



BONIA CORPORATION BERHAD

(223934-T)

ANNUAL REPORT 2015

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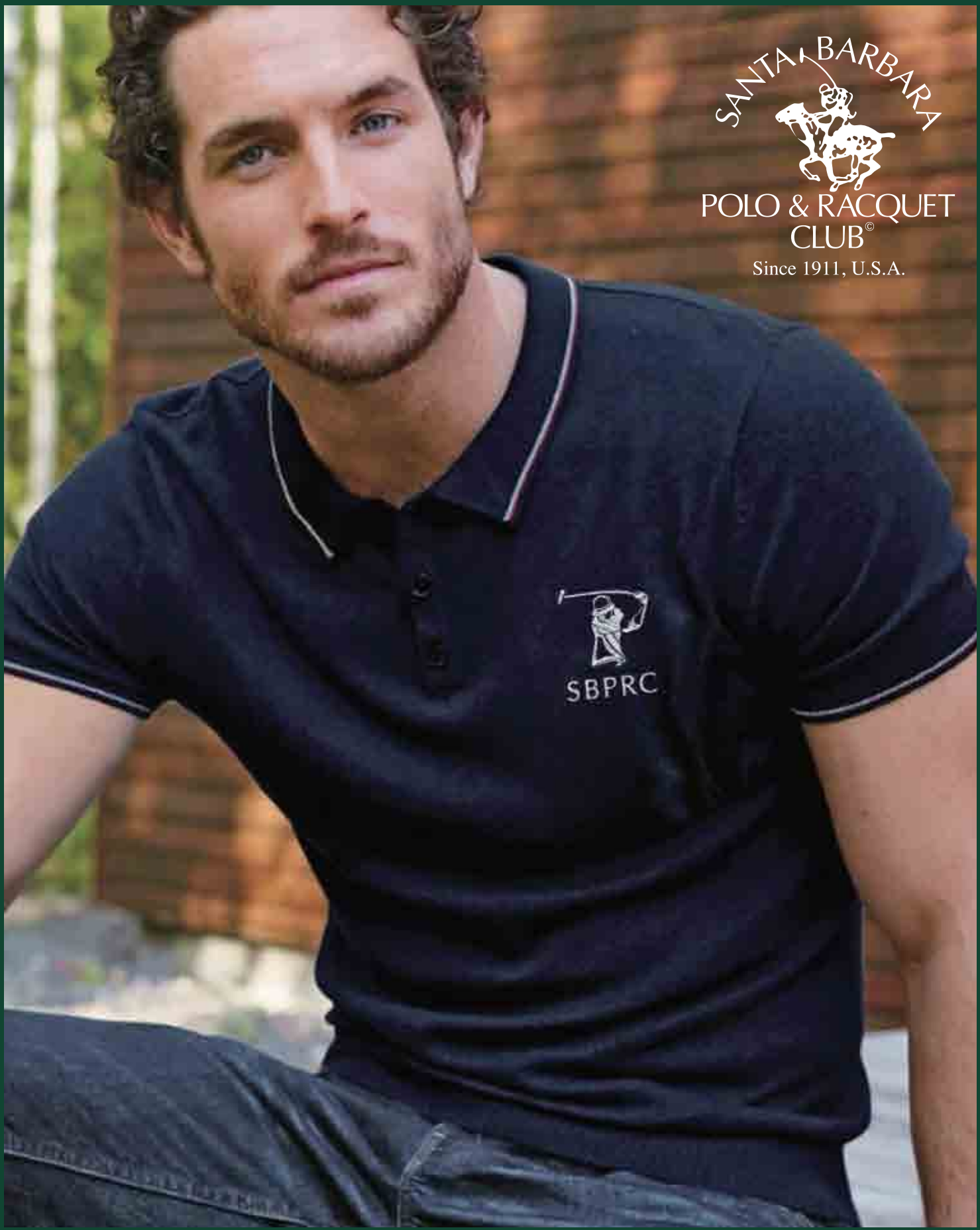
CarloRino





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Boutiques : SUNWAY PYRAMID LG1.129A, Lower Ground 1 • THE MINES RESORT CITY Lot L3-53/54, Level 3
WANGSA WALK MALL Lot G-26 • GURNEY PARAGON MALL, PENANG 163D-2-17, Level 2
EAST COAST MALL, KUANTAN Lot GF-42, Ground Floor • MENTAKAB STAR MALL Lot F11, 1st Floor
Outlets : All Leading department stores.



