

**CENTRAL FORCE***The Research Fieldwork Specialist*

THE FORCE RENAISSANCE

ETHICAL

QUALITY

CARE

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From the Top Deck : CEO

Dear valued Team, Stakeholders, Clients and External Partners,

Welcome to the latest edition of the Central Force bi-annual newsletter! As we reflect on the past six months, a tremendous sense of pride fills me.

We recently had the immense honor of hosting the annual Gallup International Association (GIA) Conference here in Kuala Lumpur. It was a remarkable experience to see so many brilliant minds come together, fostering collaboration and pushing the boundaries of our industry.

Our journey has been one of continuous growth.

FROM THE TOP DECK

We've welcomed new faces to our ever-expanding team, each bringing their unique expertise and perspectives. Together, we've faced challenges head-on, upholding our core values of ethics, quality and care at every step.

These aren't just buzzwords, these are the things that drive us. They're what make us passionate about exceeding client expectations and creating solutions that make a real difference. Whether we're brainstorming with clients, having discussions with our incredible partners or pushing the boundaries internally, these values guide everything we do.

I urge you read on the rest of this newsletter to find updates on what we're working on and stories that showcase the fantastic work happening within our walls.

Big thanks to the entire Central Force team – your talent and drive keep this place humming. And a massive gratitude to our valued stakeholders, loyal clients and fantastic external partners. Your support and teamwork are what make this journey so much more rewarding.

Let's keep learning, growing and working together as we push Central Force to even greater things.

With warmest regards,

Wai Yu.



NEWS & MILESTONES

Gallup International Association (GIA) Conference

This year, we had the distinct honor of hosting the prestigious 76th GIA Conference at the Mandarin Oriental Hotel, Kuala Lumpur from May 5-7! Delegates from all over the world came together, making it a truly international event. A big thank you goes to our amazing Admin & HR team who poured their blood, sweat and tears for a whole year into making this conference a resounding success.

Our very own CEO, Wai Yu, took the stage and delivered a stellar presentation that captivated the audience! To top it off, the President of GIA presented a special recognition to our entire team during the Gala Dinner, commending our efforts in front of everyone. We couldn't be prouder!



Knowledge Exchange with Beijing MBA Students

Central Force teamed up with Taylor's University to share our knowledge with MBA executives from Shanghai Jiao Tong University! Our VCOO, Ms. Sim, delivered a captivating presentation in Mandarin on market research.

This collaborative event highlighted the importance of data-driven decision making for achieving strategic growth. It was a rewarding experience to contribute to the exchange of knowledge and bridge the gap between Malaysian and Chinese business communities. We look forward to future collaborations that foster knowledge exchange across borders!



NEWS & MILESTONES

Our CEO Wrote a Book

We're incredibly proud to announce the publication of "The Freedom to Conduct and Publish Opinion Polls," co-authored by our very own CEO, Wai Yu! This prestigious project, initiated by Wai Yu's close friend and mentor David Jodice, brought together a team of global experts like Kseniya Kizilova and Kathleen Frankovic who researched on the transparency and freedom to publish and report opinion polls in countries around the globe.

MRSM Webinar & Quiz 2024

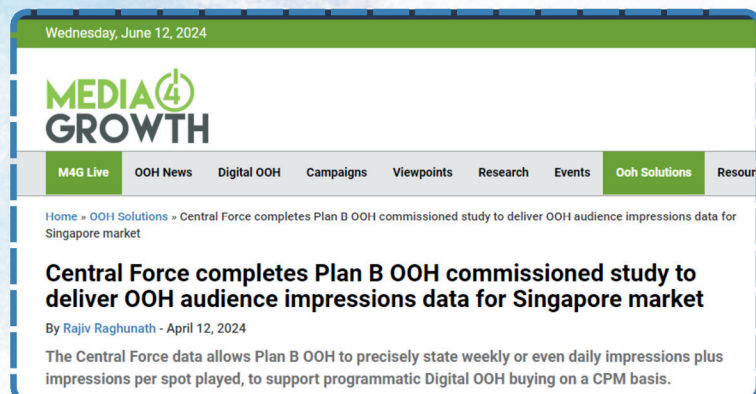
Last May, Wai Yu took the stage at a webinar for International Market Research Day (IMRD) hosted by the Marketing Research Society of Malaysia (MRSM). He shared unique and insightful research findings across various Malaysian industries, keeping the audience engaged.

