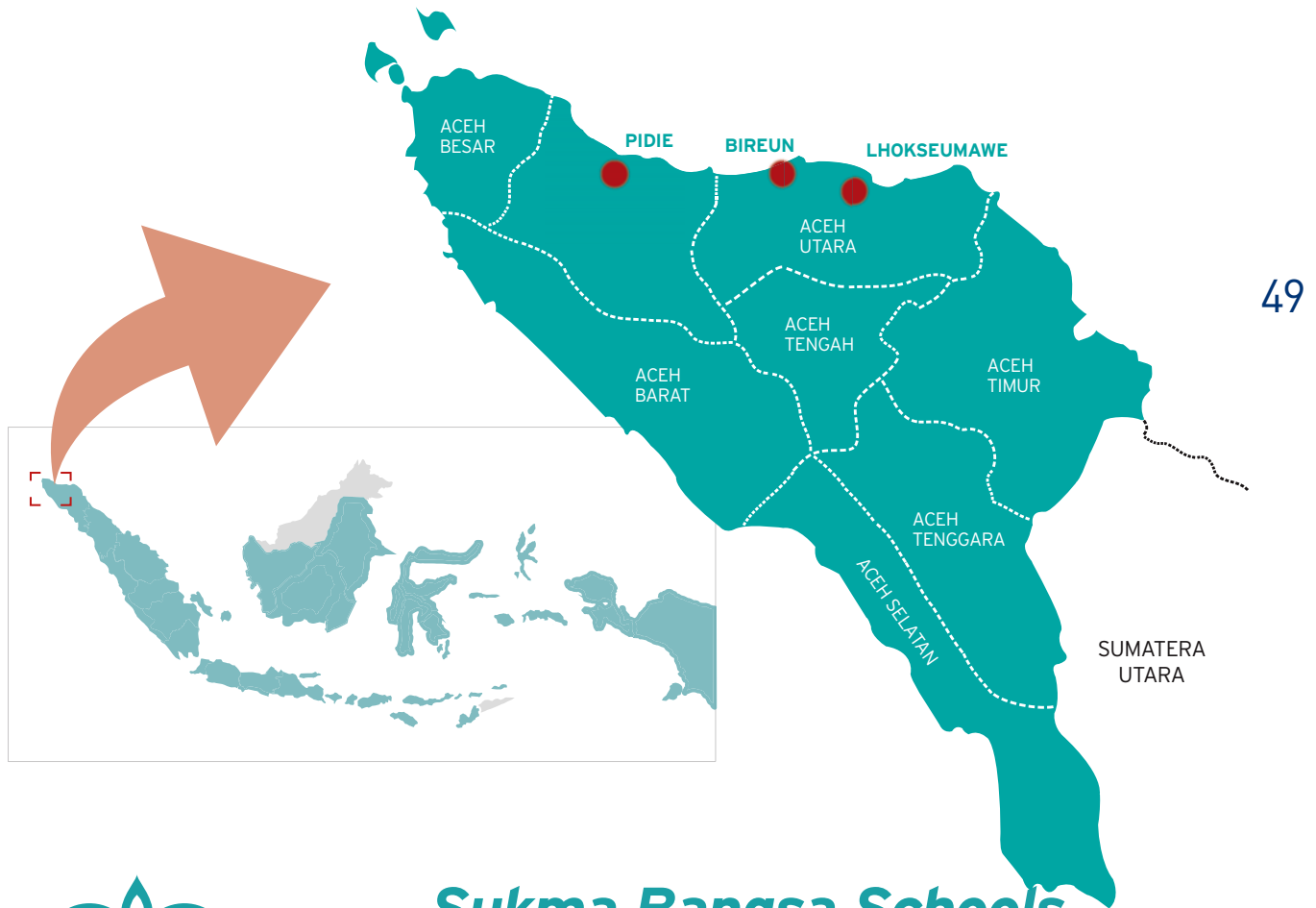


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# SOCIAL CONTRIBUTION & COMMUNITIES PROGRAM

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# Youth Development



## *Sukma Bangsa Schools*

Since being founded in 2006, Sukma Bangsa School up until period of education year of 2011-2012 have been educated 1667 elementary level students, 1667 junior high level students, 1916 high level students.

The total number of students who have received scholars support since 2006 reached 2018 in 2011.



## HIGHLIGHTS

Sukma Bangsa School located in:

- Pidie : Elementary, Junior, Senior Level  
(24 classrooms & dormitory complex)
- Bireuen : Elementary, Junior, Senior Level  
(24 classrooms & dormitory complex)
- Lhoksuemawe : Elementary, Junior, Senior Level  
(24 classrooms & dormitory complex)

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Our students achieved and became winner in many academic competitions such as science and physics Olympic, astronomy, geography, economics, mathematics, English & Arab languages, scout, sports, art & cultural, and religion events.

