



**MCM**

MAX CAPITAL MANAGEMENT

21 MARCH 2022

# COMMUNICATION ON PROGRESS

March 21, 2022

E. António Guterres  
Secretary-General  
United Nations,  
New York,  
NY L0017 USA

**RE: STATEMENT OF CONTINUED SUPPORT**

Dear Mr. Secretary-General,

Max Capital Management Holding Ltd is a global corporation that primarily offers Project Management Consultant services for our clients to establish their global presences. We deploy our market-proven Property Investment Life Cycle (PILC), Business Investment Life Cycle (BILC), corporate branding, public relationship and business strategies to attain their growth, exponentially and globally.

In particular, MCM strives to provide the excellence since the launch in 2012 to exceed the expectations of the industry, particularly in the real estate industry, real estate, hospitality, eCommerce, Internet of Things (IoT), EdTech, FinTech, and many others. We ensure that our approach to Corporate Social Responsibility (CSR) is coherent with our business plan, strategy, and principles, which are based on the idea of making a contribution to the community by bringing the best people together, as we rise by lifting others in our organization.

In the midst of COVID-19 pandemic, we propose innovative solutions while also modifying existing practices to adapt to the current situation to further enhance the productivity, efficiency and staff being and well being of everyone in the organization. Thereafter, we pursue remote working with the advent of technological advancement, we are breaking down the boundaries between our internal and external counterparts in an interactive CSR events and giving opportunities to grow exponentially. Max Capital Management, as a signatory to the United Nations Global Compact, has consistently incorporated the Global Compact and its Ten Principles into our corporate strategy, culture, and day-to-day operations. Amidst our country's recent challenges, this report describes, summarises, and solidifies our continuous support and commitment in utilising the Ten Principles of the UN Global Compact on human rights, labour, the environment, and anti-corruption, social and economical.

Respectfully,

Adj. Prof. Ts. Maxshangkar  
Founder and Group Chief Executive Officer

# HUMAN RIGHT PRINCIPLE

## ASSESSMENT, POLICY, AND GOAL

MCM acknowledges that in order for the organization to grow together, we should honour and affirm the stipulation of basic human rights to all people globally, regardless of whether they have been engaged or linked directly or indirectly to our organization ecosystem. In pursuance, MCM ensures that the dignity of everyone is properly and equally respected, against workplace discrimination that provide safety, security and privacy right to pursue professional and personal growth.

## IMPLEMENTATION

MCM is committed providing a safe and conducive working environment for its employees and understanding the needs to work closely in a team under the same roof. As a precaution and for the sake of our employees' safety and health during the COVID-19 pandemic, the management has agreed to arrange rotational office reporting to certain employees who prefers office-mode environment. MCM makes sure that **all Standard Operating Procedures as set forth by the Government of Malaysia are followed** and due to the hike of COVID-19 cases in the surrounding areas, the management has implemented 100% remote work to safeguard the employee wellbeing.

