OCT-NOV 2018 | Vol.13



Novum Reaches The Top

"Believe and You Can Achieve"

Other stories in this edition:

Building the Community's Heath & Wealth in KL

Charity Begins at Home with Eupe Merdeka Fair

Why Parc3 Means More for Less







Managing Director's Message

The strength of a business is directly related to the strength of the community in which it does business 99

This latest edition of *Property Trust* focuses on two main themes.

The first is Eupe's latest business success – reaching a major construction milestone for Novum at South Bangsar, our first high-rise residential construction project in Kuala Lumpur. The second is a series of cultural and community events organized or supported by Eupe over the past few months.

The two themes might appear separate. In fact, they are very much linked. And the way they are linked highlights very much what we stand for as a company.

Success Leads to a Bigger Goal

Eupe is growing strongly. Our overall revenue and profit is now the highest ever in our 30-year history. This is thanks largely to the success of the expansion of our property development division into Malaysia's capital.

These are great results, even though we need to continue working hard to keep this momentum going. But great financial results in themselves are not the end goal for any organization or individual that seeks true success.

Financial rewards give us the capacity to give to others. This in turn gives purpose and meaning to life which is the ultimate goal most of us strive for. This is why the latest construction success of our Novum project and our series of community events are really two sides of the same coin.

The financial success that we are achieving gives us, as a company, greater scope to give back to those who support us, such as our investors, our suppliers and our business partners. It also gives us greater scope to give back to the community where we do business.

Dato' Beh Huck Lee Group Managing Director Eupe Corporation Berhad

Our Core Belief is Giving

Too often, business sees itself as separate from the community. This is not only short-sighted but ultimately bad strategy. The strength of a business is directly related to the strength of the community in which it does business.

A business that gives to communities not only builds good customer feeling and good will toward it. Businesses that give to those who are less well-off help build the community's resources to buy the products and services that businesses sell.

Eupe places a big emphasis on organizing events such as the Merdeka Building Hope Fair which was held in August. The Fair raised RM115,000 to give to worthy charities in Eupe's home town of Sungai Petani.

This was a fantastic effort by our staff who organized and promoted the event and I am very proud of their efforts. But I'm most proud of the fact that as company, we are guided by a core belief that building strong communities is a virtuous circle that enriches everyone who plays a part in it.







Euroasia Strings Competition 2018

Building a String of Successes

Eupe has again been a major sponsor of one of Malaysia's leading competitions to showcase young classical music talent.

The annual Euroasia Strings Competition attracts hundreds of young musicians each year from around the country and as far afield as Japan, Korea and the Philippines.

Regional contests were held around Malaysia including in Ipoh, Penang and Johor in June and July this year.

The winners of these contests then vied for the Competition grand finals which were held in Kuala Lumpur on August 14.

This year's Competition, which attracted more than 800 contestants, is the third year running which Eupe has been a major sponsor.

The winner of the Competition's Patron's Prize this year was Lee Yan Xing.

The Competition, which is now in its 6th year, is organised by the Euroasia Association of Performing Arts, an independent non-profit organisation, dedicated to the education, promotion and development of the performing arts in Malaysia.

The Association's Jonathan Oh explained: 'The Euroasia String Competition aims to provide a platform for aspiring musicians to be exposed to international standards of music competition.

"It encourages and recognises talent at various stages of their musical development. It's not about identifying the "best" musician, but about bringing together young people with a passion for music to perform before a wider audience in a concert setting".

Eupe's sponsorship is part of its *Planet Eupe Cultural Events* program which sees it invest in cultural events that create shared experiences that bring communities together.

The program is in turn part of Eupe's Sustainability Plus strategy which aims to bring stronger communities through contributing to worthy community organisations.







All the finalists from this year's Competition as well as patrons and judges



Eupe Celebrates Reaching Top of Novum

Eupe's expansion plans into Kuala Lumpur continue to advance strongly with the company achieving another key milestone in July – the 'topping-out' of its first KL project – Novum at South Bangsar.

'Topping-out' means Novum reaching and completing the structural work of its highest floor.

A special ceremony - attended by Eupe directors, senior managers and construction team, as well as the project's building contractors and company supporters - was held on July 18 to mark the special occasion.

