



THE FORCE RENAISSANCE



ETHICS

QUALITY

CARE

NAVIGATION GUIDE

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FROM THE TOP DECK : VCOO

Welcome to our final newsletter of the year!

So many wonderful things have happened over the past few months and our journey has been one of continuous growth. We've had the honor of winning not one, but two awards at the LAWA Awards by TalentCorp this year, taking the crown for the Best SME Category. I'm bursting with pride for all of us!

This incredible achievement is all thanks to you CFam, the backbone of our tiny but mighty team. Together, we've faced challenges head-on, upholding our core values of ethics, quality and care at every step.

Please explore 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.

FROM THE TOP DECK

Last but not least, a huge thanks to our valued stakeholders, loyal clients and fantastic partners. Your support and teamwork make this journey so much more rewarding.

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

As we bid farewell to this year, I want to wish everyone a Happy New Year! Let's come back with a bang in 2025 and continue this incredible journey together. Here's to new adventures ahead!

With warmest regards,



Sim.

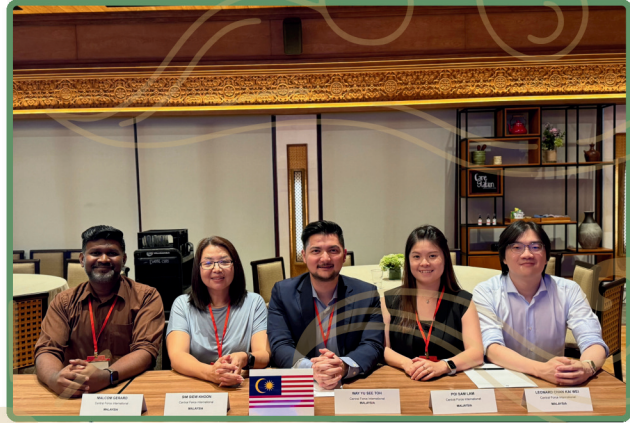
NEWS & MILESTONES

WIN CONFERENCE, BALI

Last June, the Marketing team had an incredible time soaking up the sun and knowledge at the Worldwide Independent Network (WIN) Annual Conference in Bali.

The theme, "Evolution & Empathy: Maintaining Real Human Connections & Understanding while also Leveraging AI," sparked insightful discussions and brought about fresh perspectives.

The team was thrilled to be part of such a thought-provoking event, enjoying the perfect blend of professional development and tropical paradise. They left with a renewed sense of purpose and excitement, eager to apply the insights gained to enhance their work.



FINANCIAL LITERACY CLASS WITH UNO ADVISORS



To foster a more financially secure future for our CFam, we partnered with Uno Advisors for a comprehensive financial literacy session in July. This initiative underscores our commitment to supporting our team's overall well-being, both personally and professionally.

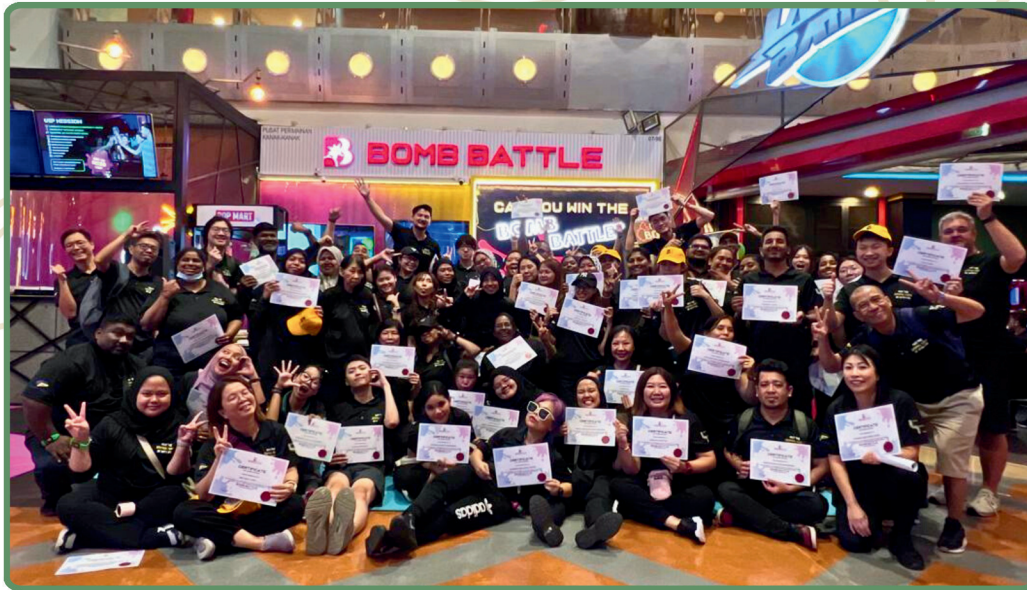
In today's complex economic climate, equipping our CFam with the knowledge and tools to manage their finances effectively is essential. By empowering them to make informed financial decisions, we aim to build a more confident and resilient workforce.