The importance of education is our main focus on how to rebuild Aceh. Giving chance for the children to study and build their future, meaning we are



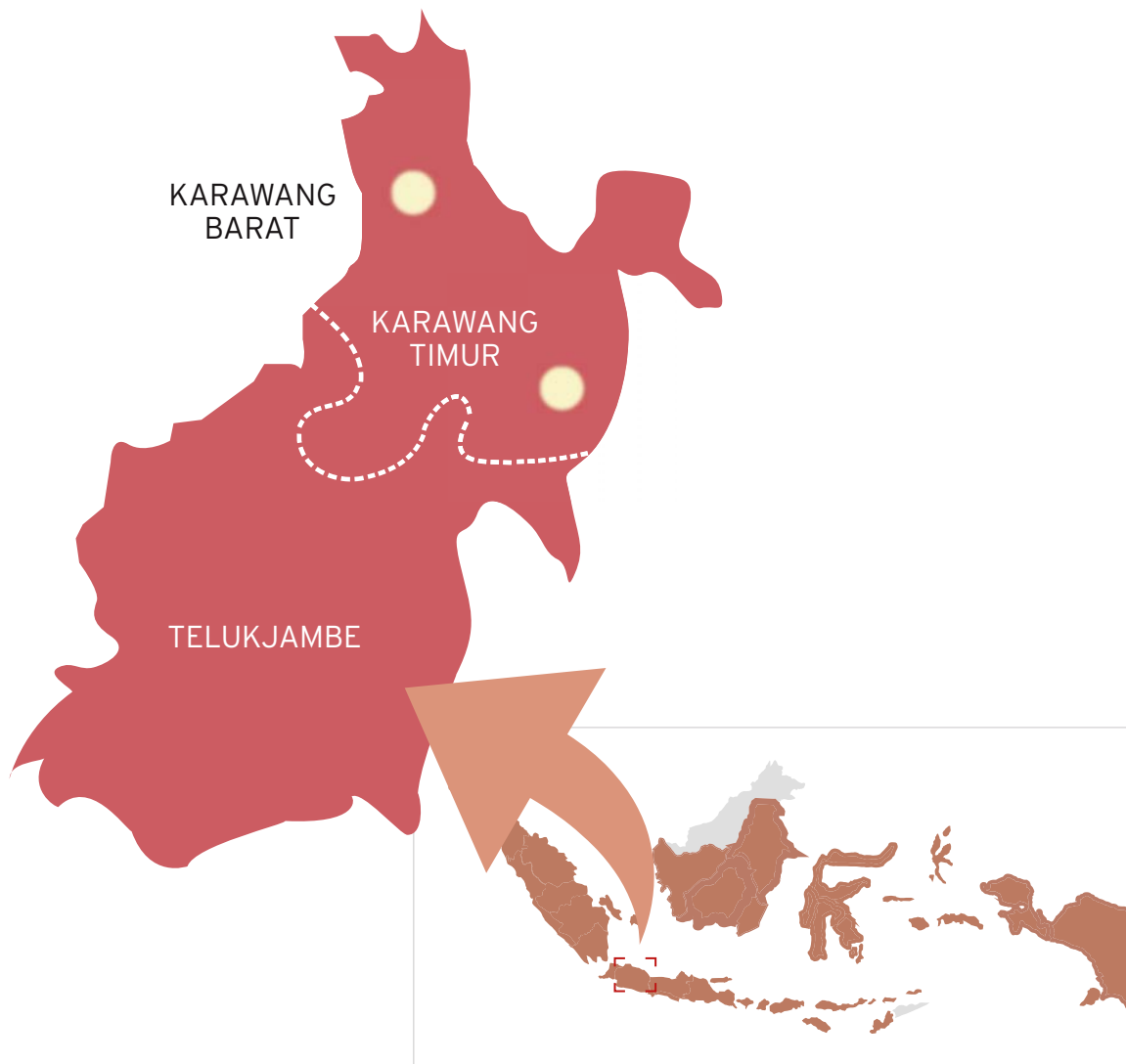
re-build Aceh as well. Teacher training and exchange between the schools helping teacher to understand the needs of the students, experience the challenge they face on different cases and developing qualified teachers.

## SOCIAL CONTRIBUTION & COMMUNITIES PROGRAM



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## ***Schools repairs in West Java***



- **MEKAR JAYA SCHOOLS**

Mekar Jaya School located in Teluk Jambe Karawang Village - West Java is the school near one of Indocater project operation located in West Java.

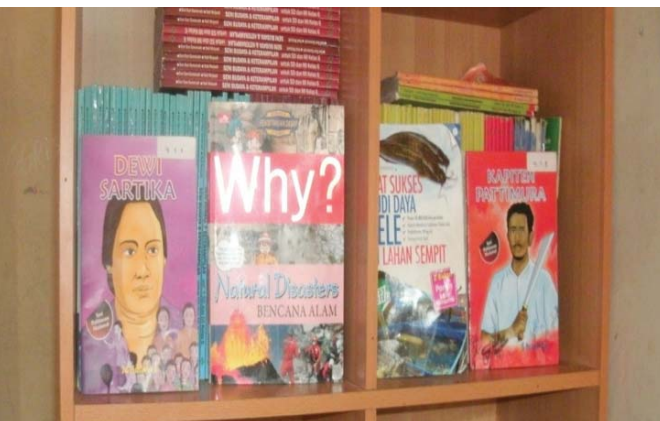
The school consisted of elementary and secondary classes which has been renovated in 2011. Books, sport equipments, computers and electricity are included on the donation.



