

# Property trust

JAN-FEB 2018 | Vol.11



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Building  
**Trust**

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Strong Response to Eupe's 2<sup>nd</sup> KL Project

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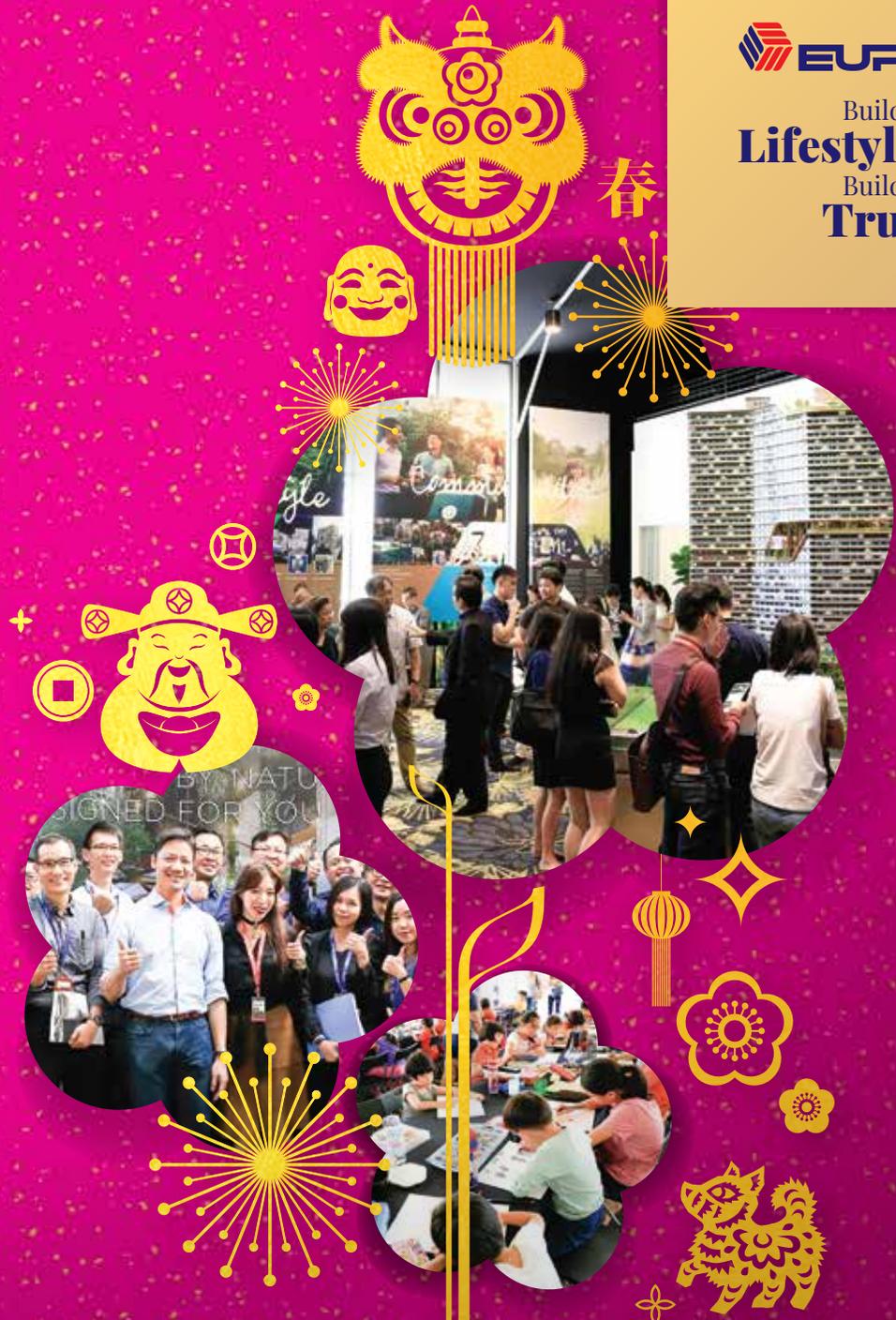
Managing Director Message

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## Managing Director's Message

**“ Real change is difficult at the beginning. Without the familiar to rely upon, you may not be in as much command as you had once been. When things are not going your way, you will start doubting yourself. Stay positive, keep the faith, and keep moving forward - your breakthrough may be just around the corner.”**

**- Roy T. Bennett**

# A Year of Breakthroughs

I was recently asked to describe in one word what 2017 meant for Eupe.

I chose the word 'breakthrough'.

We usually think of a breakthrough as a single achievement, or focused around several high-profile milestones.

