

VALIANT SECURITY AWARDED "A" GRADING FROM PLRD



In line with attaining international security standards, the Police Licensing Regulatory Department (PLRD), Singapore Police Force issued a compulsory requirement for all licensed security guard agencies in Singapore to be graded annually.

This move augurs well for security firms who are committed to providing top-notch service to the rapidly growing local and international clientele buying security services. An important event in the security industry calendar since 2006, this grading exercise scrutinizes a security firm's operations, management, manpower and leadership qualities, amongst a host of other criteria.

In the 2013 grading exercise, Valiant Security Services Pte Ltd scored an "A" (excellent) Grade. We were exempted from this grading last year and our achievement in our first year of examination is a testimony of our dedication and commitment to our service quality motto. There are more than 275 licensed security agencies in Singapore and only about 14 percent make it to the "A" grade.

In the long run, this mandatory grading exercise will be useful in helping clients to make better informed decisions when awarding security management deals. As an "A" grader, our company now enjoys more invitations to bid for jobs and tenders. We have also undoubtedly secured better yield contracts and more prestigious projects.

The trust level from clients in the industry has also risen in recent years after the introduction of the annual grading campaign. Today, PLRD is still very stringent in its grading processes and security companies take a serious view to effects of the results in their business operations. Noticeably, the security industry in Singapore has made a quantum leap in raising the professional bar for security services.

In celebration of Valiant Security's performance, a party was organized in the company's new office in Midview City in recognition of the hard work put in by the company's staff.

In This Issue.....

- ✓ Valiant Security Awarded "A" Grading from PLRD
- ✓ Valiant Security Videos Selected for Screening
- ✓ 3rd Prize Winner in SAS 5-a-side Soccer Tournament
- ✓ Valiant Network Marketing Initiative
- ✓ A Good Deed Deserves Another
- ✓ Interview with HOME Magazine
- ✓ Putting their Best foot forward
- ✓ New Valiant Security Corporate Advertisement
- ✓ Update on Valiant Capital Group
- ✓ Readers' Contest Results

Valiant Group wishes all Employees,
Clients and Business Associates
**Merry Christmas,
Happy New Year 2014
& A Prosperous Chinese
New Year!**



VALIANT SECURITY VIDEOS SELECTED FOR SCREENING AT FINALS



Four groups of participants worked with Valiant Security and submitted their short films on the Security Industry for the recently concluded SMA Video Competition organized by WDA (Workforce Development Agency) recently.

Managed by SMA (Singapore Media Academy), this first-ever competition attracted more than 100 entries. Vying fiercely for the much coveted prize money of \$10,000 cash for the Professional category and \$3,000 for the Open Category were teams of film production enthusiasts with diverse backgrounds – from aspiring filmmakers to full-time media professionals, retired educators and hobbyists to students; and even corporations, companies and schools – all armed with varying ideas of story-telling on celluloid.

As the rationale for this video competition is aimed at creating a greater public awareness and appreciation of the business services in the areas of security, cleaning, landscape/floristry & social services, Valiant Security was ever happy and willing to become one of the key sponsors of the event with \$10,000 cash.

"Appreciating Our Front-liners" was the theme for the 180 seconds short film competition and Valiant Security acted as a "Resource Centre" for the four groups of contestants providing them with industry formation, filming location and talents for their production work.

Out of the 100 entries only 22 short films were short-listed for screening at the award ceremony held on 13 November 2013 at the Golden Village Cineplex at Great World City, Singapore. The works of two groups working with Valiant Security earned a place at the finals where their entries, "AFTER 8" (Open Category) and "FIRST DAY" (Professional category) were selected for screening at the finals before the award ceremony.

The winning entry in the open category was "DINNER" (security sector) and "MY GRANDFATHER" (cleaning sector) won in the professional category. Working with our four teams was an enriching experience and we gained much respect from the people who filmed at odd hours of the day and night to bring the stories of the security profession to life.

