

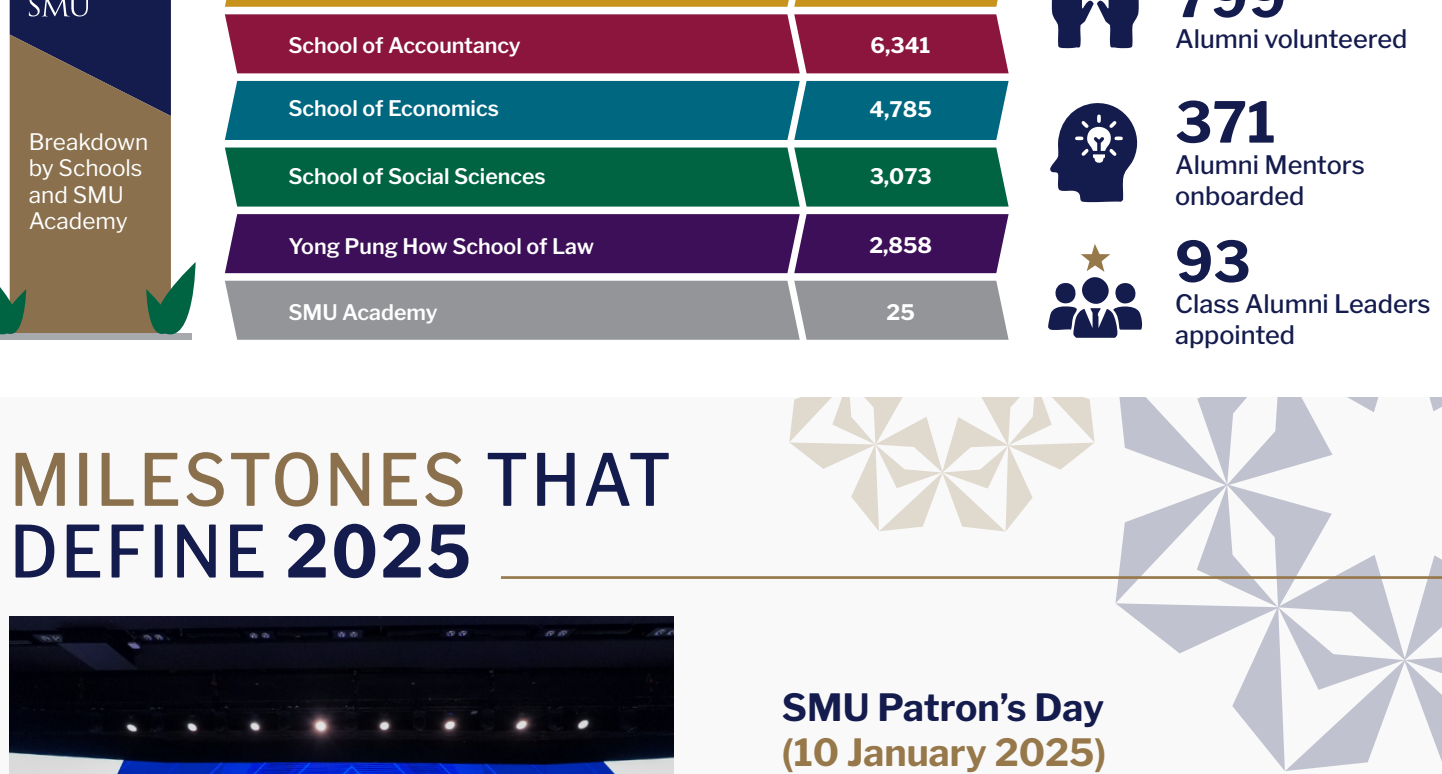
A Year of Holistic Engagement and Meaningful Connections



2025 marked a year of renewed energy and purpose for the SMU alumni community - one where connection, collaboration, and contribution took centre stage. Across every touchpoint, from flagship events to global connections and mentoring networks, the SMU spirit shone through.

Through an engagement approach that balances learning, connection and contribution, the Office of Alumni Relations (OAR) continued to build a community that learns together, celebrates one another, and uplifts others. It was a year of growth, gratitude, and giving back - one that truly reflects what it means to be **Living it Up** as part of the SMU family.

ALUMNI at a GLANCE



MILESTONES THAT DEFINE 2025

[New] SMU Industry AmpUP (22 May 2025)

Launched as a new series, Industry AmpUP brought alumni and industry leaders together to explore emerging trends reshaping business and careers. The series offered practical insights on adapting to change, seizing new opportunities, and staying future ready in a fast evolving world.



[New] SMU Leadership PowerUP (29 May 2025)

Introduced as a new leadership series, Leadership PowerUP focused on leading with purpose and clarity amid change. Senior professionals and speakers shared perspectives on authentic leadership, decision making and people centred influence, inspiring alumni to lead with impact in their fields.



SMU Alumni Homecoming 2025 (Weekend 1): A-SMOOzing Race (13 September 2025)

SMU Alumni Homecoming celebrations began with the A-SMOOzing Race, bringing together alumni near and far in a shared spirit of wellness and connection. As part of SMOO Challenge 2025, overseas alumni clocked distances through walks and runs in their home cities, while local alumni took part in an on-campus scavenger hunt, collectively contributing to the community's mileage and strengthening SMU's global bonds.



SMU Alumni Homecoming 2025 (Weekend 2): MAD The Musical (28 September 2025)

The second weekend of SMU Alumni Homecoming featured MAD The Musical, a special Sunday matinee held at the Drama Centre Theatre, National Library, which brought alumni together for an afternoon of music, theatre, and connection. Presented as part of SMU Arts Fest 2025, SMU's first-ever original musical blended nostalgia, artistry, and community pride, celebrating the vibrant spirit of the alumni community.



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[New] Karim Family Foundation Inspiring Women Leadership Lecture Series (10 October 2025)

Presented in partnership with the Karim Family Foundation, the inaugural lecture featured Datin Paduka Marina Mahathir, a veteran activist whose work has shaped national conversations on equity and social change. Her dialogue with SMU President Professor Lily Kong explored leadership grounded in courage, compassion and civic purpose. The session, which also supported OAR's broader efforts to empower alumnae through the SMU Women Alumni Group, encouraged the community to reflect on mentorship, allyship and the collective work of uplifting women.



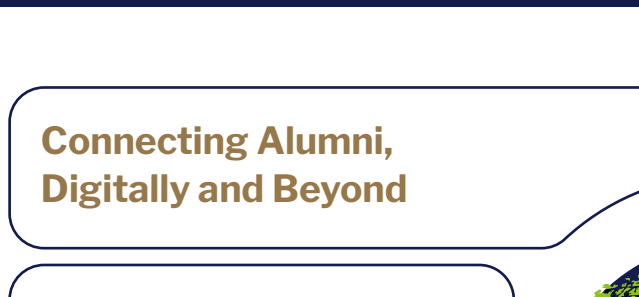
LEADING BY EXAMPLE

Alumni leadership continued to shape our community in meaningful ways. This year saw the launch of two alumni groups and the appointment of five overseas alumni leaders, strengthening community building across borders and creating more touchpoints for alumni engagement.

NEW alumni-led groups demonstrated leadership in action:

SMU Organisational Behaviour and Human Resources (OBHR) Alumni Group (29 April 2025)

A network driving conversations on leadership and people management.



SMU Leading Executive And Directors (LEAD) Alumni Group (18 September 2025)

Connecting senior executives and industry captains.

