

parc3.com.my



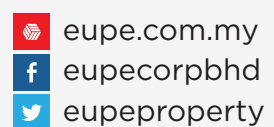
Another exciting project by



Under its subsidiary

Titian Sama Sdn Bhd

017-275 7188



EUPE Property

DESIGNED BY NATURE DESIGNED FOR YOU

Introducing Parc 3, a ground-breaking residential project in South KL that blends **luxury and natural living**.

The **spacious layouts, innovative architecture and deluxe facilities**, Parc 3 has also been designed to be an **iconic presence** in Cheras.

Suites have been **designed for every lifestyle preference** - from small to large families, as well as singles and couples who want it all at an **affordable price**.

We've partnered with one of Malaysia's **top landscape designers** so you can enjoy verdant gardens that offer a seamless blend of nature and community.

Parc 3 will also boast **uninterrupted views** to the heart of KL as well as vistas of the 33-acre Taman Pudu Ulu public park just across the road.

With one of the **best addresses** in Cheras, you'll be close to great entertainment, shopping, education and health facilities, as well as major transport links.

GREAT
LOCATION

ICONIC
DESIGN

PRESTIGE
FACILITIES

NATURAL
LIVING
Sustainability Plus

AFFORDABLE
LUXURY

Another Exciting Project Brought to You by Eupe



Eupe has been realising **the lifestyle dreams** of Malaysians for nearly 30 years.

Since 1986 we have built more than **20,000 homes** in northern Malaysia. Now we are bringing our distinctive, award-winning approach to property development to Kuala Lumpur.

Building trust with our buyers motivates us in everything we do. At Eupe we believe trust is achieved through what we call **Shared Value**.

Our **Shared Value** philosophy means **we don't chase short-term profits** at the expense of quality or innovation.

We take less so **we can share more with our buyers**.

That's why Parc 3 offers **so much more** than other residential developments in the area.

The layouts of each suite are **more practical yet flexible** to suit different lifestyle needs and preferences. The architecture and design of Parc 3 are **more iconic**.

Parc 3 will offer a **wide range of prestige lifestyle facilities** to cater for every convenience and comfort of contemporary living.

All this at an **affordable price** for those who aspire to **natural luxury**.

We're aiming to set **new benchmarks in design, convenience and lifestyle in Cheras**.

That's why each and every detail of Parc 3 will showcase **our unique approach to design** that has made us one of Malaysia's most innovative property developers.

DATO' BEH HUCK LEE

MANAGING DIRECTOR
Eupe Corporation Berhad



Building Lifestyles, Building Trust

Eupe - Did you Know?

2010 In 2010, Eupe's Sky Residences was the first building in Malaysia to be awarded the **globally-prestigious LEED accreditation** for eco-design.

2013 In 2013, Eupe was awarded the title of one of Malaysia's **top property developers** by The Edge magazine

2014 In 2014, Eupe was awarded the title of one of Malaysia's **top township developer**.

In March 2014, Eupe staged the Planet Eupe Music Fest showcasing some of the **biggest acts in Asian entertainment** including Lee Hom.

The name Eupe comes from the combination of the letter-s 'U' and 'P'. This was the name of United Plantations - the owner of the land on which Eupe built its **first major township development** in Sungai Petani in 1986.

Eupe's Other Flagship Projects

NOVUM

A **unique blend of design, community and lush spaces** that pushes innovation to new limits for stylish, city living at one of KL's most prestigious addresses, South Bangsar.

THE SOMERSET

An enclave of luxurious, 2-storey bungalows set atop a tranquil hill with an **exclusive living environment** that provides both security and peace.

CINTA SAYANG RESORT VILLAS

Resort-style living with **full lifestyle facilities and spacious, distinctive designs**, within a gated perimeter.

SKY RESIDENCES

A **holistic living experience** with natural lighting, airflow, and create views in Malaysia's first LEED certified building within the greens of an international golf course



NOVUM
SOUTH BANGSAR



THE
somerSet
LUXURY HILLTOP LIVING



CINTA I SAYANG
resortvillas



SKY
RESIDENCES

GREAT LOCATION

Be Close to It All

Parc 3 is right in the **vibrant heart** of one of KL's emerging suburbs.

Less than 20 minutes from KLCC, you'll be surrounded by **an exciting and sought-after neighbourhood** which offers **great shopping, dining and entertainment** as well as the best in education and health services.