## SOCIAL CONTRIBUTION & COMMUNITIES PROGRAM



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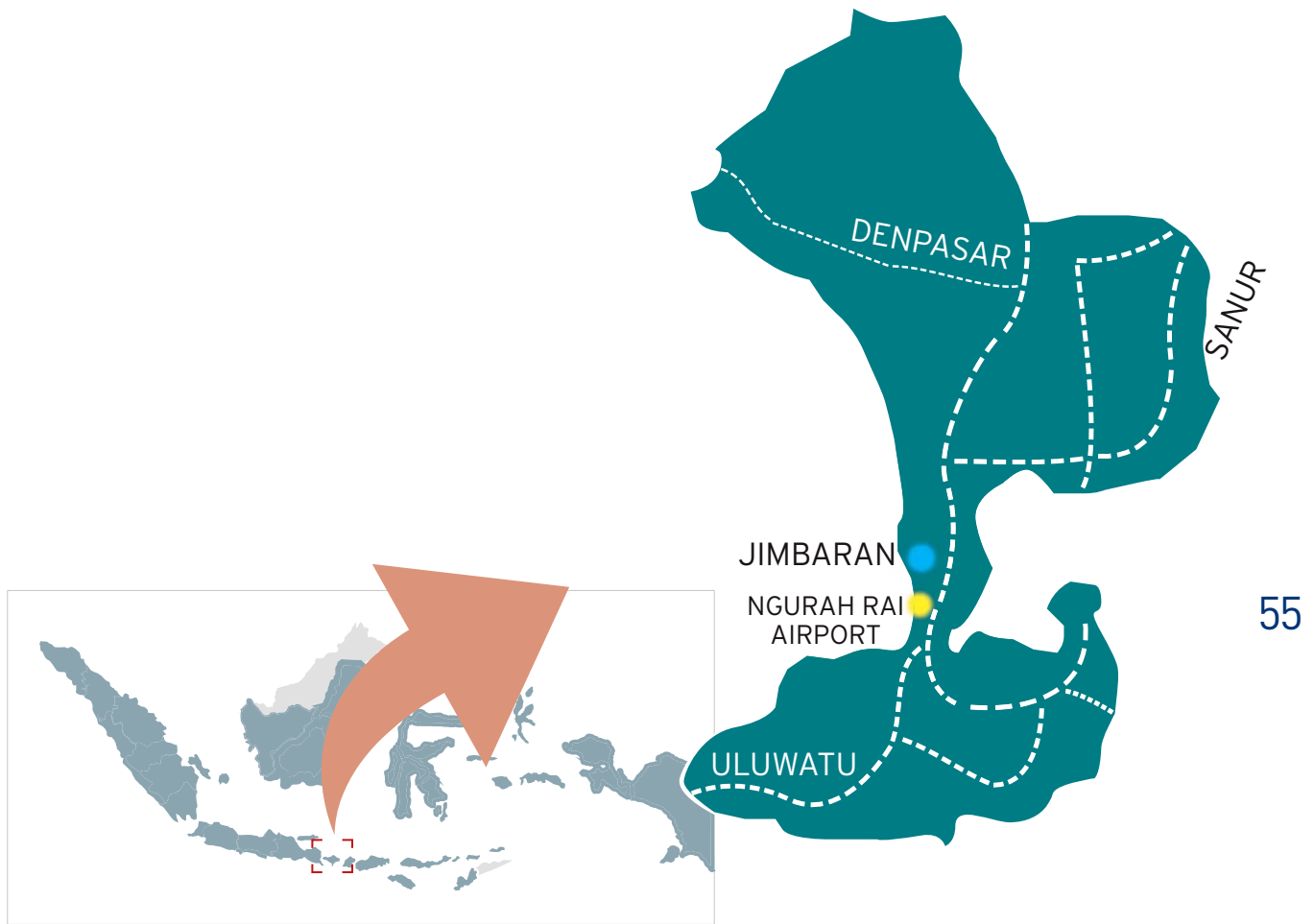






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## *Schools repairs in Bali*



- SD 7  
(STATE ELEMENTARY SCHOOL NO.7)  
Bali Intercontinental Resort located in Jimbaran Beach Bali reached out to elementary school around the area, which lacks of students every

beginning of the school year due to its poor building and facilitation.

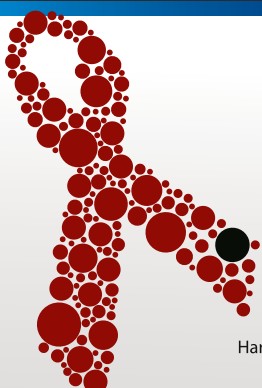
The resort and the employees started renovation in 2009. The renovation budget has taken from CSR budget and \$1 hotel guest donation. Almost \$ 100k has been spend for the building, classrooms, canteen, library, sanitation, electricity, temple renovation, health clinic, classrooms equipments etc.








## 56 *Drug Prevention Program*

This program is focuses on drug abuse and HIV prevention and education in schools endorsed by respective government bodies. Since 2007 we have move from one to hundreds of schools in the urban areas across the nation. The rate of youth participation in our program increases every year. In 2010 together with YCAB and Cevron , we launch “I wanna live” campaign in commemoration of International Aids day.



