



ISSUE

01

COMPANY NEWSLETTER



INTRODUCTION

Stay in the know with our Company's exclusive Newsletter – the ultimate source for the latest news, updates, and initiatives across Central Force!

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Stay ahead of the curve and never miss a beat with our Company's essential newsletter! Get exclusive access to Company news, updates, and events.

Be the first to know about our latest happenings and initiatives and gain insider insights into the hottest happenings.

Check out the newsletter today and stay on top of things!



C.O.O'S INSIGHT



Dear Stakeholders, Clients, and External Partners,

We are delighted to present to you the inaugural edition of Central Force's very own Company Newsletter!

On behalf of the entire Central Force team, I extend a warm welcome as we embark on this exciting new chapter of communication and connection.

As we reflect on the past year, I would like to take this opportunity to reflect on the remarkable milestones we have collectively achieved and express my deepest gratitude for your unwavering support to our Company.

This newsletter stands as a testament to the milestones we have accomplished together. It is a celebration of our collective successes, both big and small, that have shaped Central Force into the organization it is today.

Looking ahead, the second half of the year holds immense promise and abundant opportunities. With our shared vision and relentless commitment, I am confident that we will continue to surpass expectations, drive innovation, and deliver exceptional results.

I want to express my sincere appreciation to all of our stakeholders for your continued support towards Central Force and for being an integral part of our company.

I would also like to spare a moment to appreciate the hardworking individuals in Central Force who have gone above and beyond in delivering quality work, sometimes even across multiple late nights, to ensure that our data really is, top notch.

Together, let us make the second half of the year our greatest!

Thank you.

Regards,

See Toh Wai Yu

Chief Operating Officer

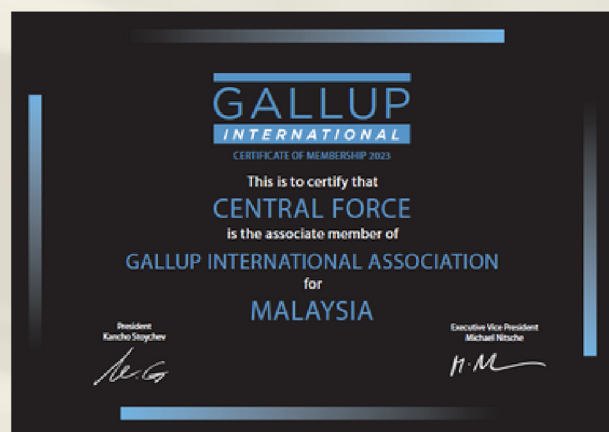
OFFICE ENHANCEMENT



The Event Hall based in 16.02 has undergone a remarkable transformation, now emerging as the advanced CATI 2 Centre. This renovation was done with the aim of providing our interviewers with cutting-edge technology and facilities, ensuring they are well-equipped to deliver exceptional results. The modernized facilities, ergonomic workstations, and enhanced audiovisual equipment create an ideal setting for conducting interviews.

The new setup not only boosts productivity but also enhances the overall experience for both our interviewers and respondents. With this upgrade, we are setting a new standard in data collection, reaffirming our commitment to innovation and excellence.

MEMBERSHIP



We are thrilled to announce the renewal of our membership with two prestigious organizations, ESOMAR and Gallup International Association. This renewal reinforces our commitment to excellence in market research and ensures our access to valuable resources and global networking opportunities.

Additionally, these renewed memberships empower us to access the latest industry insights, cutting-edge methodologies, and a wealth of knowledge shared by industry experts. We are excited to utilize these resources to elevate our services and deliver even greater value to our clients.

Stay tuned for exciting developments as we harness the power of our renewed memberships to bring you unparalleled market research solutions.

CONFERENCE



We are delighted to share that our COO, Wai Yu, attended the 75th Annual Conference of Gallup International Association (GIA) in Madrid, Spain last year. Wai Yu, whom is the Malaysian Representative in the association has been a member since 2019, with contributions to providing a voice for Malaysians to be represented in GIA's renowned End of Year surveys.

The latest edition, "75 Anniversary Survey - Polling Around The World" commemorates GIA's 75th anniversary. Wai Yu, whom can be found in the group photo at the back of the edition along with other esteemed professionals, is truly a proud moment for our organization.

Wai Yu's representation highlights our active involvement and collaboration with GIA, further strengthening our global network and knowledge sharing within the industry. It also serves as a reminder of the significant role we play in shaping the future of market research.

