

Eupe Corporation Berhad

Company Profile

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Managing Director's Message



At Eupe, we do not believe in chasing short-term profits at the expense of our buyers. We are committed to what we call a Shared Value approach to property development. This commitment means giving our buyers more through better sustainable design, features and facilities so the homes we build for them have lasting value.

Dato' Beh Huck Lee

*Group Managing Director
Eupe Corporation Berhad*



Who We Are

Our Story

Eupe Corporation Berhad began as company in 1986 when Dato' Paduka Beh Heng Seong and Dato' Wira Tajudin bin Haji Hashim jointly founded the company to build township in the northern state of Kedah. Eupe's first project - Taman Ria in Sungai Petani involving the construction of 3,376 homes, - was one of the largest mass housing projects in northern Malaysia at the time.

As the company has grown, its focus has moved increasingly into developing high-quality homes in northern Malaysia that have set new directions in contemporary living. Its commitment to design and sustainability excellence has led to landmark projects such as Sky Residences in Sungai Petani, the first LEED certified (core and shell) building in Malaysia,

Eupe is also the owner and operator of Cinta Sayang Golf and Country Resort, one of the largest and most recognised resorts in northern Malaysia. The company also into other operations, which support the Group's core property development division, including Eupe's civil engineering and construction and property management arms

In 2016, Eupe entered into an exciting new era with a number of major high-rise residential development projects being planned and developed in Kuala Lumpur, Malaysia's largest property market.

These projects are designed to Eupe's award-winning standards to create iconic developments that redefine and re-imagine the sought-after precincts in which they are located. They include Novum in South Bangsar, Parc3 in Cheras and Est8 which is being planned for Seputeh.

Eupe has been a publicly listed company on the Main Market of the Bursa Malaysia Securities Berhad since 1997.

Our Vision & Mission

Vision

Eupe aims to become the most trusted brand in every sector in which it operates.

Mission

We will achieve our vision:

By offering the best product and customer service

By delivering on our promises and undertakings to all our stakeholders

By being flexible and responsive to our customers, partners and alliances

By offering a dynamic and forward-looking working environment for all our employees and potential employees