We don't always think about breakthroughs as the result of many months and years of planning and work that proceed them.

Nor do we always think of a breakthrough as an ongoing process: that achieving a breakthrough is not the end of the story.

Rather a breakthrough is usually the start of a new set of challenges that require new breakthroughs so that success is continued.

That's the way I used the word to describe 2017 for Eupe.

**The last 12 months have seen the company achieve some big milestones.**

We successfully launched our second major high-rise project in Kuala Lumpur - Parc 3 in Cheras.

Our first KL project, Novum at South Bangsar, is almost totally sold out.

In 2017, we also launched our updated **Sustainability Plus** strategy, which Eupe believes sets new benchmarks for sustainability thinking in Malaysia's property sector.

But 2017 not only meant high-profile successes for us as a company.

**'Breakthrough' also recognizes all the behind-the-scenes work by everyone at Eupe that has allowed these successes to happen.**

And 'breakthrough' constantly puts us on our toes, reminding us that the property sector continuously undergoes structural changes, and that the only way to ensure our sustainability is to constantly think of ways to improve.

## Our Focus for 2018

'Breakthrough' often means not just step-by-step changes, but overhauling our thinking and parameters from time to time, and to constantly challenge our beliefs and assumptions as to what the market wants.

And by achieving our goals on 2017, we are now working on achieving new breakthroughs this year and beyond that will allow Eupe to continue its growth momentum.

As with 2017, a lot of the work that will lead to these new breakthroughs has been going on for some time.

We have been in the process of re-organising our Kedah property division to make sure it maintains its relevancy as a competitive developer.

Kedah is our home base and where Eupe as a company started.

Our Sungai Petani operations - which are focused on township and affordable housing - have served the company very well for nearly three decades.

**We need to make sure this cornerstone of the company remains competitive, efficient and responsive to customers, particularly as market needs and expectations change.**

Likewise, we are continuing to modernize our Cinta Sayang Resort in Sungai Petani to make sure it remains successful in an increasingly competitive environment.

We are also working hard on plans for our third high-rise project in Malaysia's capital.

With this project - Vivus in Seputeh - we aim to continue to set the high bar on iconic architecture and innovative lifestyle design for others to follow.

## Taming Uncertainty

It seems that with every passing year, the world we live and work in is marked by more uncertainty and more surprises.

But breakthroughs occur not through luck or chance.

They occur through careful planning, a willingness to stay ahead of change, as well as a desire to work hard to achieve our dreams.

**The market environment continues to be challenging and uncertain. But with the work and planning we are dedicating for future success, I'm sure that 2018 will continue to be a year of breakthroughs for Eupe.**

I would like to take this opportunity to thank all our customers, buyers and business partners for their continuing support of Eupe.

I wish you all a very happy and prosperous Chinese New Year and that the Year of the Dog ushers in a year of breakthroughs for you too.



**Dato' Beh Huck Lee**  
Group Managing Director  
Eupe Corporation Berhad

*Strong Response  
to Eupe's  
2nd KL Project*

# Parc 3 Officially Launched

Eupe's second project in Kuala Lumpur - Parc 3 in Cheras - has been officially launched!

The project - designed to be an iconic landmark in one of KL's emerging suburbs - is attracting strong interest from buyers.

The official launch was held on October 21 & 22 at the Parc 3 show gallery on the project site.

More than 300 people were there to see the project unveiled and the show gallery officially opened.

Eupe's Head of Sales and Marketing, Datin Michelle Gan, said response to the project and its unique design has been very encouraging.



*Lifestyle*

*Eupe management and staff joined buyers and supporters at the Parc 3 launch*



*Eupe staff from both KL and Sungai Petani offices celebrating the launch*



# Parc 3 Officially Launched

“Buyers have been impressed with Parc 3’s distinctive design and its strong emphasis on affordable luxury.

“The property market is a very competitive at the moment and buyers are looking for homes that offer a lot more in terms of features and facilities, and stand out from the crowd.

“We’ve worked hard to offer buyers a project that we strongly believe will re-define Cheras.

“Each and every detail is aimed at making sure this is a project that will keep rewarding buyers as a home and an investment for many years to come.”