EVENT



This year, the Marketing Research Society of Malaysia (MRSM) and ESOMAR Asia Pacific brought an event to celebrate International Market Research Day (IMRD). The entire Marketing department and Operations Manager joined the global community in commemorating this significant event.

Held on 18th May, the International Market Research Event Day was a platform for knowledge sharing, exploring emerging trends, and fostering connections with industry leaders. The event was graced by the Chief Statistician of the Department of Statistics Malaysia (DOSM), Dato Sri Dr. Mohd Uzir Mahidin, who shared new and exciting statistical tools which will certainly benefit the Market Research industry. Our team's active participation demonstrated our commitment to staying at the forefront of market research practices and leveraging valuable insights to drive business success.

COMPANY EVENTS

CHINESE NEW YEAR

The 2023 Chinese New Year event held on 17th January in 16.01 CATI Centre marked a remarkable and long-awaited gathering post the Covid pandemic.

It was a day of exuberant celebrations and camaraderie as employees from all departments joined in to welcome the Year of the Rabbit.



The festivities commenced with an inspiring Townhall speech delivered by our VCOO, Ms. Sim. Her speech enlightened us about the Company's past year revenue, performance, upcoming projects, business continuity plan, and the exciting news of bonus payouts and salary increments for 2023; it was a truly insightful moment for all.



Following the speech, the much-anticipated angpao, giftbox, and mandarin orange distribution took place, bringing employees together in a cheerful gathering. The exchange of these traditional tokens symbolized good fortune and blessings for the year ahead.



The celebration continued with an enthusiastic photo session, allowing employees to capture precious memories of the day. The event was a resounding success, fostering unity and enabling us to revel in the richness and vibrancy of Chinese culture.

COMPANY EVENTS

HARI RAYA

The 2023 Iftar and Pre-Raya Feast, held on 13th April at a Yemeni restaurant, was truly a celebration of culture, community, and cuisine. It served as a gathering point for staff from diverse backgrounds to break the fast during the holy month of Ramadan and savor a delightful feast in anticipation of the upcoming Hari Raya Aidilfitri.

The restaurant exuded an enchanting ambiance, adorned with traditional Yemeni motifs and vibrant colors that immersed guests in the spirit of the occasion.

The event commenced with an introductory speech from Mr. Waqar, Operations Manager, followed by quick wishes from Ms. Sim, VCOO, and Mr. Wai Yu, COO.



The Iftar meal showcased a rich array of traditional Yemeni dishes, including mouthwatering chicken and lamb haneeth, savory pastries, fahsa, hummus, spaghetti fruit salads, delectable desserts, and more. The food was served buffet-style, encouraging guests to connect and engage with one another while enjoying their meal. Guests relished the opportunity to indulge in a wide range of tantalizing Yemeni cuisines while fostering bonds with their fellow colleagues.



The 2023 Iftar and Pre-Raya Feast epitomized the celebration of community and culture, uniting individuals to share in the joy and beauty of Ramadan and the upcoming Hari Raya Aidilfitri. It was an event that left a lasting impression, celebrating diversity and promoting a sense of togetherness among all those that participated.



CATIBUS DATA

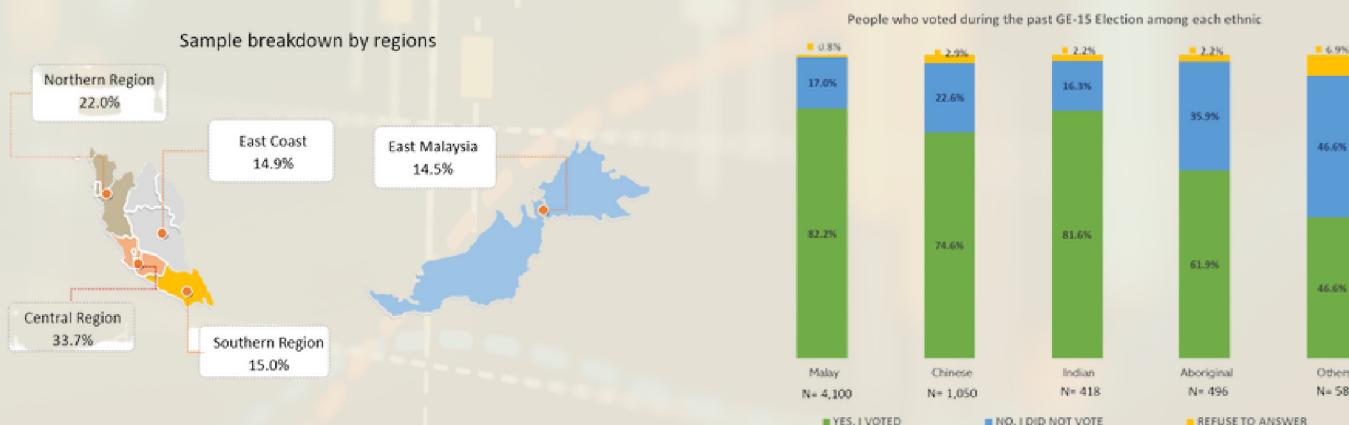
Sampling can be a daunting task in Malaysia, with challenges ranging from reaching individuals in gated communities to those residing in remote rural areas. On top of that, the high costs associated with travel and logistics further complicate the process. But fear not, Central Force has the solution: CATIbus, Central Force's very own innovative CATI version of an Omnibus survey.