Apparels . Shoes . Leather Goods



Valentino Prady
ITALY

Apparels . Shoes . Handbags . Accessories . Timepieces

Japan . Italy . Singapore . Thailand . Indonesia . Malaysia . Brunei . Vietnam . Taiwan . Korea . China . Hong Kong

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**BONIA
CORPORATION
BERHAD**



We are a listed entity on the Main Market of Bursa Malaysia Securities Berhad, the holding company of Bonia Group that is primarily involved in designing, manufacturing, marketing, retailing and distribution of high-fashion brands of leatherwear, footwear, men's apparels and accessories.

In addition to our flagship fashion label, BONIA, the Group also owns SEMBONIA and CARLO RINO, and holds the license to distribute international labels covering Santa Barbara Polo & Racquet Club, Austin Reed, Valentino Rudy, Jeep, The Savile Row Company, Braun Buffel, Pierre Cardin, Bruno Magli, Enrico Coveri and Renoma.

BONIA Group has a network of over 1,400 sales outlets and 170 standalone boutiques throughout the world including countries such as Malaysia, Singapore, China, Taiwan, Japan, Vietnam, Thailand, Myanmar, Cambodia, Indonesia, Brunei, Oman, Kuwait and the Kingdom of Saudi Arabia, the Group continues to develop our global presence by forging strong networks with key partners around the world.





EVENT HIGHLIGHTS 2014 / 2015

EVENT HIGHLIGHTS 2014 / 2015

1 THE FIRST CARLO RINO IN PHNOM PENH July 2014



In July 2014, Carlo Rino has further strengthened its brand presence by expanding its wings to Cambodia through opening its first boutique in AEON Mall Phnom Penh. Just like its brand speaks for itself, Carlo Rino filled up its boutique with bright designs that offering a cheerful ambience. In conjunction to celebrate another milestone of Carlo Rino, local celebrities and TV personalities were specially invited to be the models of its fashion show that showcases its bubbly creations to the Khmer's fashionistas.

3 THE PIZZAZZ CELEBRATION OF INDEPENDENCE 31 August 2014



BONIA celebrates the remarkable day of Malaysians with massive crowds of Penang peeps at Queensbay Mall. The enchanting models stepped the BONIA's footwear onto the runway of Spectrum of Expressions Fashion Show, showcasing the iconic Sonia handbags and other well-designed handbags as well as men's collection to the fashionistas of Pearl of the Orient- Penang.

2 THE FIRST BONIA IN CAMBODIA 8 August 2014



8 August 2014, BONIA marked another milestone- that's the opening of its first boutique in Phnom Penh. Located at the Ground Floor of Aeon Mall, BONIA landed its modern chic designed boutique onto 1206 square feet of space. Decorated with lushness and sophisticated fittings where various leather-made collections, including ladies and men's bags, footwear and accessories being displayed at; BONIA ensures its customers a luxurious experience of modern lifestyle.

4 BONIA WROTE ANOTHER NEW PAGE ON ITS FASHION STORY 29 September 2014



29 September 2014, BONIA set its feet on one of the newest malls - The Gate Mall, by launching its first boutique in Kuwait. The contemporary decorated boutique with 990 square feet of space provides you first-class customer service, promising you an extraordinary shopping experience. Featured various collections of BONIA's ladies handbags and accessories as well as timepieces; BONIA offers not only its good customer service, but also its glamorous and fashionable creations that keeping you in vogue.

5 BONIA'S STRATEGIC PLANNING PROCESS FOR FUTURE GROWTH
2 - 3 October 2014



To strengthen the brand's future growth internally and externally, BONIA held a workshop with the theme of 'BONIA's Strategic Planning Process for Future Growth' on 2 and 3 October 2014 at Hotel Novotel in Bogor, Indonesia. Numerous of stimulating and interactive activities that provide new ideas has been held during the event to build the brand's strategic plan as well as the communication in between employees in order to continuously strive for excellence.