# I Wanna Live

**Fact!**

HIV/AIDS merupakan tantangan besar, tetapi kami percaya dengan pendidikan yang tepat sasaran, tantangan tersebut dapat diatasi.

Melalui program "I Wanna Live", kami telah menyebarluaskan pemahaman mengenai pencegahan HIV/AIDS kepada lebih dari 18.000 pemuda dan pemudi di Garut dan Sukabumi. Harapannya adalah, pada akhir tahun akan ada lebih dari 10.000 pemuda yang paham risiko HIV/AIDS pada generasi muda. Chevron, Media Group, dan YCAB percaya bahwa mengatasi HIV/AIDS bukan hanya tugas pemerintah, tetapi juga kewajiban kami.

## SOCIAL CONTRIBUTION & COMMUNITIES PROGRAM

### QUICK FACTS

Between 2007 to 2010,  
we have reach out 18.000  
youths in 4 cities  
across Indonesia.











## ***The Life Awards 2011***

([www.thelifeawards.org](http://www.thelifeawards.org))

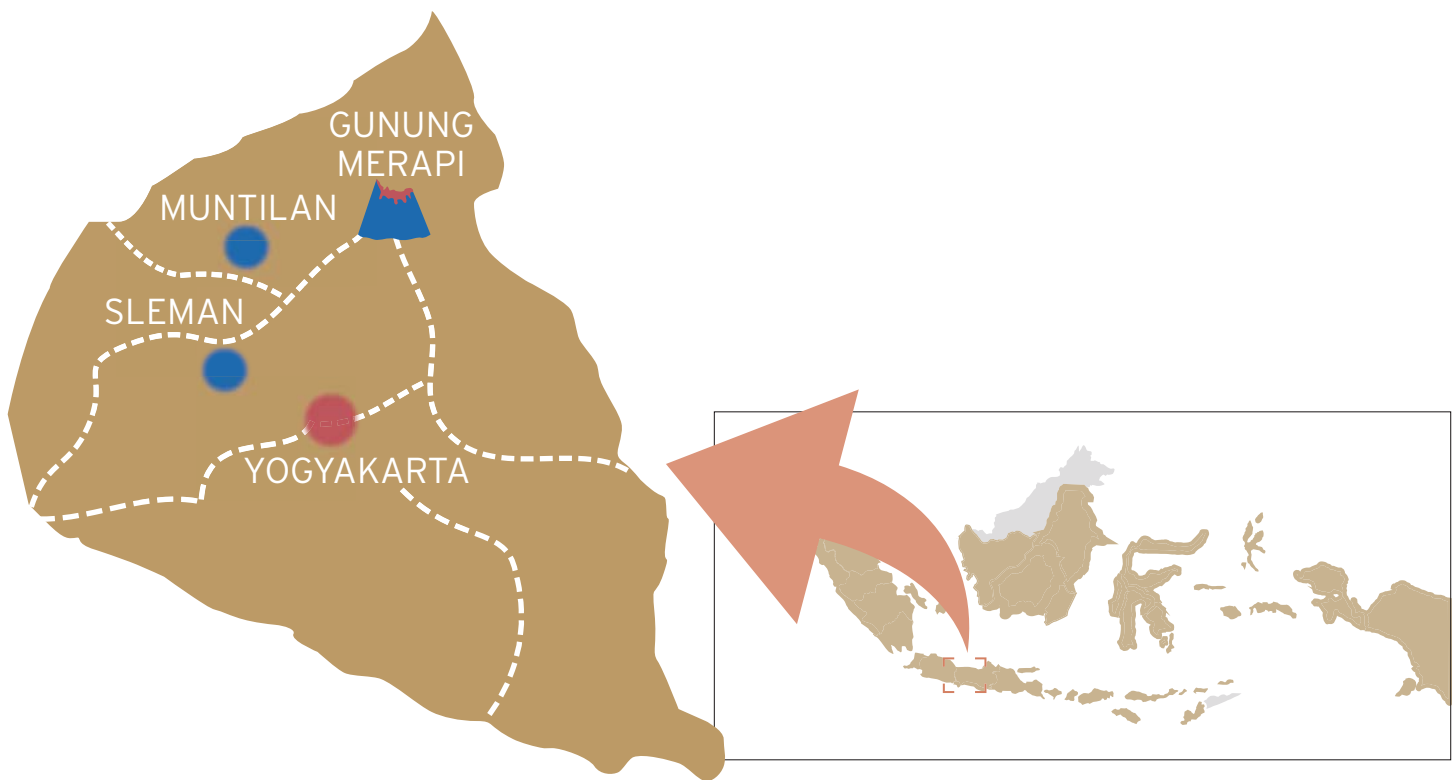


In 2011 Media Indonesia together with UNODC, Indonesia Narcotic Board, YCAB Foundation ([www.ycab.org](http://www.ycab.org)) and Masima Radio Group gave appreciation to the best-published works by journalist across Asia Pacific. The Life Awards competition is dedicated to the recognition of reporting's that focus on the prevention of drugs abuse.

# Natural Disaster

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## ***Mount Merapi Eruption***

After the eruption, our emergency response team has been working side by side with our volunteers distributed reliefs of foods, waters and medical supplies to the victims.



