

**INTERNAL MEMO**

To : Datuk Hanifah bin Noordin  
Executive Chairman

From : Strategic Communications Department (SCD)

Date : 5 July 2023

Subject : **DATASONIC GROUP**  
**DATASONIC FUN RUN 2024**

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**Objective**

The purpose of this memo is to seek your approval to organize "Datasonic Fun Run 2024" as one of the CSR initiatives towards the Community.

**Background**

Datasonic Group Berhad is a prominent ICT solution provider in Malaysia that is recognized for its commitment to Corporate Social Responsibility (CSR) initiatives, particularly in the areas of the **Environment** and **Community** development.

We aim to align the operations with sustainable development principles and contribute to a more environmentally friendly and socially responsible society. Through leadership in the ICT sector, the company seeks to set an example for other organizations and inspire positive change within the industry and the broader community.

**Proposal**

Therefore, we propose the organization of the first-ever "Datasonic Fun Run" as one of the Corporate Social Responsibility (CSR) initiatives. This event aims to engage and unite our internal staff, the students of our adopted school from Sekolah Menengah Kebangsaan Seksyen 11 Shah Alam, and the public in a healthy and enjoyable activity while promoting the values of fitness and community participation.

**Event Details:**

Name : Datasonic Fun Run 2024 \*

Day/Date: Sunday, 28 January 2024

Time : 7am to 11am

Venue : Padang Merbok / Dataran Merdeka\*

Estimated no. of Participants: 1000 pax

- 300 pax of Datasonic employees
- 200 pax of students from SMK Seksyen 11, Shah Alam
- 500 pax of public participants (charges applied)

**Budget Estimation:**

**Justification**

Organizing the Datasonic Fun Run as a CSR initiative will not only contribute to the well-being of our internal staff but also create a positive impact on the adopted school and the community at large. This event will demonstrate our commitment to fostering a healthy and inclusive environment while strengthening our corporate values. We believe that this event will become a milestone event in our organization's history and leave a lasting impression on all participants.

Therefore, your kind consideration and approval is sought.

Thank you.

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**SAFIA ZULEIRA ABU HANIFAH**  
**DIRECTOR STRATEGIC COMMUNICATIONS DEPARTMENT**

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**TALYA ZHOLEIKHA ABU HANIFAH**  
**DIRECTOR OF HUMAN CAPITAL DEPARTMENT**

**Approved / Not Approved by:**

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**DATUK HANIFAH BIN NOORDIN**

Executive Chairman