

LANDMARK GROUP IN SOUTHEAST ASIA (SEA)

- Founded on 7 June 2017, Landmark SEA currently operates 58 stores across a total area of 510,276 square feet in Southeast Asia.
- The retail enterprise boasts a portfolio of 2 distinct brands: Max and Babyshop.
- Babyshop has been consecutively recognized for five years in Malaysia as the best in the baby & kids' segment. Additionally, in 2023, the same brand in Indonesia was awarded for being the most promising baby & kids brand.



PEOPLE, CULTURE AND EMPLOYMENT

- Landmark SEA takes pride in a diverse workforce, with women making up 53% of its total employees and 45% of its store managers.
- All store teams and new head office recruits undergo internal training. Furthermore, corporate employees have access to external training upon request. Specifically, in Malaysia, 265 employees have benefitted from 21 internal training sessions, while 120 have availed of 11 external training sessions.
- Local organizations have acknowledged and appreciated Landmark SEA's positive work environment.
- The company's ethos is firmly rooted in the iLEAD framework, emphasizing Integrity, Listening, Empowering, Adapting, and Delivering.





SOCIAL IMPACT IN SEA

- Landmark SEA employees have generously contributed to social causes, including donations to the Cancer Youth Center Indonesia and Tunas Bangsa Orphanage in 2022 and 2023, respectively.
- Further showcasing their commitment to society, Landmark SEA's marketing team in Indonesia collaborated with SOS Children's Village during Ramadan 2023, distributing old clothes from both Babyshop & Max Fashions. More details are available [here](#).



BUSINESS GROWTH IN SEA

- Adapting to the digital wave in SEA, Landmark SEA has a strong presence in marketplaces and observes consistent growth year-over-year.
- Plans in motion to update digital and e-commerce offerings by 2024 to meet the rising demands.
- Future projections envision double-digit growth for Landmark SEA.
- Moreover, there are plans to introduce other concepts to these countries and expand their footprint to nations like Vietnam and the Philippines within SEA.



ENTREPRENEURSHIP AND INNOVATION

- As a forward-thinking enterprise, Landmark SEA has initiated the move towards sending e-invoices to customers, reducing the need for printed thermal invoices.
- Technologically, Landmark SEA incorporates Dynamics Finance and Operations as its ERP and Dynamics Commerce as the store POS system. Notably, most stores use cloud-based POS systems, with reporting being carried out on Power BI.
- Future innovations include leveraging computer vision to analyze customer footfall and derive insights into customer demographics.