7 CARLO RINO IN PINK RIBBON
15 - 31 October 2014



Carlo Rino participated in the Pink October (Breast Cancer Awareness Month) campaign and proudly supported the meaningful event of Alamanda Goes Pink from 15 to 31 October 2014 which was held at Alamanda Shopping Center. The campaign encourages the breast cancer survivors to start their new life ahead fearlessly and with infinity courage through its bubbly creations that were showcased on the pinkish runway.

6 BONIA WISHES KLSCCCI A HAPPY 110TH BIRTHDAY
11 October 2014



11 October 2014, BONIA attended to the 110th anniversary of KLSCCCI at Kuala Lumpur Convention Center. Together with other valuable guests, Datuk Albert Chiang and his son, Sean Chiang participated in the fashion show with the fabulous pieces of BONIA. The brilliant fashion ideas of BONIA were also being showcased by the charming models. As a birthday gift for the remarkable 110th grand birthday celebration of KLSCCCI, BONIA also sponsored RM 20,000 cash to the business organisation.

8 LOVELY POP-OUT OF BONIA
8 - 9 November 2014



On 8 and 9 November 2014, vogueish models showcased BONIA's creative inspiration- SONIA bags, hitting the runway elegantly along Orchard Road Shopping Belt. BONIA did not let its fever fade away after the exciting fashion shows; the luxury brand set up a unique booth and displayed its most coveted bags on the SONIA bag-shaped rack for more than 2 weeks. Together with BONIA, 5 Miss Fashionistas were invited to the exclusive event on 15 December 2014, creating an attraction on BONIA's lovely pop-out booth.

9 3V OF VALENTINO RUDY HAS SPREAD TO IOI CITY MALL!
November 2014



The spirit of veracity, veneration and value has spread to IOI City Mall! In November 2014, Valentino Rudy, the well-known Italian brand has left its remarkable footprints on its history by opening a new boutique in the brand new lifestyle and entertainment region mall. Filled its contemporary boutique of 1,267 square feet with both of gentlemen and ladies' apparel and shoes as well as small leather goods and timepieces, Valentino Rudy is ready to offer a wide range of high quality and well-designed fashion items to the local fashion lovers.

10 SHOP IN SHOP OF THE SAVILE ROW COMPANY LONDON
November 2014



The Savile Row Company London expanded its luxury brand with new idea of the 'shop in shop' in November 2014- and that's the new concept store of its brand in Parkson IOI City Mall, bringing a brand new idea to its name. With over 7 decades' experience, The Savile Row Company London features its luxury clothing at affordable prices in this brand new concept store.

11 BONIA BAG TO NEW MADE T.G.I.F. CAME TRUE!
8 December 2014 - 9 January 2015



BONIA presented the exhilarating Friday to its Facebook fans and Instagram followers with its vibrant Sophia handbags collection! For 5 weeks- from 8 December 2014 to 9 January 2015, BONIA's official Facebook Fan Page and Instagram held an exciting contest, Bag to New 2015, creating an unparalleled hype in Facebook. 20 lucky winners from Facebook and 10 lucky winners from Instagram were selected to be the owners of its stylish Sophia handbags.

12 LIVE AND BREATHE BONIA BRAND!
8 - 9 January 2015



From 8th to 9th January 2015, BONIA invited its top management staffs and key managers who responsible in strategic planning and decision making, to Thistle Port Dickson Resort as a starting point to kick start on its Brand Enhancement Journey. Various activities were held during the brand boot camp including review and develop BONIA's brand value, vision and mission, and gain a deeper understanding on the changes of brand in 21st century in order to develop strategies and action plans aligned with BONIA's brand values and goals. Despite of gaining knowledge, the brand boot camp also features its team bonding session that inculcate one's thoughts in order to constantly adapt and manage changes, which equals to critical success factor to remain competitive in the market.

13 BONIA GOT THE EYES ON KHMER
1 March 2015



1 March 2015, BONIA took part in the Fashion Illumination Spring/Summer 2015, one of the largest events held at the iconic Raffles Hotel Le Royal of Cambodia. Introduced its au courant designer creations, BONIA showcased the elegance of heritage and modernistic stylishness to the Khmer urbanists with its exquisite ladies handbags and shoes as well as smart designed men's bags. With 14 models hitting on the runway for twice, BONIA impressed and filled the vision of elegant-dressed audiences with its brilliant new concept alongside with another 8 international and local brands.