By delivering long-term sustainable returns to our shareholders and investors

Our Businesses

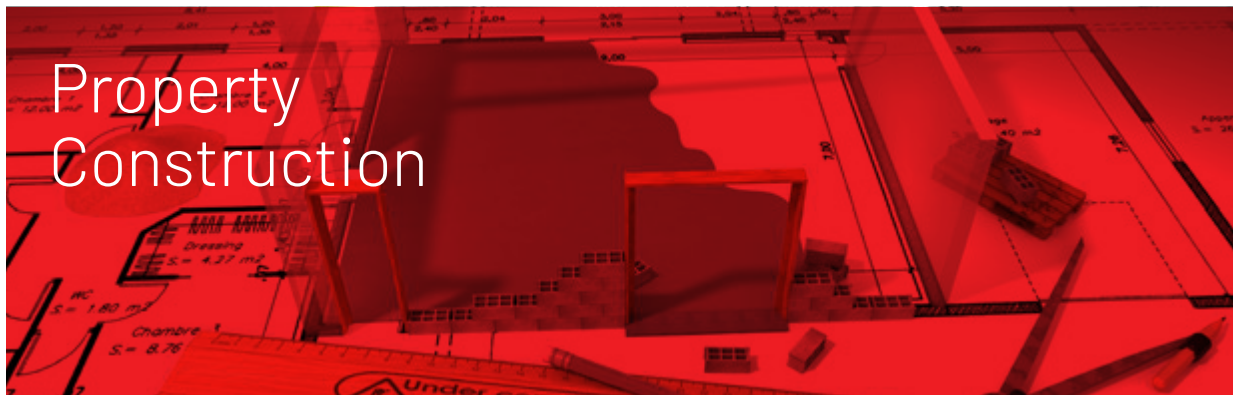
Property Development



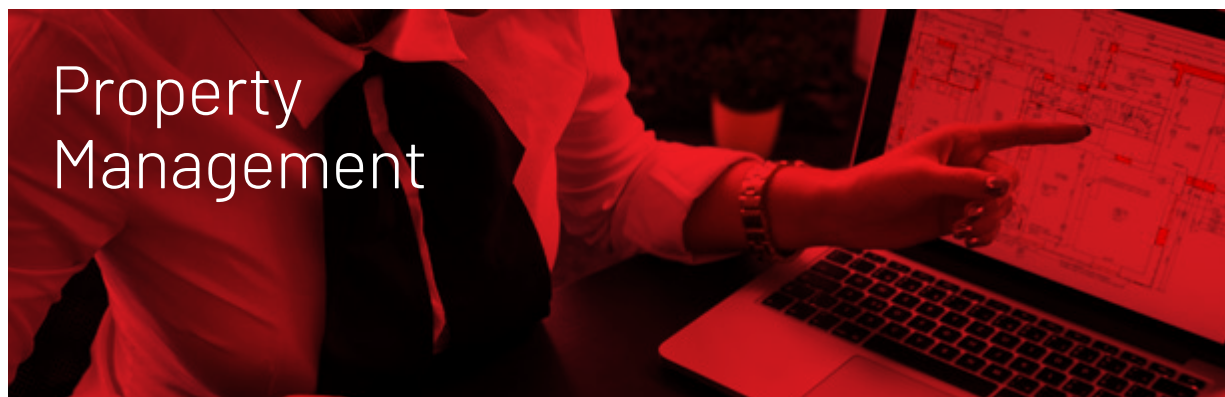
Chalet & Golf Course Management



Property Construction



Property Management



Our Awards

Eupe's commitment to excellence and innovation has been recognised by a number of leading awards including:

PropertyGuru Asia Property Awards 2019

Best High Rise Condo Architectural Design (Malaysia)
Novum @ South Bangsar

iProperty Development Excellence Award 2019

Best Residential High-Res Development
Novum @ South Bangsar

PropertyGuru Asia Property Awards (Malaysia) 2019

Best Condo Architectural Design
Novum @ South Bangsar

PropertyGuru Asia Property Awards (Malaysia) 2019

Highly Commended – Best Landscape Architectural Design
Parc3 @ KL South

Asia Pacific Tourism & Travel Awards 2019

Winner of Best Family Retreat Destination
Cinta Sayang Resort

Leadership in Energy and Environmental Design (LEED) Green Building Certification

LEED Silver
Sky Residences

Our Projects

Property Development

The property development arm represents the Group's main division and major source of revenue and profit. The division focuses on serving buyers and investors in a range of housing segments, from affordable, mid-range through to high-end developments. Eupe prides itself on developing homes and communities that aim to set innovative, new directions for contemporary living. These include carefully master-planned townships which include a comprehensive range of services and conveniences as well as high-rise residential developments that seamlessly blend affordable luxury, iconic architecture and sustainable living.



NOVUM SOUTH BANGSAR

Novum @ South Bangsar

In 2016, Eupe set its sights on the immense potential of Klang Valley property market and made a successful foray by launching Novum @ South Bangsar.

Strategically located in the heart of Kuala Lumpur, Novum is a 40-storey freehold residential development that has been carefully conceptualised and designed with cutting-edge elegance and natural wellbeing in mind. The distinctive new landmark features a total of three towers with an iconic facade to represent 'new innovation'. It houses 792 luxurious units of serviced residences, with a wide range of layouts starting from 647 to 1,441 square feet.

Novum boasts state-of-the-art architecture, innovative recreational facilities and digital connectivity. In 2019, Eupe was awarded the Best Condo/Apartment Architectural Design for Novum at the 6th PropertyGuru Asia Property Awards (Malaysia). Novum was also recognised as the Best Residential High-Rise Development at the iProperty Development Excellence Awards 2019.