## SOCIAL CONTRIBUTION & COMMUNITIES PROGRAM





## REBUILDING SCHOOLS & FACILITIES

We are rebuilding schools facilities after the eruption. The comprehensive schools complex consists of kindergarten and elementary level classes is built in Cangkringan village - Sleman regent area for the children.

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### LIVING SHELTER

As much as 2613 families home has been affected by the eruption on September 2010. Our team has discovered the need of living shelter as children and elderly need protection after the eruption. We have build 810 shelters, 1 mosque, 3 musholla, and 1 school that learn in Cangkringan village - Sleman regent.



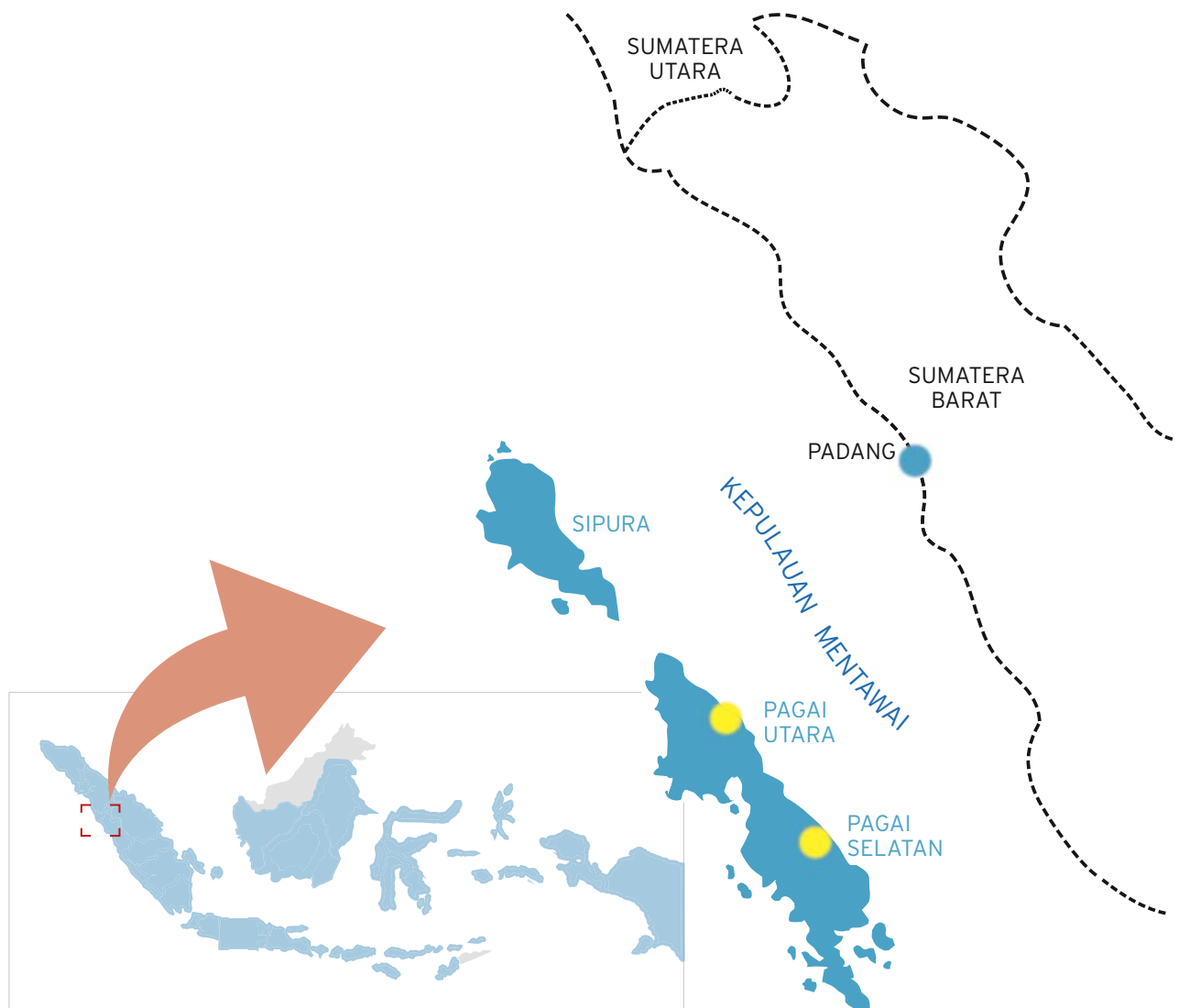




## WATER STEWARDSHIP

We continue to provide sustained efforts to support local communities following Merapi Eruption tragedy. Activities include rebuilding water supply and repairs water distribution systems in the village of Muntilan. Total of 2731 families having access to clean water.





MEDIA GROUP

## ***Mentawai Tsunami***

After the tsunami and earthquake, our emergency response team has been working side by side with our volunteers distributed reliefs of foods, waters and medical supplies to the victims.







## SOCIAL CONTRIBUTION & COMMUNITIES PROGRAM



### REBUILDING MENTAWAI

A coalition between Save Mentawai organization and Media Group is rebuilding Mentawai by set up house of learning and development in Mapinan South and Pasapat villages. Display of books and learning video for local children will help them to recover from the disaster both mentally and physically.