15 BONIA NATURAL BOUTIQUES
April 2015 & May 2015



The eco-friendly themed boutiques pinned its locations at Terminal 2, Changi Airport on April 2015 as well as the 'green' terminal of Singapore (Terminal 3, Changi Airport) on May 2015, which match with the fun and 'green' concept of BONIA's Natural Boutiques. Decorated with a combination of elegant and contemporary furnishings along with the elements of nature, Natural Boutiques' interior design indulges you into the charm of enchanting nature.

14 BONIA CONTINUES SPREADING ITS PRESTIGIOUS NAME
28 March 2015 - 30 May 2015



BONIA continues spreading its prestigious name in Malaysia. On 28 March 2015, BONIA opened a new boutique with 2,510 sq. feet at Imago Mall Kota Kinabalu. On 28 May 2015, new BONIA boutique with 1,103 sq. feet opened at Sunway Putra Mall. Two days later, on 30 May 2015, another boutique with 1,830 sq. feet opened at Mitsui Outlet Park KLIA.

16 CARLO RINO - ONE TEAM, ONE DREAM
April 2015 & July 2015



Carlo Rino has gone through a brand camp themed "One Team, One Dream" that aims for a better and brighter Carlo Rino, with both of its management team and front-liners on April and July 2015. The objective of this brand camp is to once again strengthen the brand's mission and vision in order to further empower its staffs to face the challenges of the ever evolving market scenario.



17 BONIA X NUYOU
11 April 2015



11 April 2015, BONIA held a private event exclusively for Nuyou's readers as well as the well-known influencers such as Hayley Woo, Constance Lau and Ang Geck Geck in BONIA Westgate. Swarming by groups of readers, Titien Wang, Nuyou's fashion stylist shared his styling tips with BONIA's latest collection to the readers. During the event, BONIA held an Instagram contest which attracted numbers of guests to 'selfie' with their favourite BONIA handbags; and 2 lucky winners were being selected to be the owners of Sonia handbag.

19 VOGUISH BONIA IN FASHIONABLE & CHARITABLE EVENT
25 April 2015



25 April 2015, BONIA took part in the unforgettable night of Vogue for Virtue 2015 Fashion Show with Celebrities. Featuring BONIA's understated elegant men and ladies' handbags together with sophisticated menswear, Miss World Malaysia 2010 Nadia Heng and the model-turned-actor Wilson Tan as well as charismatic models concerted its Spring/Summer 2015 collections on the contemporary runway. Highlighting spectacular glamorous fashion show and meaningful charity purpose, BONIA got the spotlight of this liveliest event.

18 RAZZLE-DAZZLE OF BONIA IN KUWAIT
22 April 2015



22 April 2015, BONIA The Gate Mall, Kuwait introducing its latest collection-NUOVO, the theme of Spring/Summer 2015, to the fashion lovers of Kuwait, BONIA fascinated numerous fashionistas and influencers such as @newq8bride, @balqeesQ8_blog, @code965, @mrmr_4, @razzablog, @daneeda_t, @wanasocial and @q80ean_blog.

20 BONIA'S BIG EVENT IN INDONESIA
29 April 2015



29 April 2015, BONIA held its first event in Indonesia- the launch of Special Edition: Sonia Bag Customisation Service and the inspiring preview of Spring/Summer 2015 in Kota Kasablanka, Jakarta. With the series of exciting activities, more than 100 valuable guests including the professionals of local mass media, elegant fashionistas and influencers, and fashionable BONIA lovers as well as the renowned actor, Benjamin Joshua were attracted to this private occasion.

21 VOGUE IN LOVE WITH BONIA
10 May 2015



10 May 2015, BONIA brought up the fresh approach of its Spring/Summer 2015 collection to East Coast Mall, Kuantan. Filled up its runway with the colours of blossoming nature, BONIA blooms the desire of experiencing a modern lifestyle in the fashionable audiences of Vogue in Love Fashion Showcase. The captured moments of dazzling BONIA were also being showcased in Fashion meets Food of East Coast Mall May 2015 exclusive booklet.