But that's not all! We also have a quiz champion to celebrate! A big congratulations to Yi Jing, our very own "research rockstar," for winning the 2024 MRSM Annual Quiz! Yi Jing's impressive win truly makes Central Force shine!



Central Force Makes Headlines

Recently, we were featured on the prestigious Media4Growth website for our collaboration with Plan B OOH to improve transparency in the Singapore Out-of-Home (OOH) market. Our joint study provides precise audience data, enabling more targeted advertising campaigns, which is a game-changer!

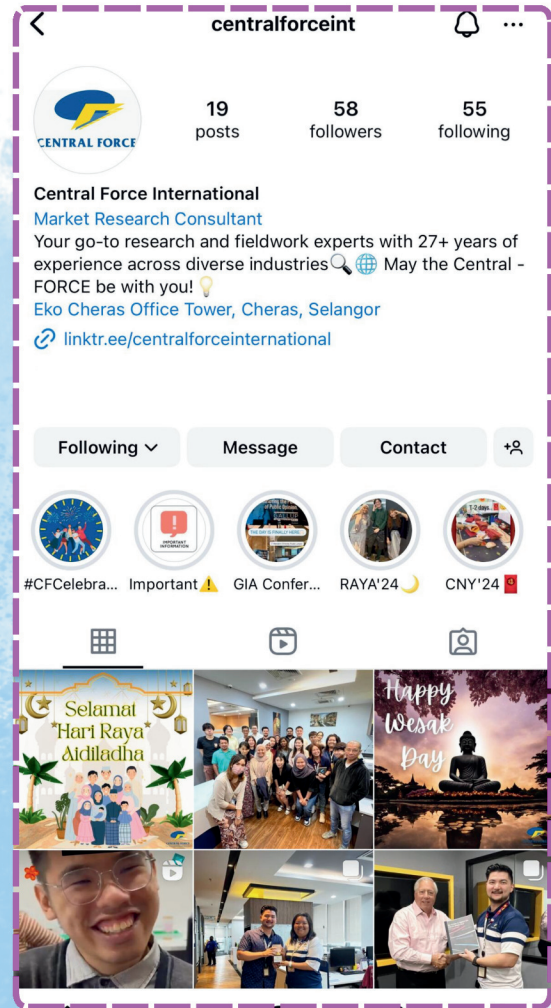


NEWS & MILESTONES

Hello Instagram

We're excited to announce that Central Force is officially joining the world of Instagram! After much anticipation, we're ready to step out of the shadows and share a glimpse into the exciting world of market research at Central Force.

Follow us @centralforceint for exclusive content you won't find anywhere else! Get ready to be informed, inspired and maybe even a little surprised by how the CF magic happens here.



Website Makeover

We're thrilled to announce the much-anticipated revamp of our official website! This exciting update reflects our dedication to providing a user-friendly and informative online experience for all visitors.

While the website is still under development with exciting features planned for the future, the current layout offers a fresh look and improved functionality. So, head over and take a peek!



MAY THE **CENTRAL-FORCE** BE WITH YOU

3211

PROJECTS AND COUNTING

At Central Force, we don't just complete projects, we craft success stories. With a proven track record of 3211 completed projects and a

16 205

IN-DEPTH INTERVIEWS

Each interview is more than just a conversation, it's an exploration, a journey into understanding. Meeting countless individuals, gaining

NEWS & MILESTONES

Work From Home (WFH) Initiative

We took a significant step towards fostering a more flexible work culture by launching a work-from-home (WFH) initiative in June. This initiative empowers our team to enjoy the benefits of remote work, allowing them to better manage personal commitments and reduce commuting burdens. We're committed to creating a work environment that promotes both professional success and personal well-being.



Performance Review

We're excited to announce the enhancement of our performance evaluation method!