# Kick Andy Foundation

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## ***Books for the Blind***

What do you see above this paragraph? It's easy enough for us to see that it is a solid black rectangle. Did you ever think what it would be like if all you had ever seen was blackness? You would be left wondering what the color green is like, or what televisions are for, or how it feels to watch the sun set. That is how our special friends, the blind, experience life.

**"The only thing worse than being blind is having sight but no vision."**

- Helen Keller -









Would our lives just suddenly stop if we had to live in darkness? Of course not! Just remember Helen Keller, the strong young woman who showed the world that even without being able to see or hear, she could advance herself, become a teacher, write articles and books, and even become politically active. Some 50 years after her passing, we still remember her and are aware of so many others, even hundreds, with a spirit like hers.

Mimi Mariani Lusli is one of these people. She is currently studying for her doctorate degree at a university in Holland after taking her master's degree in England. Helen Keller's spirit can also be found in men like Tolhas Damanik who has been blind from birth due to glaucoma. He finished his master's degree in Ohio, the United States and now works as an education sector consultant. Even important posts like commissioner of the Sub-commission for





Education and Elucidation of the National Human Rights Commission are held by the blind, as in the case of Saharudinm Daming.

It is these Helen Kellers of our times that have motivated the initiation of the Books for the Blind program. The principle of education for all applies to those with special needs as well. The blind have the same right to educational facilities of all kinds. Through books for the blind, the Kick Andy Foundation

provides assistance in the form of Braille and audio books. In the year that this program has been active, it has provided 3,141 Braille books and 1,610 audio books to 12 Special Education Schools and 4 Rehabilitation Centers. These educational tools are expected to assist the blind to realize their full potential. Through books, they come to experience the color of life, the form of being, and to understand life in a whole new way.



# Cleft Lip Reconstruction Program, SMILE FOR ALL

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The story of Amek, a boy who had cleft lip yet dreamt of becoming a television anchor, gives a lot of inspiration for Kick Andy Foundation team. Children never get the chance to choose his/her condition at birth. However, in any state of condition, children has the right to develop, optimise his/her potential, and reach his/her dreams.

In every 1.000 birth, according to Indonesia Ministry of Health and Welfare, eight babies suffers from cleft lip. Cleft lip caused by abnormal facial development during gestation. A cleft is an opening

or a gap on one's lip and mouth ceiling. Children with cleft palate typically have a variety of speech problems and ultimately, psychological problems. This facial defect can be cured by a surgery which reconstructed a lip form. But not only that, it also bring one's smile to a better life.

**"Because I have a right to be heard. I have a voice!"**

- King Speech -









## Prosthetic Leg

His name is Sugeng Siswoyudono, and he looks a bit eccentric dressed in a jacket with military attributes and a red cap topping off his long hair, which he pulls back into a ponytail. He runs off the mouth in a very straightforward way, and is proud to let people know he is a milk distributor. From the way he walks, nobody would ever guess that he lost his right leg below the knee in a traffic accident when he was still in high school.

Sugeng gets up bright and early every day to deliver fresh cow's milk to the small shops scattered throughout Mojosari Village. Having only one leg certainly doesn't slow Sugeng down, nor does it discourage him. He made his own prosthetic leg and has even taken to making prosthetics for other people as well. He has a small workshop at his home, where he makes prosthetic legs to order to help people carry out normal daily activities and live independently. "I don't sell prosthetic legs," he explains when people approach him about ordering one. He simply makes the



legs for his patients and even shows them how to repair the prosthetic when necessary.

Sugeng's enthusiasm for life and assisting others inspired the Kick Andy Foundation to initiate the 1,000 Free Prosthetic Leg Campaign in 2008. Up to now, the Kick Andy Foundation has distributed 1,602 prosthetic legs throughout Indonesia. The number 1,000 simply indicates that Kick Andy Foundation will provide a prosthetic leg to anyone that needs one. In practice, many more than 1,000 legs have already been provided and many more are sure to follow as long as people need them.

Not surprisingly, Sugeng's spirit and enthusiasm for life spreads like a virus to everyone who receives one of his prosthetic legs. In fact, many of the people who have received prosthetic legs have gone on to voluntarily provide

information to others, and even bring people in to Sugeng to get a prosthetic leg. Some have also gone so far as to set up their own prosthetic leg workshops to help others just as Sugeng does.

Prosthetic leg constitute a symbol of independence for those who at one time felt helpless, but now know they can live life as fully as they dreamed of doing; that they can go about their daily routines fully once again. They can be self-sufficient financially just like everyone who has two legs. They are a burden to nobody. They even make a contribution to the real economy. And best of all, they help others with similar problems follow in the footsteps of Sugeng to walk boldly into the future to live independently and fully.



**"Three keys to more abundant living:  
caring about others, daring for others,  
sharing with others."**

- William Arthur Ward -





**"The more you read,  
the more things you will know.  
The more that you learn,  
the more places you'll go."**

- Dr. Seuss, "I can read with my eyes shut!" -

## Educational Book Program

Did you ever think that a book could change someone's life? That may seem impossible. However, it could be true. For Eko Cahyono, a youth from Malang, East Java, books are an inseparable part of his life. He wanted so much to build a library that he risked losing his family and even thought about selling one of his kidneys.