For more information, visit the Parc 3 website at [parc3.com.my](http://parc3.com.my) or contact us by:

T. +603-7610 0636 / F. +603-7610 0651/52

E. [enquiry@eupe.com.my](mailto:enquiry@eupe.com.my)

Flowers sent by Eupe supporters wishing the company well for the launch

Parc 3 is close to it all



**GREAT LOCATION**

**ICONIC DESIGN**

**PRESTIGE FACILITIES**

**NATURAL LIVING**  
Sustainability Plus

**AFFORDABLE LUXURY**

Parc 3 is all about

**GREAT LOCATION** - Less than 20 minutes from KLCC, you'll be surrounded by an **exciting and sought-after neighbourhood in one of KL's emerging suburbs**. Located next to Menara PGRM and with the new MRT link also close by it offers **great shopping, dining and entertainment**.

**ICONIC DESIGN** - Parc 3's **distinctive design** has been **directly inspired by nature**. Its iconic architecture - **designed around three parks** within - will make it a **sought-after landmark** in South KL for years to come.

**NATURAL LIVING** - With Parc 3 you'll have the best in **green living**. Directly across the road is Taman Pudu Ulu Recreation Park - 33 acres of green expanse. Three more parks have been masterplanned into Parc 3 along with Eupe's trademark design that circulates natural, healthy air throughout the building.

**AFFORDABLE LUXURY** - Thanks to Eupe's **shared value philosophy**, we've invested more in five-star design, fixtures and facilities in to give every aspect of Parc 3 a sense of **effortless chic and urban style**.

Celebrity Kitchen, one of the more than 40 prestige facilities offered by Parc 3



Moonlight Deck



Atrium



Wading Pool & 50m Lap Pool



**PRESTIGE FACILITIES** - Parc offers more than 40 first-class facilities, including:

A **State-of-the-Art 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.

**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.

## BUILDING A COMMON DREAM

Kedah-based Euple Corp Bhd says it is in the Klang Valley for the long haul. It is set to launch its second development called Parc 3 in Cheras, following its successful maiden project Novum @ South Bangsar. Group managing director and CEO Dato' Beh Huck Lee says that apart from iconic design being a key ethos, the company's aim is to deliver on what it promises its buyers.

# Parc 3 Launch in the News

The launch of Parc 3 attracted a lot of media interest. Here's some of coverage of the launch

12 Community

## Where nature is part of home

Developer's second project in KL offers more than 40 facilities

**KUALA LUMPUR**  
LESS than 20 minutes from Kuala Lumpur City Centre is Parc 3, a development that aims to give residents tranquility through its nature-living concept.  
Located in Cheras and developed by Euple Corporation Bhd, it is designed with "true ventilation, a rustic feature in the city's high-rises".  
This means the flow of clean, cool and healthy air is maximised in every unit for more comfortable, natural living.  
It also comes with three parks and is just across the road from the spacious 13.35ha Taman Pudu (The Recreation Park).  
Boasting over 40 facilities, it has a well-equipped state-of-the-art business centre with fast internet connectivity to give residents a convenient place to work and study.  
It also has a 50m lap pool and wading pool, a Celebrity Kitchen with great city views, a function hall and a spacious Floating Gym. Suspended among these facilities are two glass-enclosed tree houses that are home to the main facilities.  
In keeping with Parc 3's iconic approach to stylish urban living, its atrium has been designed with the lobby of a five-star hotel in mind.  
Euple partnered with landscape architects MGA to design an innovative series of park and gardens so that residents have the very best in



An artist's impression of a glass tree house. (Below) Parc 3 will have a Celebrity Kitchen offering



BEING NEW IN THE KL MARKET HAS ITS ADVANTAGES

Euple Managing Director, Dato' Beh Huck Lee, talks to The Edge TV about Parc 3's innovative design.



## Parc 3 achieves 40% take-up

**BY ETHEL KHOO**  
city.country@theedge.com  
Kedah-based Euple Corp Bhd officially launched its second project in Kuala Lumpur, Parc 3, in Cheras, on Oct 21. To date, it has achieved a take-up of 40%.  
"This result is quite an achievement in this challenging market and it is a positive response to what we think is a great, affordable lifestyle product with a premium design and facilities. We are also pleased because the take-up is faster than our first project, Novum @ South Bangsar, and it shows that our desire to create something different in Cheras has struck a chord with the market," says Euple head of marketing and design Darin Michelle Gan.  
Located on a 2.67-acre leasehold tract fronting the recently completed 40-acre Pudu Ulu Recreation Park, Parc 3 is a serviced apartment development.  
Public transport in the vicinity includes LRT and MRT stations that are 1,470 sq ft. The average price is RM900 pcf and the indicative maintenance fee is 35 sen pcf.  
The development will offer 40 facilities, including a floating celebrity kitchen, floating clubhouse with gym, business centre and function hall, and a 50m lap pool. There will also be two glass-enclosed tree house-like pods with facilities.  
The name "Parc 3" comes from the three parks - Central Park, Sky Park and Moonlight Deck - set within the building.  
The building's facade is designed to mimic the movement of nature. The lattices are inspired by foliage and they surround the development's garden and facilities. Moreover, the development uses Euple's Sustainability Plus approach with four key principles - healthy air, iconic design, green spaces and optimisation.