Located next to Menara PGRM and with the new MRT link also close by, you'll also have **easy access to the city centre**.



GPS Coordinates: **3.121185, 101.730271**



Taman
Pudu Ulu
Recreation
Park

Just Across
The Road

Aerial View



Shopping

• AEON Taman Maluri	700 m
• Sunway Velocity	1 km
• MyTown Shopping Mall	2 km
• IKEA	2 km
• VIVA Home	2 km
• Berjaya Times Square	4 km
• Fahrenheit88	4 km
• Lot 10 Bukit Bintang	4 km
• Pavilion KL	5 km
• Petaling Street	5 km
• KLCC	6 km

Medical

• Hospital Universiti Kebangsaan Malaysia (HUKM)	3 km
• Pantai Hospital Cheras	3.5 km
• Pantai Hospital Ampang	4 km
• Beverly Wilshire Medical Centre	4 km
• Prince Court Medical Centre	4.5 km
• Sunway Velocity Medical Centre (Complete by 2018)	1 km

Education

International School

• Taylor's International School	3 km
• Etonhouse Malaysia	5 km
• Alice Smith School	6 km

College & University

• Wawasan Open University	300 m
• Business & Management International College	900 m
• Cybernetics International College of Technology	2 km

Primary & Secondary School

• Sekolah Kebangsaan Yaacob Latif	2.5 km
• Sekolah Kebangsaan Cochrane	2.5 km
• Chin Woo Primary School	3 km
• Kung Ming Primary School	4 km
• Tsun Jin High School	5 km

Easy Access

• LRT Maluri Station	500 m
• MRT Maluri Station	600 m
• Rapid Bus Stop	200 m
• MEX Highway	
• SMART Tunnel	
• New Besraya Eastern Extension	
• SILK Highway	
• North South Highway	
• Sungai Besi Highway	
• MRR 2	
• Cheras - Kajang Highway	

Leisure & Recreation

• Impian Golf & Country Club





A New Landmark in South KL

Parc 3's **distinctive design** will make it a **sought-after landmark** in South KL for years to come.

Its iconic architecture - **designed around three parks** within the building - has been **directly inspired by nature**.

Parc 3's unique, wave-like building mimics the streamlined form and movement of nature.

Natural lattice structures - **inspired by foliage and treehouses** - will surround the Parc 3's garden and facilities.



The image shows a large, modern building atrium with a central courtyard. The courtyard is filled with lush greenery, including several tall trees and low-lying plants. A small, rectangular pool of water is situated in the center of the courtyard, with a wooden deck and lounge chairs around it. The building's architecture is modern, with large glass windows and balconies. The lighting is warm and inviting, creating a comfortable atmosphere. The word "Atrium" is written in a large, white, sans-serif font on the right side of the image.

Atrium

Parc 3 will also conform to Eupé's very own **Sustainability Plus** guidelines, which have made us an **award-winning leader** in Malaysia for green, high-rise residential development.

The building is carefully designed with 'true ventilation' - a rarity in KL high rises - so the flow of **clean, cool and healthy air** is maximised in every unit.

This not only creates a **more comfortable living environment** but reduces energy bills for air conditioning.

Lobby



Parc 3's highly innovative interior design has been created by one of **Malaysia's leading interior designers**, Butter Paper.

Butter Paper, whose mission is **Creating Value, Delivering Delightful Designs** has worked or collaborated with **major property developers** such as Desa Park City, Berjaya Land and Tropicana, Gamuda Land and TA Global.



Because You Deserve The Best

At Eupe we aspire to **excellence in lifestyle design**.

So we offer more of the five-star lifestyle facilities and prestige amenities you deserve.

Among the 40 plus first-class facilities available, Parc 3 residents will enjoy:

- A **State-of-the-Business Centre** with **fast internet connectivity and full office facilities** to make your home a convenient place to work and study.
- A **Celebrity Kitchen** to cook for and entertain **friends and family** in an intimate setting **with great views of the KL city centre**.
- A spacious **Function Hall** to celebrate those **special moments and events** with all your family and friends.
- A **Floating Gym** with all the **latest in fitness** equipment.

Each of these four **unmatched facilities** will be suspended in **glass pods** and encased within **treehouses**, giving you a sense of floating above the world.

Major facilities also include:

- **50-metre Lap Pool** and **Wading Pool**.
- **5 levels of Landscaped Facilities** including an **Observation Deck for 360-degree city views**, open-air picnics and celestial gazing.