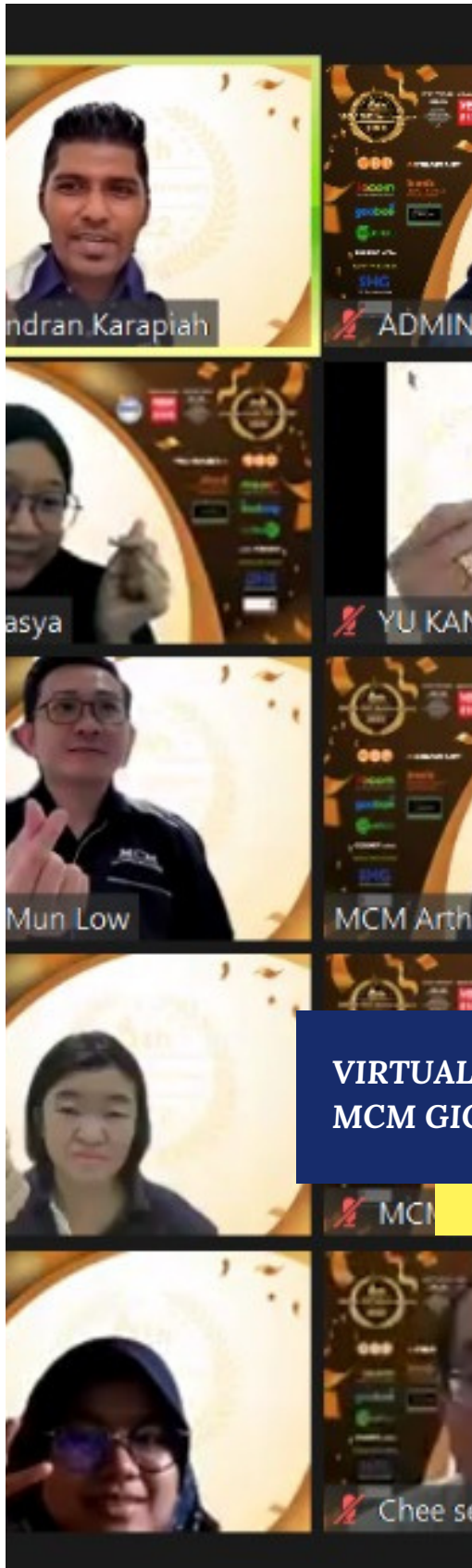
In pursuance of external human right empowerment, over the years; MCM has provided hundreds of virtual events for MCM Global Investment Community (GIC) members and public audiences. In the year of 2022, we break our old norms by hosted virtual **2022 MCM GIC Anniversary** bringing the theme of "Knowledge is Power, Education is Fuel" and it gathers fastest-growing "project introduction" hindsights, thought--provoking new "project sharing" insights, new "project perception" foresights, time-saving exclusive chance to interact with the man behind the curtain.

Knowledge is power and knowledge shared is power-multiplied, MCM invests in the knowledge of Founder and Group CEO of MCM Group of Companies and launched the second edition of MCM book titled: **Investment Strategies for Global Real Estate and Businesses** written by Adj. Prof. Ts. Maxshangkar and Chief Marketing Officer, Mr. Roy Ong. In this released second edition book, the readers will envelop beyond global real estate perspective top with global businesses and interactive strategies that both strategies was being nominated in the Edison Award. It discards many potential investments that may perform poorly over time or that are not right for the investment goals the readers are looking to achieve with more than 25 curated topics for different types of investing purposes and needs.

MCM believes that the smallest act of kindness is worth more than the grandest intention. The management took an initiative to contribute several **emergency groceries donations** to the flood victims as massive flood in one of the country in Malaysia; Sabah has displaced countless lives. It was hit by serious flash floods, many houses washed away, landslides, with many villages inaccessible & without electricity. On 18 Sept 2021, a group of team using 4WD distribute **groceries donations to Sugud Church & Maang Relief Distribution Centre** to further assist the victims of the recent flash floods.

#### **MEASUREMENT OF OUTCOMES**

MCM has never been the subject of any inquests, civil proceedings, or related incidents violations of human rights over the year. We grasp efficient internal and external meetings arrangement to review our performance and commitment to everyone connecting in the organization ecosystem.



EVERYTHING YOU  
NEED TO KNOW  
ABOUT REAL ESTATE,  
BUSINESSES, AND  
INVESTMENT ECO-  
SYSTEM.  
GET ONE COPY  
TODAY!

**MCM BOOK II:  
INVESTMENT STRATEGIES  
FOR GLOBAL REAL ESTATE  
AND BUSINESSES**

**VIRTUAL 2022  
MCM GIC 6TH ANNIVERSARY**

**GROCERIES DONATIONS TO  
SUGUD CHURCH & MAANG RELIEF  
DISTRIBUTION CENTRE**



# L A B O U R P R I N C I P L E

## ASSESSMENT, POLICY, AND GOAL

MCM believes the labour relations act is not only to protect everyone in the workplace but in the organizational ecosystem involving internal and external counterparts that contribute to the economical development, fair labour practices development. The policy implemented is to aim the promotion of empowerment and protection towards regulation of individual and collective employment relations.