Bekasi Station holds another story. Andi Suhandi gathered the street children from around the Bekasi area in a modest house he calls Sun Children's Studio (Sanggar Anak Matahari). There Andi teaches them what they would learn at school. He stuffs their heads so full of books and book learning that they dare to dream of better lives for themselves in the future. Andi is well aware that he cannot get the children

off the streets without something to motivate them, something that offers them a way to make tomorrow work for them.

What could be sadder than someone with no aspirations or dreams at all? If you can provide people with educations, you provide them a solid legacy to build their futures on. Education is the basic capital for changing a person's life. An education is a gateway to a future wide open with possibilities.

In order to provide a proper education, one must be able to offer the appropriate infrastructure and facilities, including books. This is why the Kick Andy Foundation has come to focus on education. Kick Andy Foundation's book program arranges for the distribution of all kinds of books to schools, libraries and reading rooms. The Foundation has

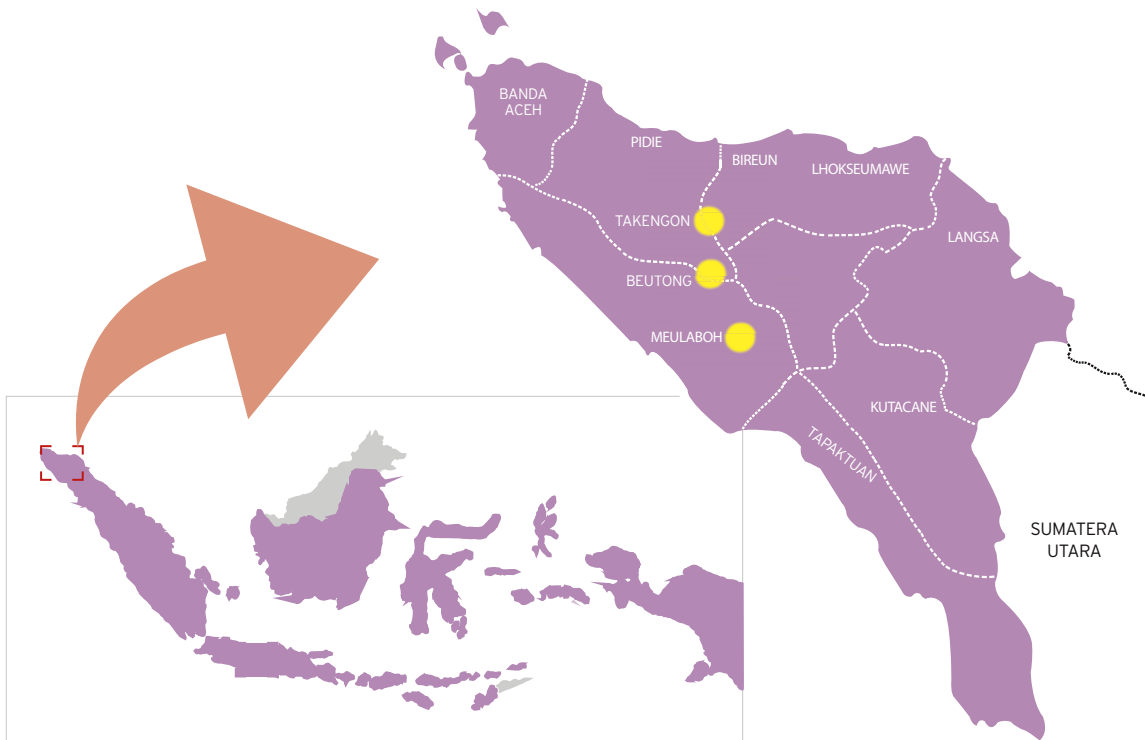
distributed 48,318 books through its Satu Hati Cerdaskan Bangsa campaign in the period of 2009-2011. These books went to 177 school libraries and 57 orphanages and reading rooms. Books are also distributed as souvenirs for the people in the studio audiences watching the recording of the Kick Andy Show every week. As many as 36,400 books are distributed yearly, and the Kick Andy Foundation invites its viewers to bring in used books. As many as 7,000 used books have been collected thus far and distributed to reading rooms that require them.

Books do, indeed, opens doors onto the world, providing a legacy of knowledge that will never fade or diminish. Give children books and you help them to find a path into the future toward achieving their aspirations.



# Community Relations at Beutong Exploration Project

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**INDOENERGI PLATINIUM**

Beutong is hinterland in central region of Aceh, isolated and one of centers of conflict. Resulted a traumatic and substance society. With low skills and dependent on forest (degrading quickly), the challenge is to change community to become company's partner now and in the future.