.... and Parking at Your Doorstep

Getting in and out of Parc 3 will be a breeze, with a **spacious front entrance lobby and drop off**.

There'll also be an additional ramp taking you directly to the 3rd floor where you can access the building's parking facilities.



Celebrity kitchen



Glass Play Treehouse



Moonlight Deck



Wading Pool
& 50m Lap Pool



Immerse Yourself in a Green Haven

We've designed Parc 3 so you have the best in **natural, green living**.

Directly across the road from Parc 3 is Taman Pudu Ulu Recreation Park - 33 acres of green expanse that will become **your weekend and after hours playground**.

Three more parks have been masterplanned into Parc 3 so you'll enjoy a **prestigious natural lifestyle** in the heart of the city.

The building's placement has been carefully thought through to maximize unobstructed views of the park and take maximum advantage of natural air flows to **cool the building and circulate healthy air**.

Award-Winning Landscape Designers

We've partnered with one of Malaysia's best landscape architects MLA – behind such award-winning landscape designs as Banjaran Retreat in Ipoh and The Datai in Langkawi – to design an innovative series of park and gardens within Parc 3 so you have the **very best in relaxation and recreation**.

Meandering through a jungle-inspired walkway takes you to the three parks which Parc 3 is inspired by and named after.

Central Park

on Levels 7A & 8

a **podium level expanse of green** and an inviting hub for Parc 3's Olympic-sized pool and other recreational and family fun facilities

Sky Park

on Levels 23 & 27

beneath cavernous ceilings - complete with columns wrapped with creepers and canopies - there are cosy nooks and **places for rest and relaxation** as well as sharing relaxing times with family and friends.

Moonlight Deck

on Levels 45 & 46

a secluded garden and observation deck with a commanding **360 degree view of the city**. Have a picnic or gaze serenely at the sun or stars.

Glass Play Treehouse

on Levels 7 and 8

Glass Dining Treehouse

on Level 25

Eupe's Unique Approach to Property Development

Eupe has developed a unique program called **Sustainability Plus** that guides our **distinctive approach to property design** and development.

Sustainability Plus aims to **go beyond conventional benchmarks** of eco-design and community building within the property sector.

It draws on the **latest innovations in sustainability thinking** from Asia and around the world.

Sustainability Plus is embedded in every aspect of Parc 3's concept and design. The four key eco-design principles of **Sustainability Plus** are:

Healthy Air

Designing our Building to Harness **Natural Air Flows** to Create a Healthy, Comfortable Living Environment

Iconic Design

Creating **Inspiring Skylines** through Architectural and Design Innovation

Green Community

Linking Nature with the Community through **More Gardens and Green Spaces**

Smart Connectivity

Harnessing the Internet to Create and **Connect Vibrant Communities**



Our Buildings Breathe For Healthy Living

Designing buildings that 'breathe' so our residents can enjoy **a healthier and more natural lifestyle** is a key part of Eupe's philosophy.

