



## EdgeProp Malaysia's Responsible Developer: *Building Sustainable Development Award 2018*

PHOTOGRAPHS BY AME ELITE CONSORTIUM



"The Survival Box Distribution Programme," by AME to distribute essential household items to needy families.

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### Restoring homes of the hardcore poor

AME Development Sdn Bhd,  
a subsidiary of AME Elite Consortium Bhd  
**Kelvin Lee Chai**, Managing director of AME Elite Consortium

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This is part of our endeavour to enhance our long-term business sustainability and will be part of our long-term projects to make a difference in the lives of the underprivileged communities around us.”

— Lee



The Covid-19 pandemic opened up several opportunities for AME to champion several social projects to serve the communities around us.

Noting the urgency of face mask shortage and the importance of keeping our frontliners safe during the initial MCO in April 2020, AME embarked on one of its very first projects by donating 100,000 face masks and 108 bottles of hand sanitisers to the Johor State Government to distribute to frontliners and public officials.

Specifically for the B40 group, AME's CSR Team embarked on "The Survival Box Distribution Programme," to distribute essential household items to needy families who were identified through the "White Flag" campaign and in cooperation with various Johor NGO (non-governmental organisation) branches. The boxes, worth RM100 each, contain essential foodstuffs to sustain a family of three or four for one month. The first batch of 100 boxes was delivered to households in Senai and Kulai on Aug 1, 2021, and we plan to continue this initiative to help more families in the near future.

Also, in collaboration with Yayasan Budi Ihsan Malaysia and TV AlHijrah under the "MYHAUS programme", we were one of the contributors to efforts to restore 13 houses occupied by the hardcore poor nationwide to improve their living quality. These works included building additional rooms with concrete floors, enhancing the existing bathroom and water piping systems, rebuilding sturdy porches, and undertaking painting works.

These projects are part of the "social" component within our Environmental Social Governance (ESG) initiative. This is part of our endeavour to enhance our long-term business sustainability and will be part of our long-term projects to make a difference in the lives of the underprivileged communities around us.



MYHAUS programme aimed to help aimed the houses of the B40 group to improve their living quality.

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