## SOCIAL CONTRIBUTION & COMMUNITIES PROGRAM



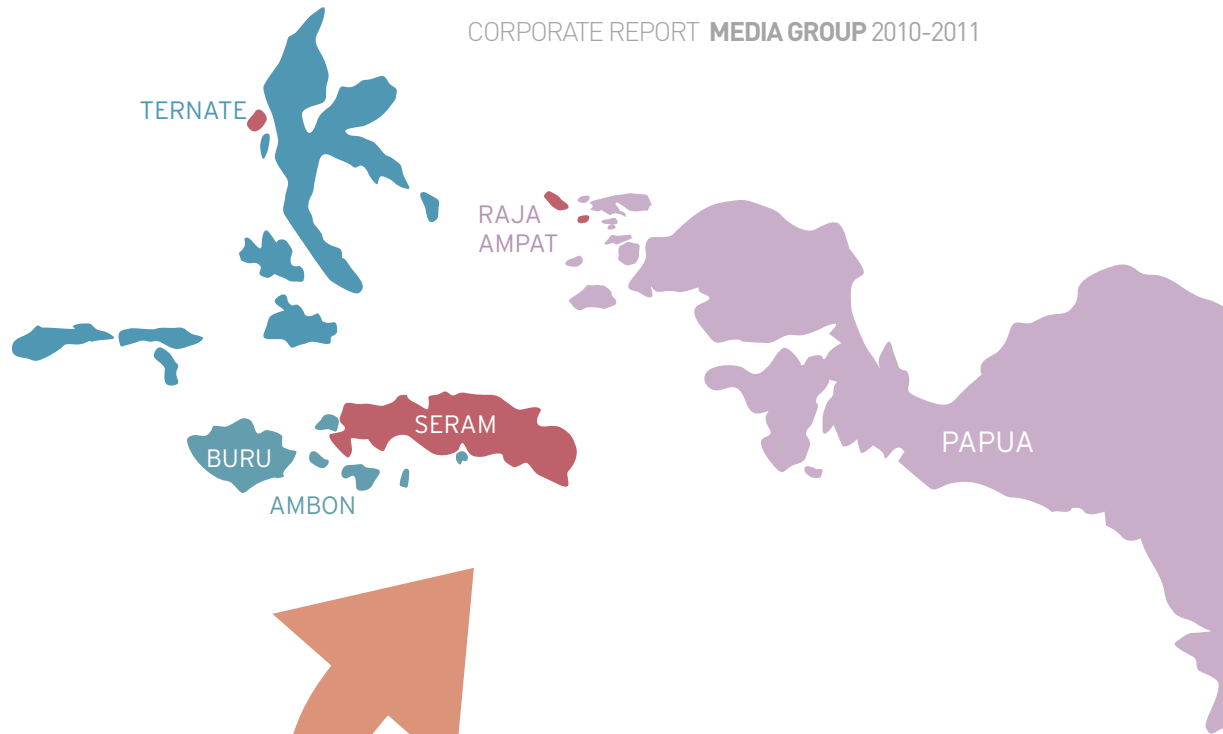
We start to handle social issues at early stage with strong communication. Introducing integrated agriculture program using demonstration plot. Involving our employees working together as a process of trust building between the company and communities.

The result is establishing self help groups, trained administration, small-scale enterprises and improving agriculture technique. The company develops contract or partnership to guarantee income in the long run.

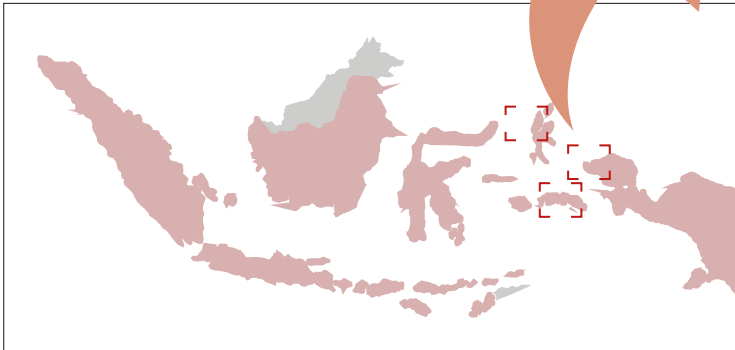
With better income to impact on better education and livelihood.







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# Cataract Surgery Project



In the year of 2010 to 2011, Media Group Foundation collaboration with Cicendo Eye Hospital Indonesia, performed 107 cataract surgery in Raja Ampat Regency - Papua, 76 eyes in Ternate Island - East Indonesia and 113 eyes in Seram Island of East Indonesia.

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Media Group Foundation will continue this mission to prevent the blindness. The project aims at performing 1000 free cataract surgery operations across Indonesia in 2012. One of the objectives of the program is to offer free eye care for poor and needy people. The Foundation will continue collaboration with Cicendo Eye Hospital and other corporation for the possibility to perform more than 1000 free cataract surgery in 2013.

## QUICK FACTS!

80% of all visual impairment can be avoided or cured.

About 284 million people are visually impaired worldwide: 39 million are blind and 245 have low vision.

About 90% of the worlds visually impaired people live in developing countries.

Indonesia has the second highest prevalence of blindness and vision impairment of any country in the world, behind only Ethiopia.

# Water & Cleaned Up Project

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Helping to improve quality of life in the communities where we located is an integral part of our business.

We provide clean and safe water to neighborhoods. Clean up their mosques and distributed basic provisions are part of our programs in communities.

In the future we are aiming on education restructure and encourage young people to develop active lifestyles.

## SOCIAL CONTRIBUTION & COMMUNITIES PROGRAM



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# MEDIA GROUP

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**Metro TV Building, 7th Floor**

Komplek Delta Kedoya

Jl. Pilar Mas Raya Kav. A-D

Kedoya Selatan, Kebon Jeruk

Jakarta Barat 11520

Indonesia