# Euro Strings Competition 2017

# Eupe Sponsors Young Music



Contestants competing in the Euroasia Strings Competition

Eupe is proud to have been a major sponsor for the second year running of the Euroasia Strings Competition.

The Euroasia Strings Competition is a national competition to search for the best and most inspiring young classical musicians in Malaysia, as well as the Asian region.

The 2017 competition - held in Malaysia between June and August - attracted more than 620 young musicians, ranging in ages between 5 and 24.

Along with entrants from around Malaysia, the competition also included talents from Singapore, Indonesia, China as well as Korea and Japan.

Euroasia Association of Performing Arts - which organises the annual event - ran nine events over the three months.

These included five regional rounds for the Euroasia Strings Competition in Johor Bahru, Kuantan, Kuching, Penang and Kuala Lumpur, three Piano Festivals (Johor Bahru, Kuching and Kuala Lumpur), and concluded with the Grand Finals of the Euroasia Strings Competition in Kuala Lumpur held over August 5.

Euroasia Association of Performing Arts' Director of Festivals, Mr Jonathan Oh, said the 2017 event was a great success with the overall number of entrants significantly higher than the previous year.

"The competition is building a national as well as international reputation.

"It's a great platform for young musicians to showcase their talents in a professional competition environment."

This year, the Patron's Prize - the competition's leading prize - was awarded to 14 year-old violinist Denise Mubin from Seremban.

The prize was awarded by Euroasia Patron, Y.A.M. Tunku Zain Al-'Abidin ibni Tuanku Muhriz and the French Ambassador to Malaysia, His Excellency, Mr Frédéric Laplanche.

Sponsorship provided by Eupe sponsorship fund will help Euroasia Association to provide a full scholarship for Denise to attend a summer music festival in France in 2018.

Thanks to Eupe's sponsorship of last year, the 2016 Patron's Prize Winner was able to attend the Cello Fan Festival in Callian, France under a full scholarship.

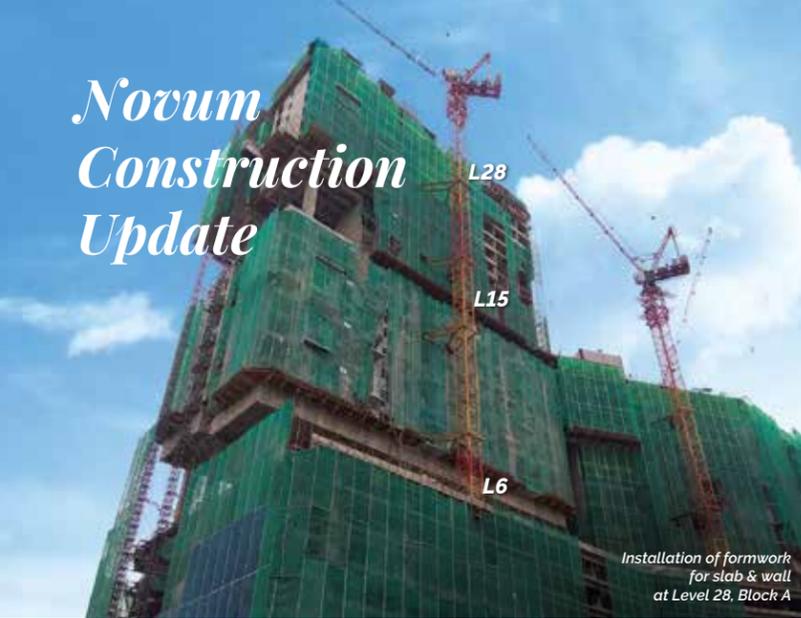
Eupe's sponsorship of the competition is part of its Planet Eupe Cultural Events Program which involves the company investing in cultural events which build strong bonds within the Malaysian community.

The Planet Eupe Cultural Events Program is in turn part of Eupe's **Sustainability Plus** program.



Winners of the 2017 competition

# Novum Construction Update



Installation of formwork for slab & wall at Level 28, Block A



Eupe Managing Director, Dato' Beh Huck Lee on site with Mr Cheong Chee Hoong, Senior General Manager, Projects, and Mr Simon Sim, General Manager, Projects.