3RD PRIZE WINNER IN SAS 5-A-SIDE SOCCER CHAMPIONSHIP

The Security Association, Singapore (SAS) organized its annual SAS 5-a-side Soccer Championship on 7 December 2013. This tournament was specially held to provide a platform for participating teams from the Singapore security industry to socialize in an informal atmosphere.

Held at the Ceylon Sports Club in Balestier Road, the event attracted 7 strong and highly competitive teams who pitted their soccer skills in the blazing heat of a hot Saturday afternoon. All competing teams comprised current employees of security companies who are corporate members of SAS.

Valiant emerged third after many rounds of intense competition. Amidst all the excitement, jubilation and screams from supporters, the respective teams gave their best in the true spirits of sport and friendship. Our Team member also received the much-coveted "Man of The Match" Trophy from Mr T. Morgan, President of SAS.



VALIANT NETWORK MARKETING INITIATIVES

Valiant Network Pte Ltd has made some significant inroads into new partnerships with marketers with ideas of how to improve sales and raise visibility. One such strong collaborations forged in recent months is with HomeFix magazine, to bring about a greater awareness of our Valiant Network brand name and sales generation.

In our joint-promotion with them, Valiant Network took up an advertising package which includes full page advertisement, editorial write-up and a reader's contest. This promotion will be published in their January issue of HOME.

Simultaneously, we also take part in a promotional blitz in i.economy, a bi-monthly newsletter of i.econ. (i-econ is a franchise of Hanwell Holdings Limited). Recently rebranded from former Econ Mini Marts from the 1980s, customers benefit from economies of scale through central purchasing and strong management support in terms of promotion.

There is a color advertisement featuring 2 Security Systems at a special price of \$999 (with a total savings of \$119). Incorporated in the campaign is a readers contest where readers can stand a chance to win prizes up to a value of \$1,598. The editorial features Valiant safety tips for the festive season.



A GOOD DEED DESERVES ANOTHER



As a corporate sponsor (recent donation of \$10,000) of Kheng Chiu Happy Lodge, we were invited to partake in their Kheng Chiu Tin Hou Kong 160th Anniversary, and Kheng Chiu Loke Tin Kee Home 111th Anniversary Celebrations on Friday 22 November 2013.

Held at Fond Garden Restaurant at Kallang Theatre, these auspicious events were graced by the Guest of Honour Mr Chan Chun Sing, Minister for Social & Family Development, Second Minister for Defence & MP for Tanjong Pagar GRC. Other VIP

guests included Mr. Mah Bow Tan, MP for Tampines GRC & former Minister for National development.

Pictures of our donation made to Kheng Chiu Happy Lodge on 19 June 2013 were published in their Anniversary Celebrations Souvenir Magazine. Guests were treated to a sumptuous 9-Course Chinese Dinner coupled with non-stop entertainment from a string of local & overseas artistes. The evening ended on a high note with many guests returning home with attractive lucky draw prizes.

INTERVIEW WITH I-ECONOMY & HOME MAGAZINES

Our CEO Mr. Simon Goh was recently interviewed by the Editor of both i-Economy and Home magazines. The editorial angle focused on why our CEO chose to start a business in the security field and how he used networking technology to advance his business and how Valiant Security and Valiant Network complement one another. What were some of his business challenges in the early years of running the companies.

The story also touched on how Valiant Network distinguished itself from other home-security companies and what were the advantages of installing a home-security system and the major advances made in home security systems. Simon was also asked how Valiant Group fulfills its CSR (Corporate Social Responsibility) role in society, which we have been helping the less privileged in the past 2 years.



PUTTING THEIR BEST FOOT FORWARD

Valiant Security views service quality seriously and in line with our "A" Grade status, constant checks are made on our security teams' performance. Outstanding staff are being rewarded with cash incentive in recognition of their efforts on the job.