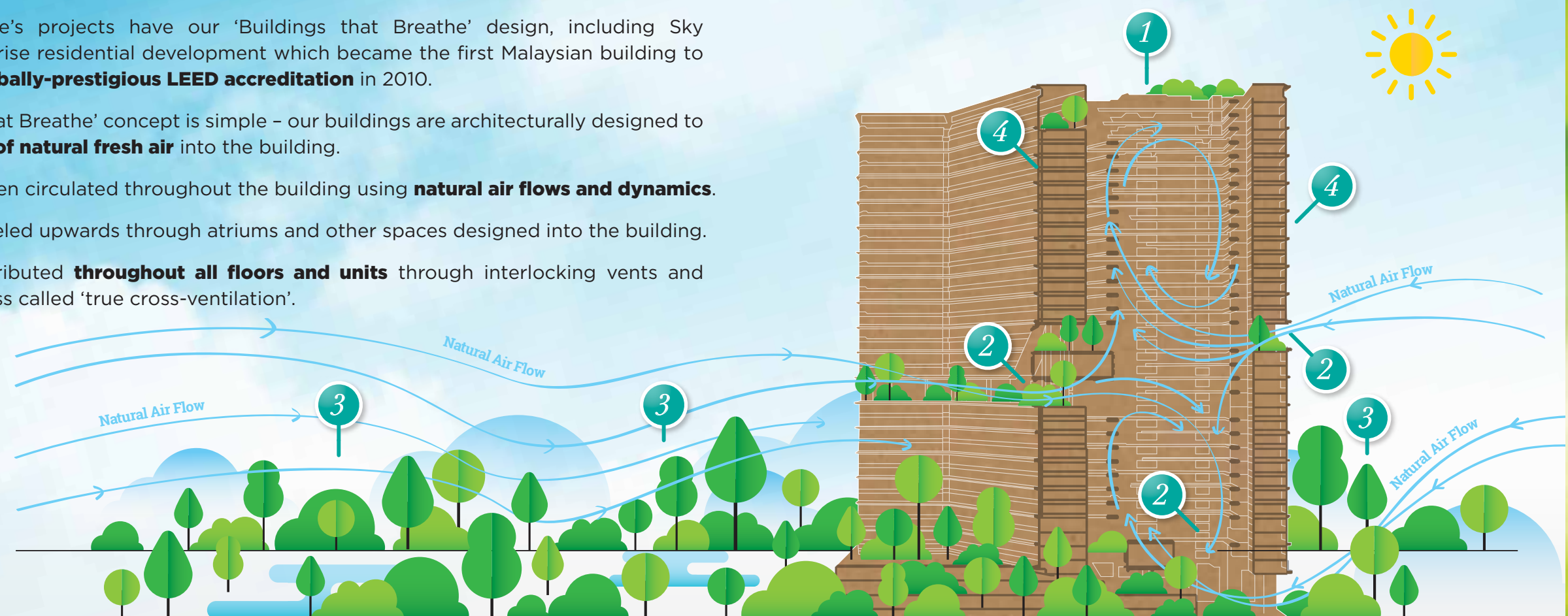
A number of Eupe's projects have our 'Buildings that Breathe' design, including Sky Residences, a high-rise residential development which became the first Malaysian building to be awarded the **globally-prestigious LEED accreditation** in 2010.

Eupe's 'Buildings that Breathe' concept is simple – our buildings are architecturally designed to **harness the intake of natural fresh air** into the building.

This natural air is then circulated throughout the building using **natural air flows and dynamics**.

Air flows are channeled upwards through atriums and other spaces designed into the building.

Then they are distributed **throughout all floors and units** through interlocking vents and channels in a process called 'true cross-ventilation'.



1

Building orientation (i.e. the direction it faces) is designed so it captures the maximum amount of natural air flows and reduces the amount of heat from direct sunlight the building is exposed to.

2

Openings and 'voids' are designed into the building's facade. This increases the amount of natural air that flows into the building. In Parc 3, the grand atrium facilitates true cross-ventilation.

3

Green areas and water features are strategically located in and around the building to cool the natural air as it passes into the building.

4

That means numerous air channels and vents so the natural air continually circulates into all floors and units.



Premium Style Doesn't Have to Cost The Earth

Parc 3 will not just offer an inviting, secure home designed around innovation, convenience and sustainability.

It's also a **focal point of prestige living** in South KL that is sure to impress your friends and family.

Thanks to our Eupe's **Shared Value** philosophy, we're investing more in five-star design, fixtures and facilities to give every aspect of Parc 3 a sense of effortless chic and urban style

The building's atrium has been designed with **the lobby of a five-star** hotel in mind.

We set aside **more green spaces** than other developments so you have all the space you need to enjoy everything Parc 3 has to offer

Units are **more spacious** and come complete with **high-quality fixtures and finishings**.

Every suite is **priced for affordability** to make your new home a **great investment** as well as secure, smart and stylish place to live.



Smart Urban Living - The New Digital Life Way

Eupe's commitment to **Smart Connectivity** means staying ahead of the **latest in digital technology** to create even more convenience for our buyers.

That's why Parc 3 will have its **very own app** to give you all the **digital connectivity features** to make life as easy as possible.

By downloading Parc 3's **New Digital Life** app directly to your phone or tablet, you can:

Pay your
utility bills

Book a
local restaurant

Book and pay for
Parc 3 facilities
like the
Celebrity Kitchen

Find the **fastest**
way through traffic
to your destination

Access lots of other
latest lifestyle
and local information
to get the most out
of your Parc 3 experience

With the app, you'll also be able to report any maintenance issue and have it fixed ASAP.