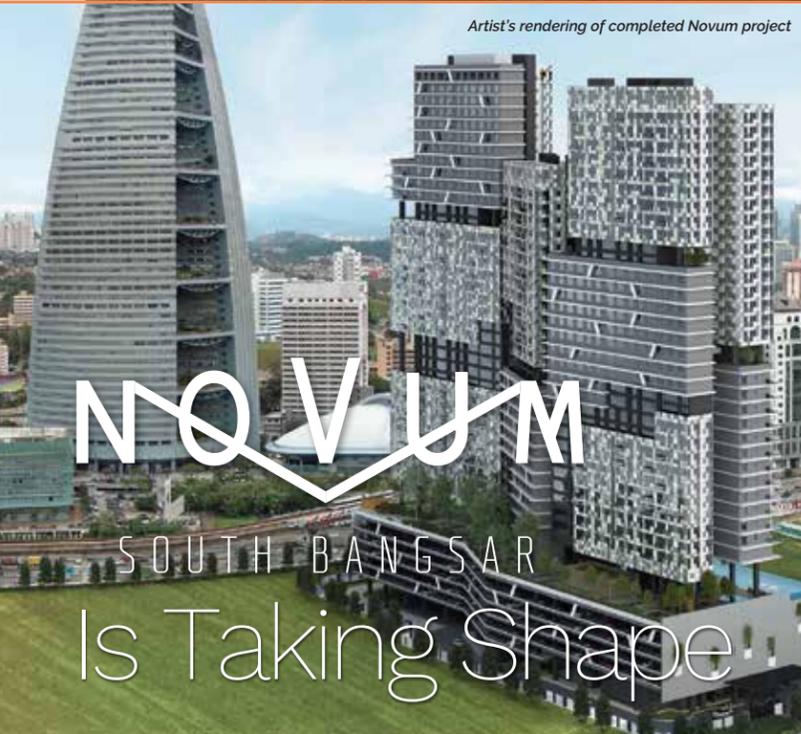
Installation of formwork and rebar for slab & wall at Level 17, Block B



Painting works on external facade in progress



Installation of formwork and rebar for slab & wall at Level 18, Block C



Artist's rendering of completed Novum project

# NOVUM SOUTH BANGSAR Is Taking Shape



Installation of formwork for slab & wall at level 18 Block C



# The Carnivall Waterpark Blood Drive

## Eupe Gets Behind Community Blood Drive



The distinctive structure of Novum - Eupe's first KL project - is taking shape as construction on the project continues to gather pace.

Construction work on Novum - in the new South Bangsar precinct - is now at Level 28 for Tower A, Level 17 and 18 respectively for Towers B and C.

At any one time, around 600 workers are on the construction site of the three towers.

Eupe's Senior General Manager, Projects, Mr Cheong Chee Hoong says the innovative design of Novum, which includes 49 different unit configurations, meant a lot of planning and co-ordination was required so that construction proceeded smoothly.

"It's a complex project with a lot of challenges but Eupe's project team, the project's contractor and sub-contractors have gelled very well.

"Together we make a great team."

The project, which will be completed next year, is now almost fully sold.

Novum is Latin for 'new' and the project features numerous design innovations that aim to redefine this emerging new precinct in one of KL's most sought-after locations.

Its key features include iconic architecture as well as a wide range of lifestyle facilities that set new benchmarks in sustainable, stylish living.

Eupe's Carnivall Waterpark and Cinta Sayang Resort played their part in a major community blood donation drive in Sungai Petani recently.

The donation drive was a collaboration between the Amanjaya Specialist Centre and Hospital Kerajaan Sultan Abdul Halim Sungai Petani.

The drive was held at The Carnivall with the Waterpark and Cinta Sayang Resort sponsoring the venue for the event.

The 'Kempen Derma Darah Cinta Sayang Resort' blood donation drive - held on 9 December - attracted 200 donors who also enjoyed a family day at The Carnivall.

## Sustainability Plus Planning Days



Staff at the Sungai Petani office taking part in the presentation day



Eupe Managing Director Dato' Beh Huck Lee addressing Sungai Petani staff



One of the sustainability presentations at the KL office

## Eupe Staff Drive New Sustainability Ideas

**Sustainability Plus** is Eupe's framework of community building and eco-design practices that aims to make a big difference in how property development is done in Malaysia.

It involves fresh thinking in property planning and development to create lasting value for buyers and the community, while setting new directions in creating a healthier, more sustainable environment.

The updated version of **Sustainability Plus** was released last year as part of Eupe's ongoing program to build and refine its ideas on best-practice sustainability.