Previously known as the KPI form, our system has undergone a revamp to provide a more comprehensive and well-rounded approach to employee evaluation. This new approach goes beyond just key performance indicators (KPIs), allowing for a deeper evaluation of individual contributions and growth potential.



New Tech Alert

We're excited to announce some tech upgrades designed to boost efficiency across the board!

a) New printers! Our printers have been replaced with a faster and more user-friendly model that delivers exceptional print quality consistently. To ensure a smooth transition, a comprehensive training session was held in early June by a representative from Ricoh's training team.

b) New laptops! Our Marketing team is now equipped with powerful, new laptops to tackle even the most demanding projects with ease.



NEWS & MILESTONES

Documentation Systems Training

Central Force is all about continuous improvement! In March, we had an intensive training session with Mr. Alex and Mr. Yip from Exelient Consulting & Training. They guided us through streamlining workflows and ensuring our documents are top-notch.

Thanks to their expertise, every department now has its own comprehensive policy document! This not only fosters consistency but also improves efficiency across the board.

To celebrate this accomplishment and thank everyone for their hard work, we treated the team to some delicious chocolate – a sweet reward for a job well done! With these newly acquired skills and clear documentation in place, Central Force is poised for even greater success.



Informed Decision Making Training

Our team participated in another full-day training session in June on Informed Decision Making led by the ever-helpful Mr. Alex and Mr. Yip from Exelient Consulting & Training.

This wasn't just a one-off event. We're committed to integrating these valuable skills into our daily routines. By making smarter choices that align with our company's values and goals, we're setting ourselves up for even greater success.



EVENTS & CELEBRATIONS

Chinese New Year

In January, we welcomed the Year of the Dragon with our annual CNY town hall celebration. Everyone received CNY gift bags and learned about exciting company updates.



The atmosphere buzzed with energy as all CF-ers participated in a fun little quiz and enjoyed delightful treats like Mandarin oranges and snacks. The highlight of the day was the CNY gift bag distribution, filled with goodies and angpaos symbolizing prosperity in the new year.



EVENTS & CELEBRATIONS

Hari Raya Aidilfitri

In March, we kicked off the festivities with a Raya Townhall, keeping everyone informed about important company updates.

Later in the evening, the celebrations continued with a delightful Iftar dinner at Orchid Restaurant.

It was a heartwarming sight to witness everyone coming together to break fast, sharing delicious food and creating lasting memories.



END OF YEAR INSIGHTS

One in two adults around the world declare that they would fight for their country if there was a war, a third would not, and 14% are not sure.



VOTING

DEMOCRACY

DICTATORSHIP

Democracy may have its flaws, but it is the best system of governance for the majority of the population around the world – so say 59% across 43 countries. Just 14% disagree with one in five neither agreeing nor disagreeing.

Only 22% of respondents reported rarely or never experiencing stress, with a significant portion - 78% facing stress in their daily lives, particularly those working full-time - 82% and students - 83%.



For global or regional market research needs, leverage our expertise as a member of multiple reputable market research associations. Contact us today to discuss your project.

FUN TRIVIA

Wow!

There are over 6,500 spoken languages in the world today!



Over 2.25 billion cups of coffee are consumed globally every single day!



There are over 2.5 billion ways to shuffle a deck of cards!



Oceans contain enough salt to cover the entire landmass of Earth with a layer 60 feet deep!



A single bee can visit up to 50 flowers in a single trip, collecting nectar and pollen to make honey.



NEXT ON THE AGENDA

Team Building

Get ready to bond with fellow CF-ers, unleash some creativity, a little friendly competition and create some unforgettable memories!

We can't spill all the beans just yet, but trust us, it'll be an epic adventure you won't want to miss! Stay tuned for more details coming soon!



Annual Dinner

This August, our annual dinner is back and better than ever!

The venue is booked, the date is set (drumroll please)... and the annual dinner committee is busier than bees making all the necessary arrangements. We promise it's going to be a grand and (hint: colorful) night full of fun and memories. Be patient, we'll be revealing all the details very soon!