NEWS & MILESTONES

TEAM BUILDING @ BOMB BATTLE

We ditched the usual retreat this year and opted for a more unconventional team-building activity - a thrilling day of paint-splattering fun at Bomb Battle in Times Square!

It was a unique experience that brought our CFam closer together and created lasting memories. We're so glad we decided to try something new!



CELEBRATING TEAM SUCCESS

We are thrilled to celebrate the incredible achievement of our project team, who blew us away by completing 1,500 samples in just 14 days which was 5 days ahead of schedule!

To show our appreciation we treated the team to a well-deserved pizza party! Thank you CFam for your outstanding performance and for going above and beyond. Your hard work not only meets our goals but also sets a high standard for excellence. Keep up the fantastic work!

NEWS & MILESTONES

FROM OPERATIONS TO TRAINING

Once again, our Operations Head of Department, Waqar, has proven himself to be a multitasking wizard who never stops reaching for the stars. Recently, while managing our biggest department, he completed a training program and became a HRD-Corp certified trainer!

Not only that, Waqar also conducted his first training session with our CFam, offering a Basic Project Management course. Many were excited to attend and those who did said they had a great time and found the session both fun and knowledgeable.

Kudos to Waqar for his incredible dedication and skills. We're all inspired by your relentless pursuit of excellence. Keep shining, Waqar!



BUILDING BRIDGES WITH ENVO BPO

We recently had the pleasure of meeting with Envo BPO Sdn Bhd, a remarkable business process outsourcing firm. Our discussions were filled with fruitful conversations about potential partnerships.

We are excited about the possibilities ahead and can't wait to see what we can achieve together!



NEWS & MILESTONES

ANNUAL DINNER @ MELIA HOTEL

This year's Annual Dinner at the Melia Hotel was a true feast for the eyes. Everyone embraced the "Colors of the World" theme, dazzling in their colourful traditional outfits!

We celebrated our incredible achievers with awards and recognized our long-serving heroes, showering them with well-deserved appreciation for their dedication and hard work.

The evening was further brightened by captivating performances from our own talented CFam! They absolutely blew us away with their incredible singing and dancing skills.

With delicious food, mouthwatering desserts and an abundance of laughter and joy, it was a truly memorable night!



NEWS & MILESTONES

HONORABLE MENTION : 2024 ANNUAL DINNER COMMITTEE

The team behind our dazzling Annual Dinner night deserves a huge shoutout for pulling off a night full of colors and glitters! Led by our amazing Ops HOD, Waqar, the team worked tirelessly for months leading up to the event.

From countless meetings and brainstorming sessions to gift wrapping, decorations and handling every tiny detail, they managed it all flawlessly despite their own hectic schedules.

It's no wonder they celebrated their hard work with a big spread at the famous Khan Jee 3 restaurant. Great job, team! You truly shined!



NEWS & MILESTONES

WAPOR CONFERENCE, KOREA

In September, our CEO went on a Seoul-ful trip to South Korea, to attend the WAPOR conference. The trip was a productive blend of professional development and cultural immersion. He had the opportunity to reconnect with old friends, forge new connections and gain valuable insights. He also took the opportunity to explore the rich culture and diverse culinary scene of Korea.



ESOMAR CONGRESS, GREECE

September was a busy month for our CEO. After returning from the WAPOR conference in Korea, he traveled to sunny Greece for the ESOMAR Congress.