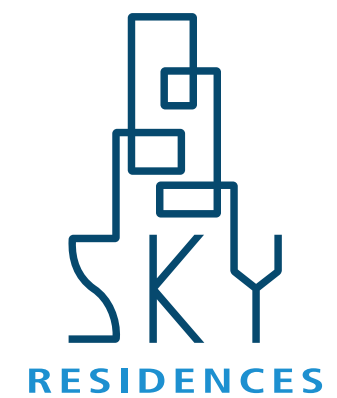
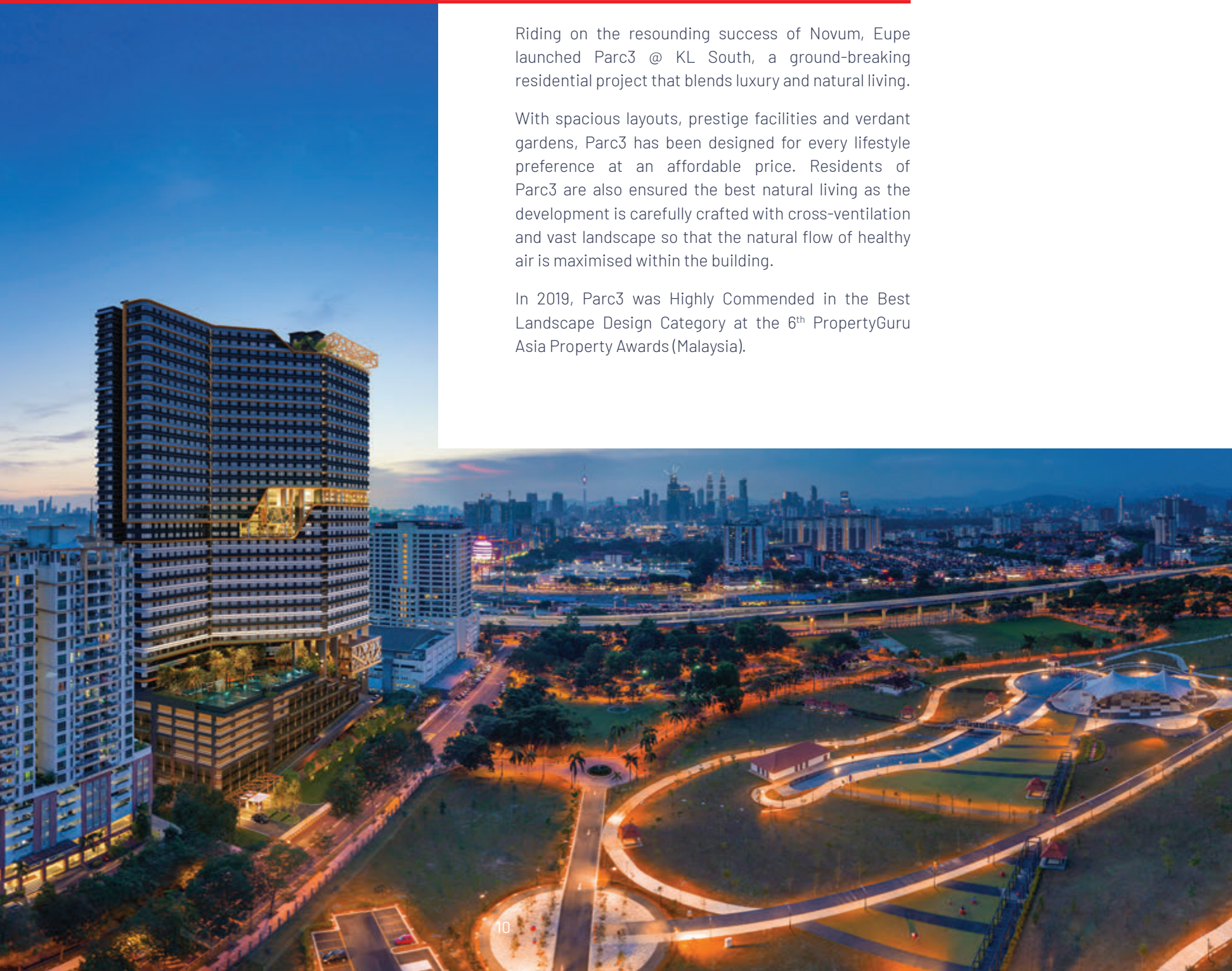


Parc3 @ KL South

Riding on the resounding success of Novum, Eupe launched Parc3 @ KL South, a ground-breaking residential project that blends luxury and natural living.

With spacious layouts, prestige facilities and verdant gardens, Parc3 has been designed for every lifestyle preference at an affordable price. Residents of Parc3 are also ensured the best natural living as the development is carefully crafted with cross-ventilation and vast landscape so that the natural flow of healthy air is maximised within the building.

In 2019, Parc3 was Highly Commended in the Best Landscape Design Category at the 6th PropertyGuru Asia Property Awards (Malaysia).



Sky Residences

Sky Residences, Sungai Petani is a freehold low-density high-rise residences fronting the 200-acre greens of Cinta Sayang Golf & Country Resort. The harvesting of maximum light and natural airflow makes it the first building to be certified with Leadership in Energy and Environmental Design (LEED) in Malaysia.



The Somerset

The Somerset is an enclave of premium limited mansions situated outside of Cinta Sayang's international golf resort. The luxury homes are built onto the slopes of a hill originally rising 100ft from the road level and dubbed the Head of the Dragon.

Ranging from 5,000 to 7,000sf in built up and boasting contemporary design, The Somerset's security is naturally enhanced by the elevated development and is enforced by perimeter fencing and controlled access.



Cinta Sayang Resort Villas

Sitting on a total land area of 91.26 hectares which includes the Cinta Sayang Golf & Country Resort, The Carnivall Water Park, Cinta Sayang Resort Homes (which was completed in 2012) and future development, Cinta Sayang Resort Villas features 199 units of contemporary semi-detached and bungalow homes. It is a freehold, low-density development designed to be aesthetically exclusive and distinctive.





Astana Parkhomes

Astana Parkhomes is a part of Bandar Seri Astana.

Carefully masterplanned so parks take centre stage and homes are built around them, Astana Parkhomes sets to redefine the boundaries of wholesome natural living. This gated and guarded neighbourhood consisting of terrace, semi-detached and bungalow homes is where homeowners can step out of their backyard right into reinvigorating green spaces with jogging trails, seating areas and play equipment.



