

Speech for the Closing
GODAMLah! 2025 Finale
11 January 2025

Datuk Hanifah Noordin

President & Chief Executive Officer, Datasonic Group Berhad

Datasonic Group Berhad's Board of Directors and Management Team

Members of the media, ladies and gentlemen.

Assalamualaikum w.b.t and Good morning, everyone,

1. It is my great pleasure to welcome all of you to the grand finale of **GODAMLah! 2025**, Datasonic's flagship **Mega CSR initiative**. Today is a proud and momentous occasion as we celebrate the culmination of innovation, collaboration, and dedication from some of Malaysia's brightest young minds.
2. As a company, Datasonic is deeply committed to our role in nation-building. We believe that the strength of a nation lies in its people, particularly in its youth. This is why our Corporate Social Responsibility efforts focus on empowering the next generation, especially students from local universities, who represent the future of Malaysia's digital economy. GODAMLah! was designed with this in mind to be a platform to bridge the gap between industry and academia, fostering real-world problem-solving skills, and igniting a passion for innovation.
3. Over the past few months, this initiative has brought together students, mentors, and industry experts to explore and develop solutions to some of the most pressing challenges of our time. From harnessing the power of data analytics to optimizing digital services, each project presented here is a step toward a smarter, more sustainable future. The talent and

creativity you've displayed throughout this competition are nothing short of inspiring, and you should all take pride in how far you've come.

4. To our top 10 finalists, today is a celebration of your achievements. You represent the best and brightest among your peers, and your innovative projects demonstrate the kind of forward-thinking mindset that Malaysia needs to thrive in a rapidly evolving digital landscape. Your hard work, perseverance, and ability to think critically about real-world issues are testaments to your potential as future leaders and innovators.
5. At Datasonic, we see this hackathon as more than just a competition; it's a critical part of our **Mega CSR initiative**, reflecting our commitment to contributing meaningfully to society. Through events like GODAMLah!, we aim to create opportunities for students to explore their potential, challenge themselves, and gain valuable insights into industry practices. This initiative also aligns with Datasonic's broader mission to drive technological advancements and support Malaysia's journey toward becoming a leading digital nation.

Ladies and Gentleman,

6. Let me take a moment to extend my sincere gratitude to our President/CEO, Datuk Hanifah Noordin and high management for their unwavering support and belief in this initiative. Your vision and leadership have been instrumental in bringing this Mega CSR program to life. I would also like to thank our dedicated mentors and judges, who have played a pivotal role in guiding our finalists throughout their journey. Your expertise and encouragement have undoubtedly shaped their growth and success.
7. To the organizing team, your hard work behind the scenes has been crucial in ensuring the smooth execution of this event, and I thank you for your dedication and commitment.

8. To our finalists, whether or not you walk away with the grand prize today, remember that you are all winners. The experience, knowledge, and connections you've gained throughout this journey will be invaluable as you move forward in your careers and endeavors. This is just the beginning, and we look forward to seeing how your ideas and innovations will make an impact in the future.

9. As we embark on today's finale, I encourage everyone to embrace the spirit of collaboration, learning, and celebration. Let us honor the remarkable journey that has brought us here and look forward to the exciting ideas and solutions that will be presented.

Thank you.