## IMPLEMENTATION

As the new norms of remote working; Work From Home is the current norms for the employees since the year of 2020. In continuance to ensure the health being and well being of the employee, the management has decided to continue with the existing and **hybrid work-from-home policy** with rotation of returning to the office for several months before the COVID-19 cases in Malaysia projected significant increase in the positive cases reported at the surrounding areas.

Despite remote working environment, the management empowers the protection to the employee by introducing an **enhanced employee health benefits with easily accessible mobile application insurance** that comes with 24/7 access to helpful resources, electronic ID storage, one tap policy updates and providing the essential capabilities the policyholders demand. MCM safeguard the employee's health protection as it is always believed that healthy workforce is a more productive workforce, leading to active and productive employee with a higher morale.

Leaders will be those who empower others, and MCM empowered several c-levels to attend the training at Human Resource Development Fund (HRDF). MCM believes other than internal Training and Development department that reinforce the Head of Department's knowledge, the management sent the in-charge person for **up-skilling providing pathway to new skills and development funnel from the top down approach**. The management encourages daily improvement as we are what we repetitively do, hence the employee can submit any suitable course to upskill their skillset in their area of command.

## MEASUREMENT OF OUTCOMES

MCM organises review and post-mortem towards any events or task organised that helps the team zoom out to see the end result of all that hard work and that ultimately boosts their morale. The reviews are not limited to any special highlight, yet to any tasks that requires further attention and improvement as it is one way that one can increase the team's engagement, provide strong recognition and encouragement with ability to create tangible paths for employee growth that are rooted with accountability.



**HUMAN RESOURCE DEVELOPMENT  
FUND (HRDF) TRAINING WITH THE  
MANAGEMENT OF MCM AND  
PURCHASER OF MCM BOOK II**



# ENVIRONMENTAL PRINCIPLE

## ASSESSMENT, POLICY AND GOALS

MCM as a project management consultancy may not have the same environmental impact as any other manufacturing businesses. Hence, we concentrate on energy-saving measures. as it is believes that preserving the environment is critical to building a sustainable society. We are dedicated exploring and pursuing new approaches and opportunities to minimise any negative effects on the environment and cultivate the value of environmentally aware in the organizational culture.

## IMPLEMENTATION

In comparison to the days before the pandemic's new norms, we held a physical event every year. We continued our practices as in the year 2021/2022 where we organised virtual event through webinars. There are significant events MCM organised to pursue the mission of MCM GIC and cultivation of education in internal and external scopes namely **Business Seminar Strategy 1.0**, **Business Seminar Strategy 2.0** globally opened for all attendees all around the world because everyone is connected in an endless border of the technological circle with borderless education boundaries. Along the event implementations, MCM made global cross-collaboration featuring prominent speakers across the globe.

MCM leverages digital transformation as the organization expands global reach of endless knowledge pursue, the employee of MCM was given opportunity to attend the **World's Largest Online Advertising Event - Adworld**. The event consisted of the world's brightest minds in advertising to learn, share experts secrets and connect online. It was streamed in 10+ Digital Advertising Tracks, consisting of hyper-focused speeches, panels and live Q&A sessions to help take the business to the next level. The all-in-one advertising event has brought the employee closer to leading marketers and brands than ever before from the comfort of their home.

In compliance of environmental principle undertaking and the responsibility to protect the environment, the organization effort to reduce the usage of paper, the Human Resource department introduced **mobile application Human Resource System** to further reduce the usage of paper in leave application, expenses claim or processing or paper-related documentation. It helps the employee to reach everything at the end of the fingertips and quicker access to HR-documentations in their smart phones.

## MEASUREMENT OF OUTCOMES

Remote working mode discloses various technological advancement to further assist the employee and the organization to maximise efficiency and reduce wastage in unnecessary segments. It cultivates an environmentally-friendly culture and sustainable impact on the organization, community and society.