In Athens, where ancient wisdom meets modern innovation, he had a great time enjoying the rich culture, delicious cuisine and the chance to connect with fellow professionals in one of the world's most historic cities.



NEWS & MILESTONES

DEEPAVALI TOWNHALL

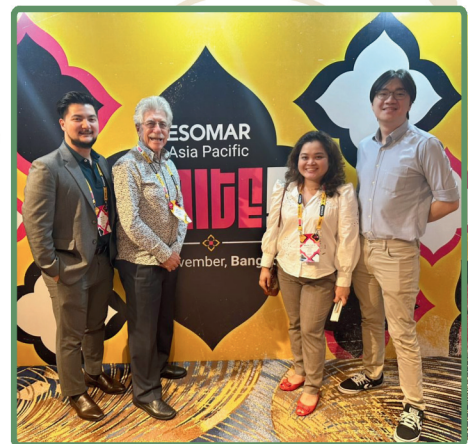
Deepavali townhall was an absolute blast. Our CFam came dressed up in colourful traditional outfits, adding to the colorful festive vibes that lit up the whole event. The atmosphere was filled with joy and excitement as everyone celebrated together. The highlight of the celebration was the awesome goodies that everyone received, which brought smiles to many faces!



ESOMAR APAC CONFERENCE, BANGKOK

Our CEO had an exciting November adventure as he traveled to Bangkok with our marketing maestro Leonard for the ESOMAR APAC Conference. Amidst gaining lots of ideas and inspiration, they also indulged in many delicious Thai treats.

Both of them truly had a great time in the Land of Smiles, soaking in the rich culture and culinary delights. It was a memorable experience filled with learning and tasty explorations!



NEWS & MILESTONES

DOUBLE DELIGHT AT LAWA AWARDS

What a delightful surprise it was at TalentCorp's LAWA Awards 2024! Our team celebrated a fantastic double win, taking home awards in both the "Women in the Workforce" and "Best Organization for Small Medium Enterprise" categories!

A huge shoutout to our amazing CFam, the true backbone of our small but mighty company! Special thanks to Tana, Yvonne, Wai Yu for their incredible efforts. Winning two prestigious awards against strong competitors was an unexpected honor.

Here's to many more victories in the future!



TALENTCORP'S PRESS CONFERENCE

It was an absolute honor to attend the launch of the Flexible Work Arrangements (FWA) Guidelines and Workshop on Work-Life Sustainability! We are incredibly grateful to TalentCorp for hosting this important event and for inviting us to be part of such a meaningful discussion.

The event provided a fantastic platform to share our thoughts on flexible work arrangements and employee care initiatives. The insights gained will undoubtedly help us enhance our workplace practices and support our team's well-being.



NEWS & MILESTONES

CRUISING INTO TOP PERFORMANCE

This year, we kicked off an exciting new tradition to show our sincere appreciation for our top-performing achievers! Choosing just 12 superstars from our incredibly talented CFam was no easy feat!

To reward their hard work and dedication, we surprised these champs with an all-expenses-paid cruise trip to Singapore on the luxurious Genting Resorts World ship!

Safe to say, they had an absolute blast exploring the destinations and bonding with fellow CFam!

For those who weren't selected this time, don't worry! This is just the beginning. Keep shining bright and who knows, you could be the chosen one next year!

P.S. We're already planning next year's rewards program and it's going to be even bigger and better!



GALAXY OF INSIGHTS

Work is the top cause of stress worldwide (24%), with 27% of men and 20% of women citing their jobs as a source of stress.



Income and money worries are another major concern (21%), affecting men and women equally. However, women feel much more stress about **family** (22%) compared to men (15%), making it the third most common source of daily stress.



People **aged 25 to 44** are the most stressed about their jobs (29%), while 21% of those aged 55 to 64 share this feeling. For those over 65, the number drops significantly to 9%.



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.

NEXT ON THE AGENDA

PERFORMANCE REVIEW RESULTS



The final review for our annual performance review is complete and comes the exciting (and maybe a little nerve-wracking) waiting game! But don't worry, the results will be soon on their way to you.

So, buckle up and stay tuned!

CNY CELEBRATION



The mandarin orange and ang pao season is not too far away from us and we can't wait to celebrate with our amazing CFam!

Stay tuned for more details soon!