As part of this process, staff in both Eupe's offices in KL and Sungai Petani held presentation days in January to outline their ideas on how **Sustainability Plus** can be further developed over the next two years.

Each department presented their ideas, with awards given for the best department presentation and best presenter.

Ideas proposed by staff included looking at using modular design and construction to reduce waste, using building products made from recycled materials, even using bicycles for on-site deliveries.

Eupe's **Sustainability Plus** Committee - made up of representatives from each department - will now go through all the ideas presented to see which ones can be put into practice.

"The presentations highlighted a lot of great ideas by all staff members that will help Eupe reach greater heights in sustainability," said Dr Mark Triffitt, Eupe's director of strategic communications and head of the **Sustainability Plus** committee.

**'Sustainability Plus'** means a long-term commitment to building teamwork and innovation across the company so we can all strive to be the best in everything we do'.



eupe  
sustainability  
plus



## Astana Parkhomes Stage 2 Launch

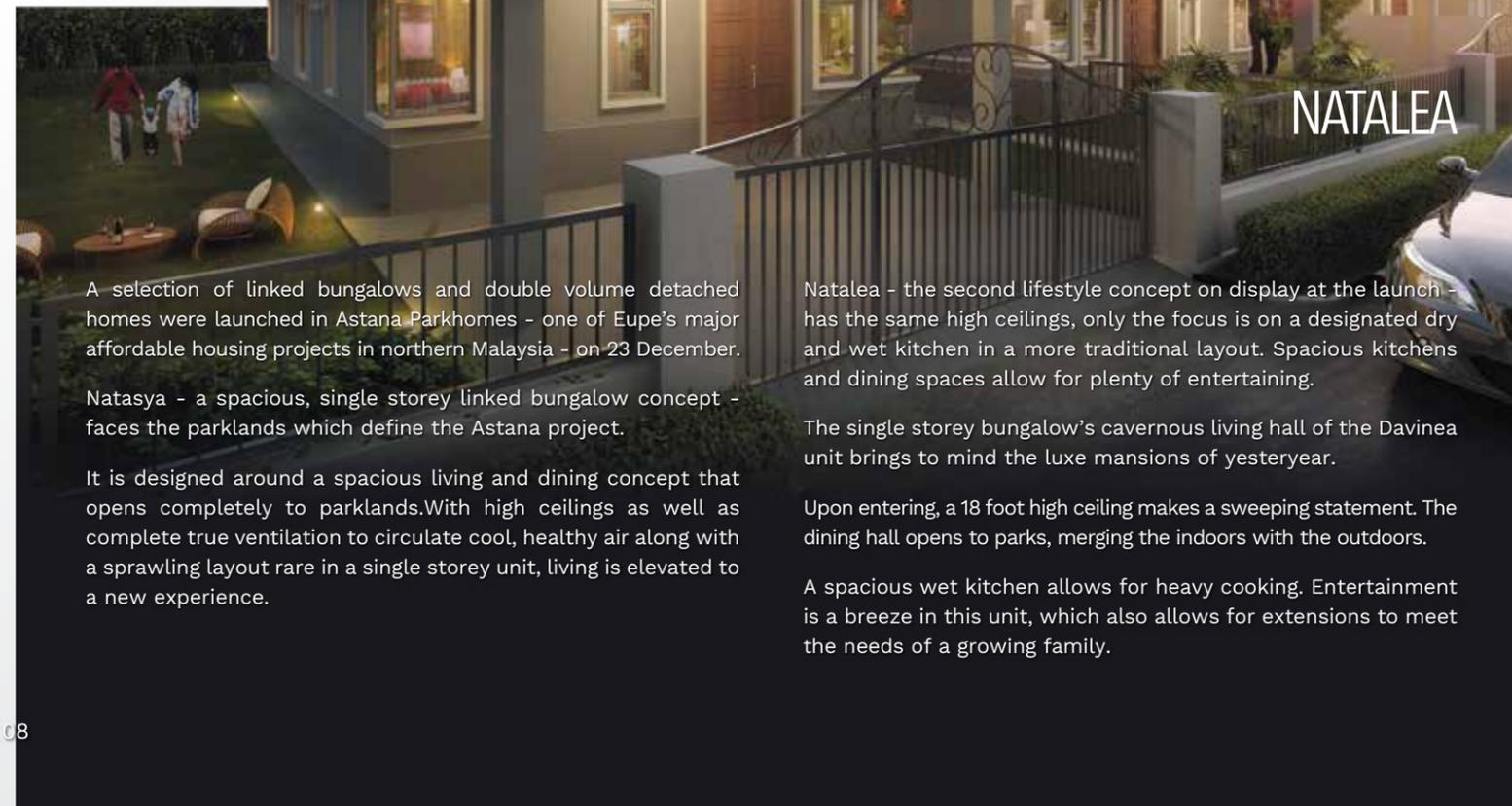


Keen interest was shown at the Stage 2 launch



NATASYA

DAVINEA



NATALEA

A selection of linked bungalows and double volume detached homes were launched in Astana Parkhomes - one of Eupe's major affordable housing projects in northern Malaysia - on 23 December.