Organiser MCM Co-organiser MCM 精明理财 CSR Partner MCM LIFE

线上讲座 中文

# 企心协力 出企制胜

企业四部曲

新创 品牌 策略 理念

危机就是转机，衰退就有机会！

张毅义 Teoh Jun Ee - Carisma 联合创始人  
李金文 Lim Kim Yew - Seohang 联合创始人  
林金文 Lim Kim Yew - Seohang 联合创始人  
洪焯峰 Ang Moon Lim - Caring Pharmacy Group 联合创始人

09 Oct 2021  
星期六 Saturday  
2.00pm - 4.00pm

<http://12u.asia/e/25429>

# BSS 1.0

09 OCTOBER 2021

MCM'S ORGANIZED EVENT



# BSS 2.0

15 JANUARY 2022

MCM'S ORGANIZED EVENT

Organiser MCM Co-organiser MCM 精明理财 zoom

# From Start-up to Grown

Business Strategy Seminar 2.0

2pm-4pm  
15th January 2022 Sat

Speakers

|                                                                                                                                |                                                                                                                     |                                                                                                 |                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| <br>Phoon Yee Min<br>COO<br>MCM International Consultancy Pte Ltd<br>Valuation<br>The 4 Common Valuation Methods You Must Know | <br>Dato Patrick Ong<br>CEO<br>Code 7 Tech Sdn Bhd<br>Startup<br>3 Important Elements to Build a Successful Startup | <br>Dato Lewee Law<br>Founder<br>Leawe<br>Branding<br>The 4Rs to Excel in Your Branding Journey | <br>Killick Datta<br>CEO<br>Global Brand Partners<br>Marketing<br>The Ultimate Guide to New Global Marketing |
|--------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|

Moderator: Surendran Karapiah, Chief Marketing Officer (Property) MCM

SCAN QR Code Get Ticket Now!

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STREAMING NOW

# ADWORLD

27-29 OCTOBER 2021 • ADWORLD.ONLINE

# WORLD IS L

WORLD IS L  
WORLD IS L  
WORLD IS L

# ADWORLD

15 JANUARY 2022

MCM'S PARTICIPATED EVENT

ADWORLD

ONLINE 27-29 OCTOBER 2021

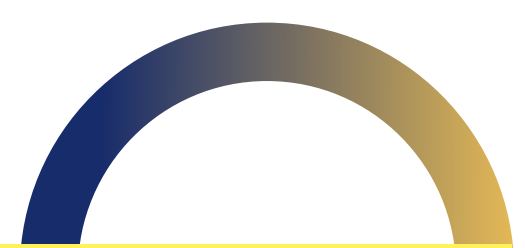
RORY SUTHERLAND MARI SMITH  
MICHELE ROMANOW SETH GODIN

JOANNA WHEELER JIM KWIK CAMILA COELHO SYRAN CROSS

FACEBOOK • GOOGLE • YOUTUBE • SNAPCHAT • REDDIT

FACEBOOK AD SPLIT-TESTING FRAMEWORK  
AGENCY LEADS  
22 HACKS TO GET UP YOUR GOOGLE ADS  
87% LOWER CPAs WITH AI

TICKETS STILL AVAILABLE: [ADWORLDCONFERENCE.COM](http://ADWORLDCONFERENCE.COM)



# ANTI-CORRUPTION PRINCIPLE

## **ASSESSMENT, POLICY, AND GOALS**

MCM strictly shall not compromise with any form of corruption, bribery, or forgery by recognising the best anti-corruption practises as mentioned in our company's SOP and conducting those procedures out along with the highest ethical standards conduct and honesty within and between our employees, clients, and/or GIC members who are associated in MCM ecosystem.

## **IMPLEMENTATION**

MCM continue to conduct an enhance systematic thorough due diligence on all involved or connected parties in the ecosystem as it is a crucial component in MCM's business conduct to curb corruption. Additionally, MCM guarantees and ensure the employees to be aware and abide to the company's internal procedures and/or policies across departmental and other segment, as well as all applicable internal and external anti-corruption rules and regulations. Employees are encouraged to notify any corruption or forgery issues to our Human Resources Department, subsequently, all financial transactions involving MCM are reviewed and approved by external accounting practitioners where it assures there is a check and balance in our organization.