23 BONIA HAS WRITTEN ITS NAME ON PUTRA BRAND AWARDS 2015
21 August 2015



21 August 2015, Majestic Hotel Kuala Lumpur- BONIA marked its prestigious name on the board of Putra Brand Awards 2015, the premier brand awards in Malaysia. With its innovative designs, refined materials and high craftsmanship, BONIA's apparel and accessories have been voted as one of the favourites by the Malaysian consumers and recognized by Putra Brand Awards. By winning the honorable bronze award of this premium award, BONIA has achieved another remarkable milestone with its successful efforts.

22 EYE-CATCHING SEMBONIA IN PAVILION
20 June 2015



20 June 2015, SEMBONIA launched its Spring/Summer 2015 Collection- The Liberal Art of Geometry at Pavilion. Embracing with creative daring and a help of paired down, concise design aesthetic; the unique designed SEMBONIA's Mini Copper attracted crowds of shoppers to participate in its giveaway contest by taking selfie with the eye-catching SEMBONIA's Mini Copper and rewarding the shoppers its valuable vouchers.

24 THE OFFICIAL BONIA BRAND CONFERENCE
14 - 15 September 2015



After the BONIA Brand Boot Camp which was held in January 2015, the program followed up by BONIA Brand Conference - BONIA Brand Enhancement Initiative that involved all BONIA staffs. From 14th to 15th September 2015, BONIA invited its staffs to this evocative activity that creates a bond in between its staffs while infusing the knowledge of BONIA's brand value, vision and mission as well as one's role in order creates a higher engagement in between the brand and its staffs throughout the brand enhancement journey.



BONIA

BONIA



**CORPORATE SOCIAL
RESPONSIBILITY
EVENTS 2014 / 2015**

CORPORATE SOCIAL RESPONSIBILITY EVENTS 2014 / 2015

Our position as one of the leaders in designing, manufacturing, marketing and distribution of fashionable leather goods and apparel brings with it many Corporate Social Responsibilities (CSR). We believe that a firm commitment to CSR activities forms the basis of good corporate citizenship and promotes good corporate governance. The Group's CSR activities during the financial year encompassed the workplace, the community, the environment and the marketplace.

THE WORKPLACE

We value our people as the most important asset in helping us to attain the Group's objectives. With a constantly growing workforce, it is imperative that we continue to invest in our staff to meet the demands of our rapid progress. Our Group provide equal opportunity of employment and professional development to all of its employees, regardless of age, gender and ethnicity. Training programmes and specialised courses are conducted regularly to upgrade the skills and improve the competency levels of our employees. The Group also promotes staff appreciation and recognition efforts such as long service awards, appreciation dinners, festive gatherings, family and sport events.

MRCA CHARITY RUN

30 November 2014



In order to raise fund for charitable homes while promoting staff's health management and general welfare, BONIA sponsored their staffs and family members to participate in this Charity Run at Sky Park One City.

INNOVATIVE YOUTH, FUTURE BUSINESS LEADER 2.0

April - June 2015



BONIA participated in the competition with a cash sponsorship of RM 10,000. Co-organised by Youths Committee of the Chinese Chamber of Commerce and Industry of Kuala Lumpur and Selangor (KLSCCCI), this competition is to nurture youth's entrepreneurial spirit and support the young generations to develop innovative ideas in a real business scenario.

THE COMMUNITY

We care about our community and actively participate in the activities to help those in need.

RUMAH JUARA CHARITY BAZAAR 2014

23 August 2014

BONIA organised a half-day fund raising project to support Rumah Juara, a home for Underprivileged Children. RM3000 cash donations from the project were used to cover the operating costs of Rumah Juara in 2014 & 2015.

BONIA SUPPORTS THE LION-PARKSON RUN

14 September 2014



14 September 2014- BONIA sponsored RM 30,000 to Lion-Parkson Foundation and ran for the Home for Handicapped and Mentally Disabled Children Selangor. Besides being the gold sponsor of this worthwhile event and participated the healthy yet meaningful 10km runs, BONIA also set up a photo booth in the event, attracting a long queue of runners to show their supports to the charitable cause as well as their love to BONIA, the hallmark of leather.

