

CEO'S STRATEGIC REVIEW



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2025 HAS BEEN A PROGRESSIVE YEAR FOR YAYASAN JCORP. WE HAVE GROWN OUR REPUTE AS A TRUSTED ORGANISATION, ATTESTED BY INDUSTRY AWARDS, MORE COLLABORATIONS, AND GENEROUS GRANTS FROM MANY RESPECTED ORGANISATIONS.

Zaidatul Zurita Abdul Rahman
Chief Executive Officer



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EVOLVING POSITIVE IMPACTS

Our commitment to transparency and excellence was recognised through the NACRA Gold Special Award for transparent reporting, the Johor State Level Corporate Sector Arts Award for cultural stewardship, and the Foundation of the Year award from CSR Malaysia. These accolades affirm that how we work is just as important as what we achieve.

Our collaboration network continued to deepen, spanning state agencies, respected foundations, and new private sector partners. Behind every project, however, is something far more important than a partnership agreement: a real person whose life is a little better because of what we do together. Let me take you through some of our 2025 highlights.

EMPOWERING THE NEXT GENERATION THROUGH EDUCATION

In 2025, we reached over 15,000 students in bridging the digital and economic divide through programmes that equipped young people with skills for a rapidly changing world. Our Digital Literacy Programme placed laptops and smartboards in rural B40 and Orang Asli schools, whilst our Smart Farming Greenhouse initiative transformed classrooms into agri-tech laboratories generating real income.

Our other long term educational programmes also continued to yield success. Of notable pride, the students of SK Yong Peng crowned the year by becoming National Choral Speaking Champions - a fitting reminder that the right investment in young people yields extraordinary returns.



Read Focus Area - Education (pages 16 to 33) for more details.

PROTECTING THE PLANET WE DEPEND ON

Good progress was made on environmental initiatives too. The Future-Powered Project brought solar energy to one of Johor's last off-grid schools; our Coral Rehabilitation Programme restored reef structures at Pulau Aur; the One Million Roots for the Future initiative added 3,611 mangrove trees to our growing total; and the *Cabaran Kaca Pun Boleh!* campaign mobilised 60 schools to divert 107 tonnes of waste from landfill. Together, these initiatives reflect our conviction that environmental stewardship and community well-being are inseparable.



Read Focus Area - Environment (pages 44 to 65) for more details.

BUILDING INCLUSIVE COMMUNITY WELL-BEING

Across all our community initiatives, we impacted over 20,000 lives in 2025 through inclusive and supportive initiatives. Our Reskilling Programmes with PERHEBAT supported retirees to remain active contributors to Johor's economy, while Job Placement drives with PERKESO opened meaningful employment pathways for individuals with different abilities. Early Detection and Occupational Therapy Screening Programme delivered critical health screenings to over 200 underprivileged children, ensuring the right interventions are provided. The Laksamana Run continued to unite our community around cancer awareness, and our Waves of Support relief programme reached 180 families and 55 students during the monsoon season.



Read Focus Area - Community Well-Being (pages 66 to 79) for more details.

ENRICHING JOHOR'S ARTS, CULTURE, AND HERITAGE

Every thriving economy needs a soul, and Yayasan JCorp takes on the responsibility of nurturing Johor's crafts, artistes, and heritage. Through Projek Legasi Johor, we helped revive the near-lost art of Kain Benang Johor weaving, transforming ancient craft into sustainable livelihoods for the next generation. Pentas Seni Johor and our wider cultural festival programme engaged 356 artistes, drew over 45,000 physical visitors, and reached over one million people digitally. This body of work earned us the Corporate Sector Arts Award - affirming that Johor's heritage is not fading; it is finding new audiences and new life.



Read Focus Area - Arts, Culture & Heritage (pages 34 to 43) for more details.

OUR ESG COMMITMENT AND THE ROAD AHEAD

In 2025, Yayasan JCorp impacted over 100,000 lives. We planted trees, restored reefs, opened doors for retirees and young people, supported our most vulnerable, and kept our heritage alive for the next generation. None of this happened in isolation - it is the product of purposeful strategy, committed partnerships, and a shared belief in what is possible.

Looking ahead, our 2024-2028 Transformation Roadmap remains our guiding framework. We are deepening the integration of ESG principles and the UN Sustainable Development Goals across every initiative, whilst increasingly applying Social Return on Investment (SROI) as a rigorous tool to quantify our impact - ensuring every ringgit invested creates a measurable, long-term ripple effect.

We are grateful to our investee companies - KPJ Healthcare Berhad, Johor Plantations Berhad, JLG Group, and QSR Brands (M) Holdings Bhd - as well as our partners, government agencies, and the communities who place their trust in us. As we look toward 2030, our path is clear: to use every initiative as a building block for a more equitable, future-ready, and resilient Johor. There is a role we can all play, and I invite you to join us.

Zaidatul Zurita Abdul Rahman

Chief Executive Officer
Yayasan JCorp
2025