Now given out every quarterly, the latest recipients of the Best Team and Best Security Personnel are as follows :



Individual Award
Gobi S/O Krishnan
(Security Supervisor - Nathan Residence)
Quarter 4 (Oct - Dec 2013)

Gobi receiving his award from Jasvinder Singh, Operations Manager



Team Award
Level Z
Quarter 4 (Oct- Dec 2013)

Lim Ah Liong receiving the award on behalf of his Team



NEW VALIANT SECURITY/NETWORK CORPORATE ADVERTISEMENT

Now that we are officially graded "A" by PLRD, we took the opportunity to renew our Valiant Security and Valiant Network corporate advertisement. In the past year Valiant Security was also presented with the PROMISING SME 500 2013 Award which now is also proudly featured in the full color advertisement.

Valiant Capital Shanghai "Customers Meet"

A special "CUSTOMER MEET" was held on Saturday, 16 November 2013 in our office at Sunny Days City in Shanghai as our on-going efforts to enhance our quality of service and interaction with our existing and potential clients. This event attracted more than 80 eager clients who came with great excitement to explore our lucrative investment options.

On hand to entertain these guests were our Management teams from both Singapore and China. A buffet spread and lucky draws were offered whilst our team members shared our latest investment products with the participants. The event ended on a very positive note as all our guests enjoyed themselves and left as satisfied customers.



Varinia Jewelry Update

As Valiant Capital move ahead with our VARINIA business plans, here is a quick look at the developments & progress of our new venture in Singapore and China.

Varinia Free Seminars

A series of closed door and free public seminars in Valiant Capital Singapore office were conducted to attract and educate potential Relations Executives to join our sales team in marketing our Varinia investment platform. In this campaign, we have signed more than 60 Relations Executives.



Jewelry Shop Renovation

A specially commissioned Interior Designer & Image Consultant from Hong Kong has started work on the design concepts and construction materials. We expect renovation to start soon and the store should be ready after the Lunar New Year in February 2014.



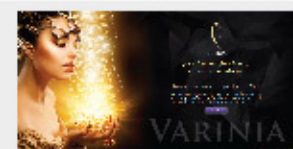
Varinia Brochures & Investment catalogue

We have printed two exquisite looking Varinia Brochures in both English and Chinese to suit the markets in Singapore and China. In addition, there will be an "Investment Catalogue" for the benefit of the investing public in our Varinia Jewelry platform.



Varinia Web-site

A special web-site has been created for our VARINIA Jewelry Brand and Investment platform. The web-site outlines the brand and marketing strategy, business model, investment rationale and wealth creation opportunity.



VALIANT GROUP

Valiant Security Services Pte Ltd
Valiant Network Pte Ltd
Valiant Capital Pte Ltd

CORPORATE HEADQUARTERS

Blk 20 Sin Ming Lane
#04-52 Midview City
Singapore 573968

Tel +65 6737 3177
Fax +65 6737 3167
Email enquiry@valiant-group.com

www.valiant-group.com

CHINA

Valiant Capital (Shanghai) Limited
Valiant Trading (Shanghai) Limited

425 Yishan Road
Unit 21-09 Sunny Days City
Xujiahui District Shanghai, China
Postcode: 200235

Tel +86 6083 9930
Fax +86 6083 5318

www.china-invests.net/sg/valiant-group

f www.facebook.com/ValiantGroupPage

CONGRATULATIONS:

Winners of "True Or False " Contest in Issue 4 :

- (1) \$50/- Goh Cheng Leong (The Trillium)
- (2) \$30/- Sivakumaran A/L Subramaniam (Level Z)
- (3) \$20/- Mohamad Khairunan S/O Khairunan (The Trillium)



WHICH IS VALIANT SECURITY SOCCER TEAM ? CONTEST

Which photograph shows Valiant Security Soccer Team at the recent SAS 5-a-side Soccer Championship? Just tick "Photograph A" or "photograph B" and you could be one of the three lucky employees to win \$50, \$30 and \$20 respectively.



Photograph A ☐



Photograph B ☐

Name _____ Assignment _____

Please mail or fax your entry to: hr@valiant-group.com (Fax : +65 6373 3167).
Closing Date: 15 February 2014.