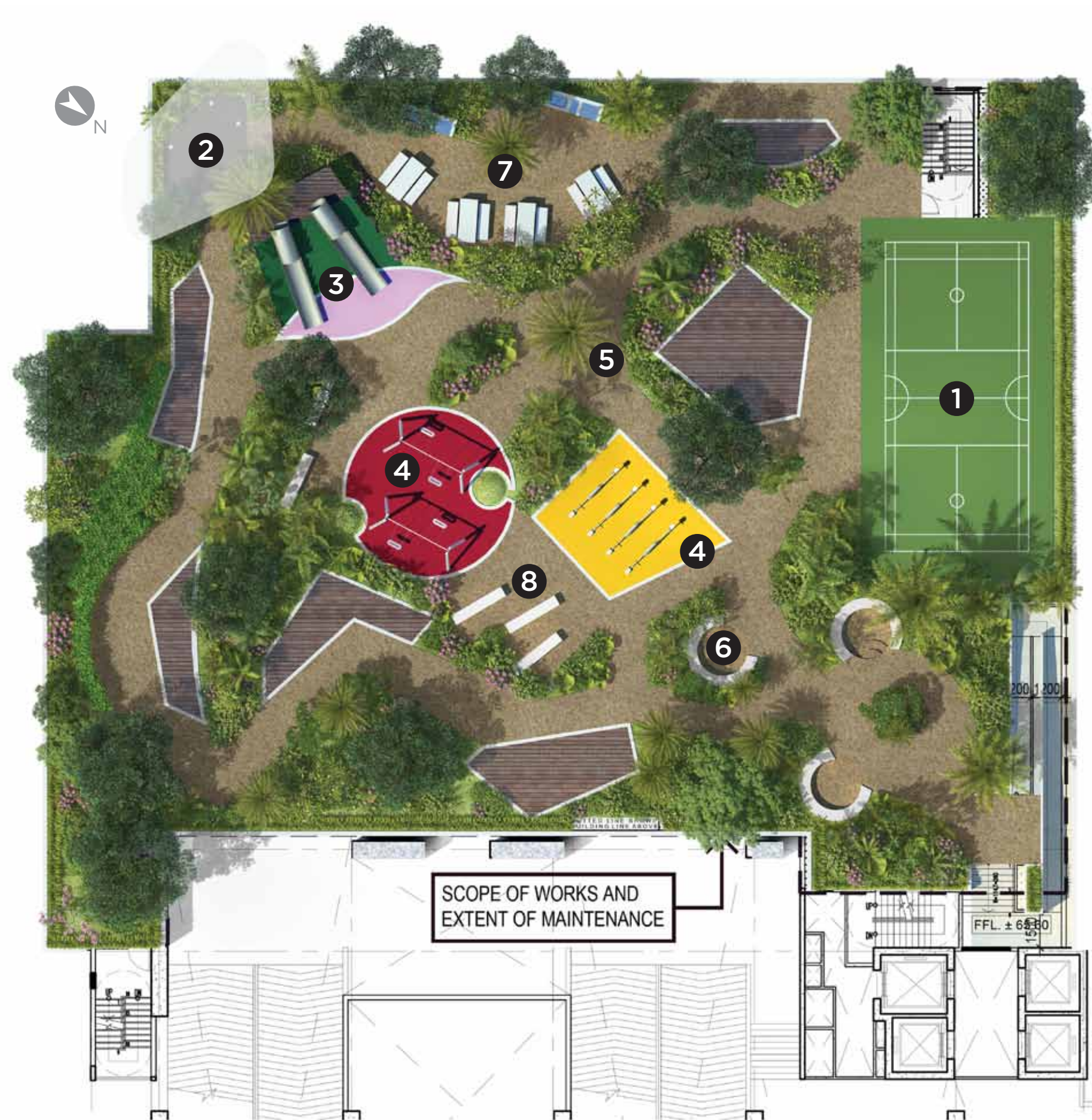
Using the app will be safe and secure, It will provide you with a personal gateway that puts you at the **cutting edge of 21st century digital life**.