VISITATION TO PERSATUAN KEBAJIKAN KANAK-KANAK ISTIMEWA INSAN (PKKII) / INSAN WELFARE SOCIETY OF BRAIN INJURED CHILD

18 October 2014



The BONIA team visited the Persatuan Kebajikan Kanak-Kanak Istimewa Insan to donate cash and organised fun activities to cheer the children. It is a non-profit organisation which shelters 43 brain injured children (autism, attention deficit, hyperactivity disorder, development delay and etc) of orphans and from single-parent families. PKKII planned to reconstruct a double-storey house to shelter more children.

BREAK A SWEAT WITH MAA MEDICARE KIDNEY CHARITY FUND

19 October 2014



19 October 2014- BONIA broke a sweat with the charitable Sweat2Smile 2014 held by MAA Medicare Kidney Charity Fund, a non-governmental organisation, in order to lend its hand to the unfortunate kidney patients and their families. Filled up the fundraising event with the fun of Jazzercise, a dance-based group fitness program, the participants including BONIA brought a light of hope and pleasure of joy to every guest.

BLOOD DONATION DRIVE

13 November 2014 & 19 May 2015



As part of our CSR commitment towards the community, BONIA held a half-day blood donation drive in the office. A twice a year routine event held to remind the importance of "give blood saves lives" amongst all staff and to help raise supply to the National Blood Bank.

DONATIONS FOR EAST COAST FLOOD VICTIMS

December 2014



To reach out these suffering victims, BONIA Club collaborated with several reliable associations and charity organisations. Through Taiwan Buddhist Tzu-Chi Foundation's "Great Love to Flood Victims", BONIA group and staff contributed a total of RM 53,472 cash to the victims. BONIA also contributed clothes worth up to RM 80,000 to the victims via Malaysia Retail Chain Association (MRCA) and Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM).

CHINESE NEW YEAR CHARITY COOKIES SALE

February 2015

To support Rumah Charis, a home housing under-privileged children (orphans, abused and single parent children), in acquiring more funds to sustain their charity home, BONIA Club organised Charity Cookies Sale in-conjunction with Chinese New Year 2015. BONIA staff supported the event by purchasing an array of delicious cookies offered by the home.

THE ENVIRONMENT

We strive to protect and to nurture the environment maximisation of energy and water efficiency in all the Group's business processes remains our focus.

RECYCLING CAMPAIGN

May – June 2015

To do our part in saving the Mother Earth and in conjunction with BONIA's office relocation plan, we collaborated with Taiwan Buddhist Tzu-Chi Foundation on collection of recyclable paper and plastic materials.

THE MARKETPLACE

We conduct our business with integrity, transparency and professionalism. "Efficiency" and "Effectiveness" are being emphasised in all our activities. We maintain close relationship with all our stakeholders. Information on the Group and on our products are made available to our stakeholders in a timely manner to facilitate their decision-making.







