Employee Turnover by	FY2	024	FY2	023	FY2	022
Employee Category Number	Rate (%)	Number	Rate (%)	Number	Rate (%)	
Senior Management	22	1.89%	35	2.1%	21	1.5%
Middle Management	56	4.82%	80	6.2%	65	5.8%
Executive	108	9.3%	136	11.3%	110	9.8%
Non-Executive	97	8.35%	135	15.5%	62	5.3%
Total	287	25.15%	386	27.20%	258	28.67%

Employee Turnover by Age Category	FY2	024	FY2023		FY2	022
Employee furnover by Age Category	Number	Rate (%)	Number	Rate (%)	Number	Rate (%)
Under 30 years	81	6.98%	87	6.13%	76	8.44%
30 - 50 years	180	15.5%	246	17.33%	170	18.89%
Over 50	31	2.67%	53	3.73%	12	1.33%
Overall Turnover Rate	25.1	15%	27.2	20%	28.0	67%

# **COMMUNITY ENGAGEMENT**

#### **Related UNSDGs**





**Goal 4:**Quality Education



Goal 16: Peace, Justice & Strong Institutions



Goal 17: Partnership For The Goals

### Why This Is Important

Community investment is important in fostering the long-term social, economic, and environmental well-being of local communities. The Group recognises the importance of this, engaging in community investment to contribute positively to the areas where we operate through its charity arm, the Tropicana Foundation. We also encourage a company culture of giving back to the community whilst endorsing harmonious living that uplifts the well-being of the community.

## **Our Approach**

Overall, our community engagement focus for FY2024 can be broken down into three major areas:

- Education
- Healthcare
- Sports & Wellness

#### **Our Performance**

Through our programs in FY2024, we managed to contribute an estimated total of RM30,355,012 to the community, supporting 1,573 beneficiaries.

	FY2024	FY2023	FY2022
Total amount invested in external community by category	RM30,355,012.07	RM297,786.67	RM3 mil
Sponsorships	RM62,000.00	RM84,412.20	RM188,211.00
Education	RM3,000.00	RM3,226.00	RM1,154,800
Donation	RM15,076,600.00	RM160,734.99	RM10,000.00
Charity	RM134,912.07	RM32,213.48	RM38,674.00
Sport	RM15,058,500.00	RM17,200.00	RM1,612,916.00
Total number of individuals benefitted	1,573	3,375	1,640

The data for the number of beneficiaries is based on our best estimate given the difficulty in tracking the exact number of beneficiaries for some of our initiatives.

The following table lists our most notable Community Engagement programs for FY2024.

No.	Programme		

- 1. CNY Meet & Greet 2024
- 2. Back to School Program
- 3. Bubur Lambuk Ramadan Distribution
- 4. Majlis Berbuka Puasa with the Orphanage Homes
- 5. Pet Care Programme & Donation Drive with SPCA
- 6. Season of Joy & Giving 2024

Moving forward, we hope to enhance community investment as a strategic tool in enhancing our brand in the targeted neighbourhoods/communities, build better relationships with relevant stakeholders, and invest in environmental and biodiversity-related causes such as conservation projects, as opposed to solely focusing on social causes. However, this is subject to our financial feasibility and impact assessment.