Level
7A

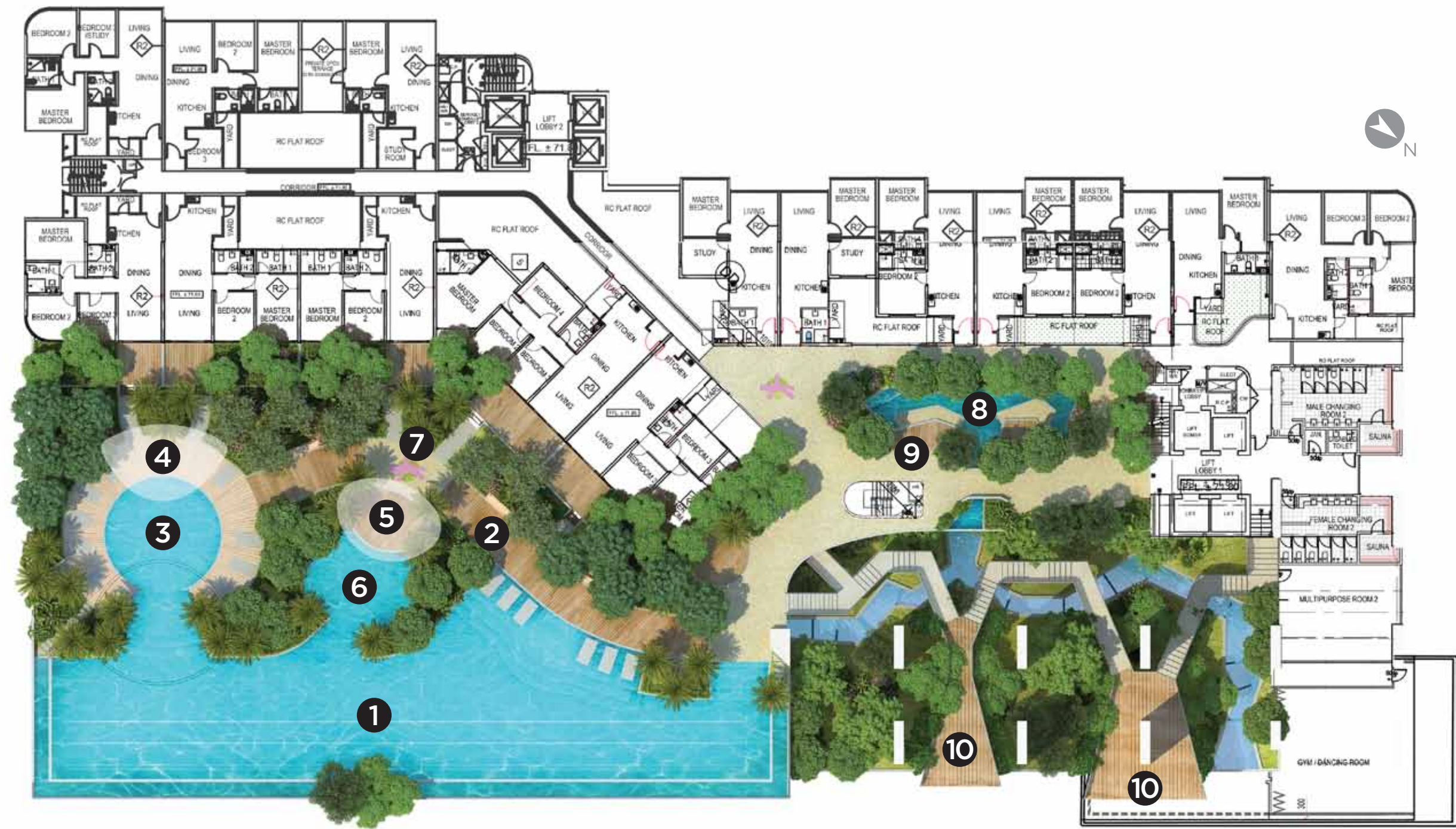
Central Park

Landscape Facilities

- ① Badminton Court
- ② Viewing Pavilion
- ③ Playground Slide Area
- ④ Playground Swing/See-saw Area
- ⑤ Walkway
- ⑥ Sunken Patio Seat
- ⑦ Barbecue & Picnic Area
- ⑧ Linear Seats



Level
8



Landscape Facilities

- 1 50m Lap Pool
- 2 Timber Boardwalk
- 3 Wading Pool
- 4 Pavilion
- 5 Shelter
- 6 Jacuzzi
- 7 Sculpture Plaza
- 8 Water Garden
- 9 Seating Decks @ Water Garden
- 10 Viewing Deck Plaza @ Level 5 & 6