FIVE-YEAR GROUP FINANCIAL HIGHLIGHTS

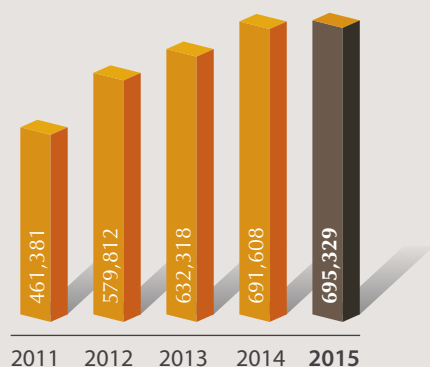
FIVE-YEAR GROUP FINANCIAL HIGHLIGHTS



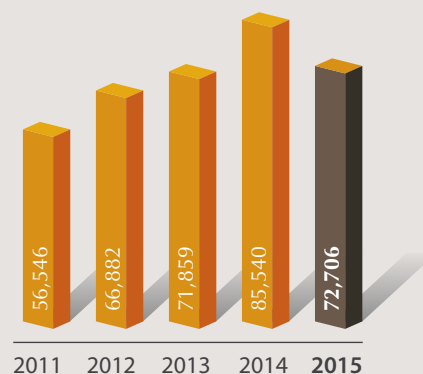
	30 June 2011	30 June 2012	30 June 2013	30 June 2014	30 June 2015
Revenue (RM'000)	461,381	579,812	632,318	691,608	695,329
Profit before tax (RM'000)	56,546	66,882	71,859	85,540	72,706
Profit after tax (RM'000)	42,604	45,557	47,568	60,590	50,796
Profit / (loss) attributable to:					
- Shareholders of the parent (RM'000)	39,152	40,885	41,348	55,123	45,324
- Non-controlling interests (RM'000)	3,452	4,672	6,220	5,467	5,472
Profit before tax margin (%)	12.26	11.54	11.36	12.37	10.46
Profit after tax margin (%)	9.23	7.86	7.52	8.76	7.31
Total assets (RM'000)	373,250	423,339	492,996	613,088	664,866
Cash and cash equivalents (RM'000)	56,037	71,170	75,846	69,624	78,775
Total borrowings (RM'000)	51,243	53,248	80,845	145,503	143,086
Shareholders' equity (RM'000)	232,062	269,398	302,383	346,486	387,516
Adjusted for bonus issue and share split completed on 23 July 2014					
No. of ordinary shares in issue ('000)	806,287	806,287	806,287	806,287	806,287
Share price at financial year end (RM)	0.45	0.55	0.60	1.34	0.95
Net assets per share (RM)	0.29	0.33	0.38	0.43	0.48
Net basic EPS (sen)	4.86	5.07	5.13	6.84	5.62
PE ratio (times)	9.27	10.85	11.70	19.60	16.90
Gross dividend (%)	5.00	5.00	5.00	5.00	5.00

FIVE-YEAR GROUP FINANCIAL HIGHLIGHTS

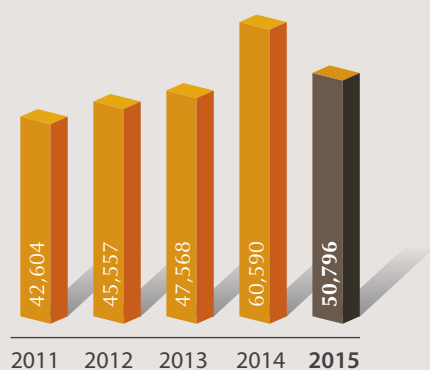
REVENUE RM'000



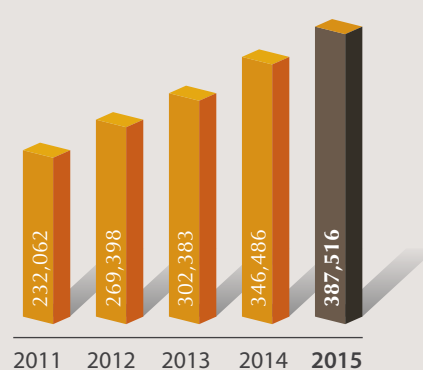
PROFIT BEFORE TAX RM'000



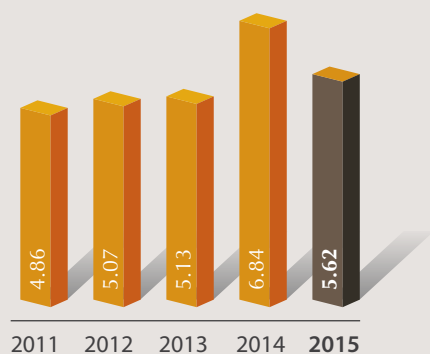
PROFIT AFTER TAX RM'000



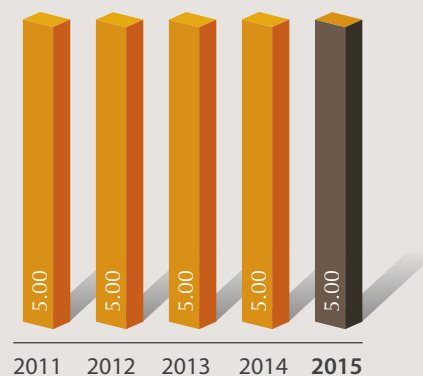
SHAREHOLDERS' EQUITY RM'000



NET BASIC EPS* SEN



GROSS DIVIDEND* %



* Adjusted for Bonus Issue and Share Split completed on 23 July 2014

