

10 Events



More than 700 guests comprising business associates and sales partners mingling at the event.



The Shanghai Sisters serenading guests at the grand celebration.

# Changing the face of gaming

Company marks 50th anniversary with new logo and reimagining of storefront



By RUBY LIM

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IT WAS a night of double celebration for Malaysia's pioneering gaming company, Magnum Corporation, which revealed its new corporate identity in conjunction with its 50th anniversary.

More than 700 guests comprising business associates and sales partners attended the grand celebration at Shangri-La Kuala Lumpur.

The company's milestones were featured on a wall mural, taking guests from its humble beginnings to where it is today.

Since 1968, Magnum has been setting the benchmark for the gaming industry on both the local and international front.

The first in the country to modernise the gaming operation through the computerisation of 4D ticket sales in 1988 and in 2009, Magnum continued to innovate the industry by introducing the world's

first 4D game with a jackpot element – Magnum 4D Jackpot.

Following that, Magnum 4D Jackpot Gold and Magnum 4D Powerball were launched in 2014 and 2016, respectively.

Speaking at the momentous occasion, Magnum Corporation chief executive officer Datuk Lawrence Lim Swee Lin was grateful for the unwavering loyalty and support from customers, business associates and sales partners as well as its dedicated workforce.

"While it is important to celebrate the golden milestone, the occasion also gives the organisation an opportunity to chart its path forward.

"To stay relevant, we must continue with a dynamic revolution by introducing new trends, yet remain true to our core vision of inspiring hope to all," said Lim.

He later joined Magnum Corporation chairman Tan Sri Surin Upatkoon on stage to unveil the



(From left) Magnum Corporation director Datuk Lim Tiong Chin, Surin, Lawrence and Magnum Corporation director Datuk Vijeyaratnam V. Thamoatham Pillay unveiling the new look of a mock Magnum storefront at the company's 50th anniversary celebration in Kuala Lumpur. — Photos: GLENN GUAN/The Star

company's new logo and the refreshed look of the storefront.

As the company looks forward to the future, the rebranding includes an updated brand identity across all Magnum's touch-points nationwide.

All Magnum storefronts will undergo the facelift in stages to improve overall brand image and experience for both customers and sales partners.

"The new logo is a little more curved and, at the same time, no one would miss the basic 'M' for Magnum.

"While we modernise and appeal to the younger generation, we also take into account our strong following of existing customers.

"Our reimagining radiates a modern look and feel, and it will exude a more appealing and inviting air to help Magnum transform into a lifestyle brand that resonates with customers," said Lim.

He added that the store refurbishment started in December 2017 and would take up to two years, while Magnum continues to introduce fresh gaming experience to existing and new generation players.

"We are not only proud of our business achievements, but equally proud of the change we have affected in Malaysian society through our corporate social responsibility initiatives such as the Magnum Academic Motivation Awards.

"As we embark into the next chapter, we will continue to keep sustainability, charitable initiatives and people development programmes at the heart of everything we do, inspiring hope in more Malaysians," concluded Lim.