Level
23

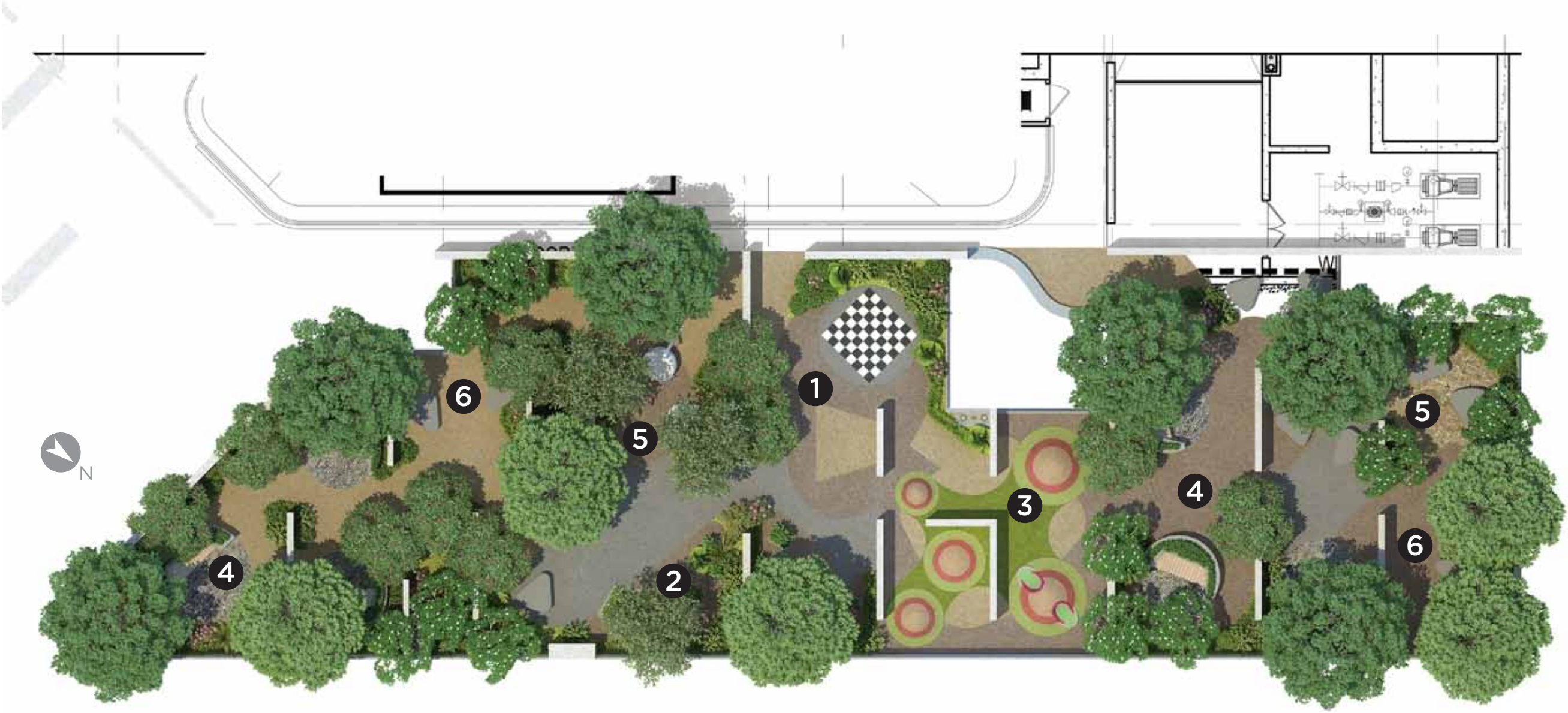
Sky Park

Landscape Facilities

- 1 Seating Pocket Garden 1
- 2 Seating Pocket Garden 2
- 3 Outdoor Gym
- 4 Hammock Garden
- 5 Chill-out Lounge
- 6 Sky Walkway



Level
27



Landscape Facilities

- 1 Sky Game Area
- 2 Gardening Corner
- 3 Kid's Corner
- 4 Reading Cove
- 5 Chill-out Zone
- 6 Social Area

Level 45

Moonlight Deck

Landscape Facilities

- 1 The 4 Senses Garden
- 2 Entertainment Arena
- 3 360 degree Viewing Timber deck
- 4 I-Garden
- 5 Zen Enclave



Level

7 & 8

Glass Play Treehouse

suspended among it all are the two treehouses which house the main facilities and provide great views of the surrounding precinct.

Level

25

Glass Dining Treehouse

Landscape Facilities

Floating Gym

Business Centre

Celebrity Kitchen

Dance Hall

Function Hall