CATIbus is our groundbreaking approach that simplifies robust sampling at affordable costs, making quality data accessible to anyone. Businesses have the advantage of using a full robust probability sampling frame that accurately represents the target population at a fraction of cost using CATIbus. This approach also allows for flexible sample sizes, ensuring that the affordability of CATIbus makes it accessible to businesses of all sizes, enabling them to gain valuable insights within their budget.

Mobile Phone Owner Universe	Demographic Representation	10 Minutes Maximum Length	Flexible Sample
Everybody in Malaysia owns at least 1 mobile phone. Our sample is drawn from all owners of mobile phones in Malaysia, ensuring you get a representative sample of Malaysia's Population.	Having more than 6 years of polling experience using our sampling frame, we have replicated a sample that is representative of the Malaysian demographic population.	To ensure respondents do not tire out, we will only allow a maximum of 10 minutes per questionnaire, keeping your questions relevant and respondents engaged.	We offer a wide range of sample sizes, starting from 100 all the way to 1000, ensuring you get just the right amount of data you need. Join our bus with any number of questions from 1 to 12!

Here's some intriguing highlights from our recent CATIbus waves, spanning December 2022 to May 5th, 2023, with a robust sample size of N=6,122 Malaysians:

- Urban Aboriginals were less likely to vote during GE-15 at 53.6% as compared to those living in rural areas. Out of the Aboriginals that participated in GE-15, 56.9% voted for the Pakatan Harapan-Barisan Nasional unity government.
- 76.4% of PH & BN voters had expressed their confidence in the current government (Pakatan Harapan-Barisan Nasional), while only 23.5% of PN or other parties agreed on the same.



Distribution of 6,122 samples obtained through this CATIbus wave (Dec 2022 - May 2023)

Contact us today to learn more about how our CATIbus can help you unlock the power of data and make informed decisions with confidence!

FUN FACTS ABOUT MARKET RESEARCH

Did you know that Malaysians are messaging their way to the top? According to a report from Digital 2023 Global Overview, WhatsApp is the most popular social media platform in the country, with a staggering 89.3% usage.

Looking for a travel destination that's sure to impress? Look no further than Kuala Lumpur! In 2019, the city welcomed a staggering 13.7 million visitors, earning the title of Malaysia's most popular destination. Penang and Langkawi followed closely behind, with 7.2 million and 4.5 million visitors respectively. Looks like Malaysia is the place to be!

Fun fact: Malaysia is a major player in the global palm oil industry! With 19.5 million tonnes produced in 2020, the country is the world's second-largest producer of this valuable commodity.

Here's a fun fact that will make you proud to be Malaysian: During the 2016 Merdeka Day campaign, Negeri Sembilan installed a whopping 88,747 Jalur Gemilang flags across its territory, earning a spot in the Malaysia Book of Records.

If you think rush hour traffic is bad, wait until you hear this: Central Force data found that approximately 102,456 cars pass through Jalan Cheras, Batu 6 every single day. No wonder this road is always buzzing!

If you're a car enthusiast, you'll be thrilled to hear this: in 2022, Malaysia set a new record for vehicle sales! With 720,658 units sold, the country saw a 41.6% increase in sales compared to the previous year. Looks like the roads are about to get a lot more crowded!

UPCOMING EVENT

ANNUAL DINNER

After three long years, Central Force's Annual Dinner is finally making its grand return! This year's annual dinner theme is inspired by the enchanting world of "La La Land" and the concept of "The Grand Return."

THE GRAND RETURN



Central Force's 27th Annual Dinner and Grand Comeback Party is taking you to La La Land this year!