Natasya - a spacious, single storey linked bungalow concept - faces the parklands which define the Astana project.

It is designed around a spacious living and dining concept that opens completely to parklands. With high ceilings as well as complete true ventilation to circulate cool, healthy air along with a sprawling layout rare in a single storey unit, living is elevated to a new experience.

Natalea - the second lifestyle concept on display at the launch - has the same high ceilings, only the focus is on a designated dry and wet kitchen in a more traditional layout. Spacious kitchens and dining spaces allow for plenty of entertaining.

The single storey bungalow's cavernous living hall of the Davinea unit brings to mind the luxe mansions of yesteryear.

Upon entering, a 18 foot high ceiling makes a sweeping statement. The dining hall opens to parks, merging the indoors with the outdoors.

A spacious wet kitchen allows for heavy cooking. Entertainment is a breeze in this unit, which also allows for extensions to meet the needs of a growing family.

# Meet The People Behind The Eupe Name

**Bhupinder Singh**  
Product Design Manager



## What is your role at Eupe?

I am the Product Design Manager for any ongoing product in the company inventory.

My expertise is utilised at the operational level, in addressing Product Design throughout the product life cycle process - from design to development, product implementation at site, product delivery to customers and the defects liability period.

I aim to create efficiencies from the planning and design point of view, while making sure we meet and exceed customer expectations of the product.

## Why did you join Eupe?

Eupe is committed to practicing focussed and targeted 'Sustainability Objectives' that create a design & development approach which is customer-centric and community involved.

This appealed to my personal belief that architecture and design can extend into deeper realms not only of physical comfort, but senses cultivation, sight appreciation, and the doctrine 'home is where the heart is' that is seamlessly experienced through a design philosophy like the one Eupe is committed to.

## What are the biggest challenges in your role?

'Education'. By that I mean, ensuring the 'Product Development Philosophy' is understood by all internal and external stakeholders throughout the design and development value chain process.

Its only when we unlearn, can we all learn.

## What do you find the most rewarding?

Working with individuals are willing to practise a similar collective sense of the company's philosophy.

In my current role, I guide and share achievable & implementable aspects of the product development approach to colleagues. Many pick up the cue and create their own sense of ownership and apply in their respective roles in the organisation.

My colleagues are now searching for better ideas frequently in design, costing, tendering and construction processes. This is the harbinger of Innovation.

## The property market is becoming more competitive as well as value-conscious - how is this impacting on property design in your view?

Social media and internet technology generally have created a new awareness about many details of the property design and development processes that were once the domain of the developer. Cost-to-benefit ratios, density, landscaping and amenities provision for social interaction, proximity to infrastructure, essential services and long-term appreciation of property for example.

A developer has to carefully craft both the above in planning and design. Once you have a good mix - "The winner takes it all"

## What are some of the biggest trends that will shape property design thinking in Malaysia over the next decade?

Currently we are Baby Boomers designing a housing future for the New Millennials.

They are looking at community developers and socially conscious private developers working to design and build an architecture that focuses on social impact.

At Eupe, our sustainable design objectives are geared to meet and address these new expectations. In our township development strategy in particular, we connect people to space and services in a holistic manner.

## How would you predict the future of customers and their one major investment - i.e. Property?

This is the century of migration. For long term or seasonal migration, we move with our house. We move cultures and enrich others.

That potentially means standardised & prototype housing that is similar to computer hardware that one can pop in and out. The housing gets placed in various sized lands that have a latch and lock in system to cater for water, sewerage and power infrastructure.

## Our Most Popular Facebook Posts

# Join Eupe on Instagram



Eupe now has its very own Instagram account!

Instagram is one of the world's most popular image sharing apps and a great way to share pictures and news with followers.

Eupe posts regularly on Instagram with latest pics on its projects including its northern Malaysian projects as well as Kuala Lumpur projects including Parc 3 and Novum.