Bandar Seri Astana

Bandar Seri Astana is an integrated township development in Sungai Petani, Kedah. Spreading over approximately 260 hectares, Bandar Seri Astana features residential developments consisting over 5,000 homes, commercial lots, excellent road connectivity and an extensive list of facilities and amenities including schools and parks.

The landed homes are designed around the concept of affordable luxury, providing comfortable lifestyles with practical and flexible spaces.

Chalet & Golf Course Management

Eupe owns and manages Cinta Sayang Golf and Country Resort, one of northern Malaysia's most recognised golf course resorts. The resort offers extensive sports and recreation facilities, including a water park, as well as seminar and banqueting facilities and cafes. The award-winning resort is centred around the Cinta Sayang Hotel, a chalet-style development comprising more than 200 rooms.



Cinta Sayang Golf & Country Resort

Opened in 1989, Cinta Sayang Golf & Country Resort is a 4-star resort located in the heart of Sungai Petani, Kedah. It is home to a world-class golfing facility, over 200 chalets, function halls, ballroom, squash courts, F&B outlets as well as a newly refurbished swimming pool.

Cinta Sayang Golf & Country Resort is also known for its water park – The Carnivall Waterpark, which was opened to public in 2006. The Carnivall Waterpark was the first wet and dry theme park in the North.

In 2019, Cinta Sayang Golf & Country Resort was awarded the Top Hotel for Honeymoon in Sungai Petani by Travelmyth Awards and Winner of Best Family Retreat Destination by Asia Pacific Tourism & Travel Awards 2019.



Property Construction

Eupe's property construction arm provides construction services in property and commercial development, from the commencement of the earthworks through to the completion of all infrastructure. The division is committed to continuous improvement to achieve overall excellence in the field of construction.



Property Management

This division manages the Group's property assets as well as conveniences and facilities in many of the townships developed by the Group's Property Development arms. This includes the Group's office complex, the Wellness Row and SPARK container park in Sungai Petani, as well as markets and commercial complexes in Kedah.

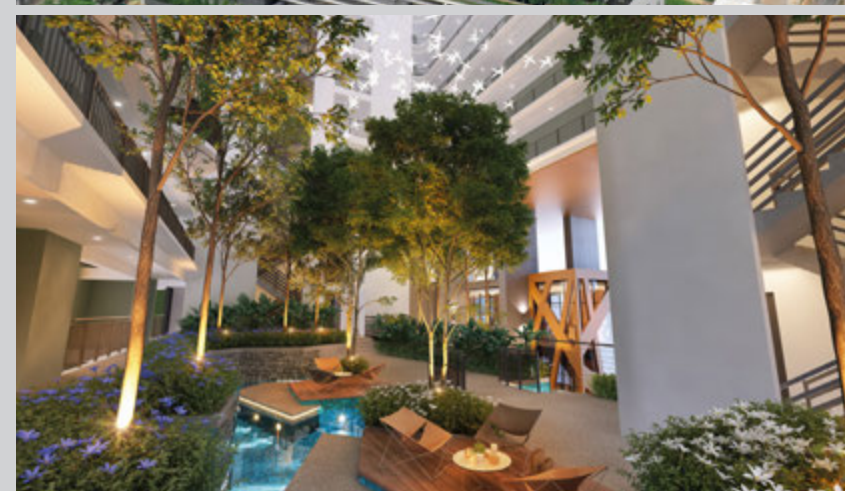
Our Commitment to Sustainable Communities

Eupe's *Sustainability Plus* approach is to set innovative directions that offers practical long term benefits for our homebuyers and the wider community rather than relying solely on benchmarks and measurements set by others.

Our distinctive, innovation-driven approach has resulted in two overarching principles that guide our sustainability thinking and practices.

Sustainable Eco-Design

Eupe believes that best practice sustainable eco-design starts with master-planning the overall building concept and design. The four frameworks under this principle help us to make sure that every home and project we build is designed with the best and more innovative green design ideas, values and practices.



Healthy Air

Harnessing and optimising natural air flows to create the Buildings that Breathe for a healthy, comfortable living environment.



Iconic Design

Creating inspiring skylines through visual architectural and design innovation.



Green Community

Linking nature with the community through more sustainable green spaces.



Smart Connectivity

Harnessing both physical and digital spaces to create and connect vibrant communities.

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Planet Eupe Cultural Events

Sponsoring and investing in cultural events that promote and encourage shared community experiences.



Building Hope Program

Sponsoring and investing in worthy community groups that provide support to those who are disadvantaged as well as providing direct assistance to those in need.

Contact Us

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