Furthermore, MCM persists to acknowledge and support the principles of business ethics and the principles that govern the Global Compact because the cost of attempting to prevent corruption is less "expensive" to an organization than the cost of the corrupt practices that occurs.

## **MEASUREMENT OF OUTCOMES**

Subject to regulatory requirements and prevention of the unnecessary bias reporting, all financial transactions are evaluated by external audit firms. As a result, there have been no incidents of attempted bribery/corruption or conflict of interest, and no disciplinary charges have been filed against MCM organization and its employees.

# S O C I A L P R I N C I P L E

## **ASSESSMENT, POLICY, AND GOALS**

MCM strive for societies in which the worth of each individual is recognised, preserved, and enhanced. The organization extends the commitment to the community, public policy, and compliance, customer health and safety, product and service labeling and members' privacy. The rights and privileges that a community confers or holds back from those who constitute it reflect the relative esteem in which that society holds particular groups of individuals and MCM believes that all people are equally valuable.

## **IMPLEMENTATION**

The commitment to safeguard the privacy of MCM's compliance extends through our business partners, MCM GIC members and everyone connected in MCM's ecosystem. MCM safeguard every privacy namely implementation of contracts, public policy and also ensuring everyone is protected personally and professionally in the ecosystem. MCM ensures the transparency and accuracy of the information with the practice of written contracts stating all rights reserved towards the particular project.

Different industries and business structures will require different contracts. As the organization is growing, the contract needs evolves over the time. MCM ensure that every contracts has been made is private and confidential, serve the needs for both parties and prevents future misunderstandings or disputes from the beginning. Subsequently, it provides MCM ample of security and clarity in business relationship and create a better management of commercial relationships.

## **MEASUREMENT OF OUTCOMES**

Ensuring there is no any data breach or privacy leak, MCM provides the best practices and protocols for their employees in handling their compliance documents. MCM has restrict data access to a certain information in the company and certain access to certain employees only those who involved in the particular projects.

# ECONOMICAL PRINCIPLE

## ASSESSMENT, POLICY, AND GOALS

MCM acknowledges that the term "economical principle" refers to a wide range of microeconomic theory and hypotheses that describe or clarify how a financial system attempts to satisfy an unlimited demand in the global market with a limited supply of resources. It is the organization commitment to engineer the balance between microeconomics and macroeconomics to manage efficient economical growth locally and globally.

## IMPLEMENTATION

One of the possible options when it comes to diversifying one's project is business. There are a few reasons why MCM invests into businesses in that inclusive several reasons including mitigating risk by diversifying into multiple industries, as well as to protect ourselves from potential downfalls. The success is a combination of these factors and more with the main ground that MCM founded market-proven strategies namely **Business Investment Life Cycle (BILC)**. As a PMC, MCM wish to engineer the value of the business, within the intention of bringing up its value. Within the company, MCM have created a set of strategies from researching business patterns at different stages, all with calculated risk in mind. Further to that, when going down the path of the members in the GIC community, property is always on one's minds. To better understand it, MCM invented the **Property Investment Life Cycle (PILC)** to ease the property investing process by looking at the different stages of a property as it develops over time, members can begin to understand where the profit margins lie.

MCM's market proven strategies contributes not only to MCM's economical growth but towards the strategic partner economical growth as well. Around 50 projects globally has been benefited from this market proven strategies in over 25 countries. Additionally, MCM Property Investment Life Cycle (PILC) was nominated in 2021 Edison Award meanwhile MCM Business Investment Life Cycle (BILC) was nominated in 2022 Edison Award. The Edison Awards recognizes and honour innovation and excellence in the development, marketing and launch of new products and services and MCM is honored to be nominated in 2 consecutive years.

## MEASUREMENT OF OUTCOMES

Every businesses carries risk and without proper guidance, a beginner in the industry may have challenge figuring out what needs to work. Some individuals prefer to look at profit, while others at the growth rate. Some prefer to view the industry as a whole first, while others view the business from a holistic perspective. As a reliable global PMC, MCM has always welcomed those who needs knowledge and guidance.