You can find us on Instagram at **Eupe Corporation Berhad** or **eupecorpbhd**

Connect with us:

 [eupe.com.my](http://eupe.com.my)  [eupecorpbhd](https://www.facebook.com/eupecorpbhd)  [eupeproperty](https://twitter.com/eupeproperty)



### *Sustainability*

**Eupe's new sustainability strategy - SUSTAINABILITY PLUS 2017 - setting new sustainability directions for Malaysia's property sector. Find out more at:**  
<http://bit.ly/2zRnApm>

**Building facade with colourful solar panels converts clean energy for office use.**  
<https://inhabitat.com/building-integrated-solar-panels-from-dubai-produce-clean-energy-and-color/>

**Remarkable exotic home filled with green.**  
<https://inhabitat.com/this-mexico-city-home-is-built-around-a-gorgeous-vertical-garden/>

**Innovative prefabricated concrete home that harvests rainwater for its vertical gardens.**  
<https://www.agritecture.com/post/2017/10/14/this-prefab-concrete-house-harvests-rainwater-with-food-growing-vertical-gardens>



### *Architecture and Design*

**Check out this master piece in green home design in Costa Rica.**  
<https://freshome.com/permeable-house-Costa-Rica/>

**Curving roof makes this Californian house an architectural stand-out.**  
<https://freshome.com/house-in-California/>

**Country home in Italy covered with nature.**  
<https://inhabitat.com/rural-italian-home-clad-in-lush-greener-y-blends-into-its-idyllic-surroundings/>

**Shipping container home designed like a star in the middle of the desert.**  
<https://inhabitat.com/starburst-shipping-container-home-to-rise-in-the-california-desert/>



### *Interior Design and Decor*

**Don't have a big budget for designing your living room? Here are some tips to style up your living at an affordable cost.**  
<https://www.architecturendesign.net/15-ideal-designs-for-low-budget-living-rooms/>

**Elegant bathrooms with black walls to create a cool ambience.**  
<https://www.digsdigs.com/black-walls-bathrooms/>

**Some tips for choosing the best home flooring.**  
<https://freshome.com/picking-flooring-guide>

**Awesome superhero shelves to give your walls new storage powers!**  
<http://www.home-designing.com/superhero-wall-shelves-for-kids-of-all-ages>



### *Eupe News*

**Latest pictures from Novum construction site in South Bangsar. Follow us to receive more updates on building progress with our first-ever KL project. Visit:**  
<http://bit.ly/2B7isOn> for more details.

**Official launch today of Parc 3 in Cheras - Eupe's second residential project in KL. Great turnout + strong response from buyers to The Best New Address in Cheras. For more information go to:**  
[www.parc3.com.my](http://www.parc3.com.my)

**Eupe has been proud to sponsor EuroAsia String Competition 2017 for a second year. The competition showcases the best in young classical music talent.**

**Latest edition of Eupe's very own magazine - Property Trust - is now available. Visit:**  
<http://bit.ly/2zjk6i4> for your copy.

parc3.com.my



GREAT LOCATION

ICONIC DESIGN

PRESTIGE FACILITIES

NATURAL LIVING  
Sustainability Plus

AFFORDABLE LUXURY

DESIGNED BY NATURE  
DESIGNED FOR YOU

SALES GALLERY  
OPEN DAILY 10AM-6PM



Directions available via Waze or Google Maps

Q Parc 3 Sales Gallery

For sales enquiries, please call us at :  
**+6017-275 7188**



Another exciting project by :  
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Under its subsidiary :  
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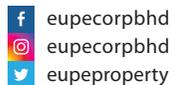


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[eupe.com.my](http://eupe.com.my)

Developer's license no: 19122-1/08-2019/0660(L) - Validity: 29/8/2017 - 28/8/2019 - Advertising & Sales Permit no: 19122-1/08-2019/0660 (P) - Validity: 29/8/2017 - 28/8/2019 - Approving authority: Dewan Bandaraya Kuala Lumpur - Ref no: (18) DLM, BP 52 OSC 2017 0881 - Land tenure: Leasehold (until year 2114) - Total units: 793 units Serviced Apartments - Built-up: 592sf - 1470sf - Expected date of completion: September 2021 - Land Encumbrances: CIMB Bank - Selling Price: RM425,000 - RM1,294,000 - Type of Development: Serviced Apartment  
All information contained herein (including specifications, plan measurements and illustrations) are subject to amendments without notification as may be required by the authorities or the developer's consultants and is not intended to form and cannot form part of an offer or contract. All measurements are approximate and illustrations are artist's impressions only. The descriptions of the specifications of building materials are merely general descriptions and may vary according to the types of units, which will be specifically provided in the Sale and Purchase Agreement

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