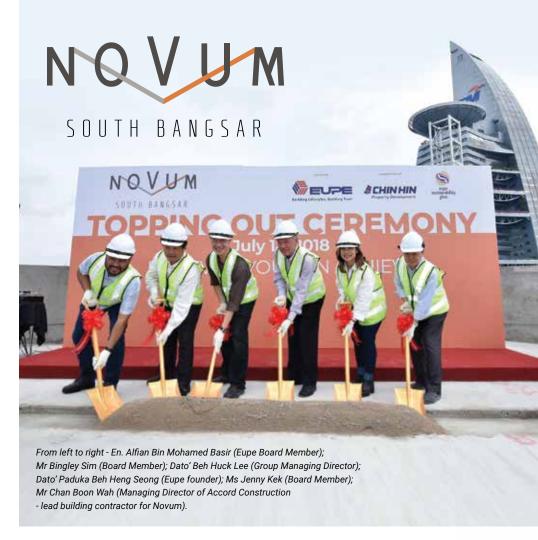
A Bigger Stage

Speaking at the topping-out ceremony held on the top floor of Novum's A Tower, Eupe's Managing Director, Dato' Beh Huck Lee, said the event was significant for the company.

"For most of our company 30-year history, we have been building township communities in Kedah, so Novum represents a major departure from what we have known and done as a company for three decades.

"We have had to step a long way outside our comfort zone to get here today. We've had to adopt completely new skill sets. We've needed to forge new partnerships to finance and build what represents a quantum leap to what we've done before.

"We've brought on board a lot of very committed and talented people who are now part of the Eupe family. The dream that we have as a company – to make our mark on a bigger stage – is now taking shape".



Making a Difference

Dato' Beh also said the prime location of the Novum project beside one of KL's most travelled thoroughfares meant, from the outset, Eupe was determined to design and build a project with a strong and lasting iconic identity.

'Our intention with each project we build in KL is to redefine the precinct with innovative architecture to give the area a distinctive identity," he said. "Novum is our first project in Malaysia's capital in one of the city's most sought-after precincts, adjacent to the Federal Highway, where everyone can see how important it is for architecture to break the mold."

'We believed this was a great opportunity to not only show what we can do, but hopefully inspire others to follow their dreams".



Artist's rendering of completed Novum project



Strong Buyer Response

Dato' Beh said the fact Novum - now almost fully sold - attracted strong buyer interest from the outset highlighted that Eupe's distinctive approach to architectural and lifestyle design had hit the mark.

"It reflects our strong belief that property developers have a major role to build for the long-term, not just chase short-term profits. We're committed to standing out and give something to buyers and community they can be proud of."

"Going that extra mile is the reason why buyers have responded so positively to Novum."

Construction of Novum remains on schedule for completion in the second half of next year.





Novum Banner Says it All



To celebrate the topping-out milestone, Eupe unfurled a six storeyhigh banner on the facade of Novum which read: "Believe and You Can Achieve'.

The banner was in full view for the thousands of commuters who use the Federal Highway, which is adjacent to the Novum project

Explaining why Eupe hoisted the banner, Dato' Beh said: "We're a growing and determined property developer with a strong belief in what we are trying to achieve.

"The message behind the banner is something everyone can relate to - if you have a dream and you're prepared to work hard for it, you can make a mark. We want to tell everyone their dreams are worth pursuing."







Eupe's Building Hope logo



Eupe's 30-year history has been all about building the foundations of strong communities and giving to those less fortunate.

That long-term spirit was at the heart of a big charity fair organised by Eupe and Cinta Sayang Resort staff in the company's home town of Sungai Petani on August 31.

The Merdeka Building Hope Charity Fair was part of the company's Building Hope program. The program - which is in turn part of Eupe's Sustainability Plus program - aims to support worthy groups who in turn support those less fortunate in the community.

The Charity Fair – which was held at Eupe's Carnivall Waterpark - attracted a big turnout from the Sungai Petani community and raised a total of RM115,000.

The Fair featured food stalls, coloring competitions and games for children, car

boot sales, Zumba dancing, foot massages, workshops and a range of other family funactivities and events.

Eupe's Group Managing Director, Dato' Beh Huck Lee, said the Fair had been a major success in three ways.

"First, the money raised from the day will give much-needed direct support and resources to organisations in our community that dedicate themselves to helping those who are less fortunate.

"Second, it has given many people - who participated in the Fair by offering their goods and services to make the Fair a success, or simply coming along to enjoy its activities – the opportunity to support the community.

"Finally, it's been a great team-building exercise for our staff who worked very hard to make the event such a big success.















吉打州双溪大年"优宾机构" (EUPE) 策动大型义实·募集到 11 万 5000 令吉揚作公益 超为马兴松及马华里。

大年优宾机构 义卖募款捐公益

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会、并募集到 11 万 5000 令古新作公益

这笔普款是朝献拾吉打州双纸大年慈济。明 维徒臂中心,双黑松电弧儿鞍以及另外6个草

获各族踊跃参与

优赛机构 (EUPE) 与香桧岭俱乐部 (Cinta SaYANG) 联合主办的"与你同行单带文卖会",是在豪军华水上乐团 (The Carnivall) 罪

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优宾集团办国庆义卖

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优宾机构移交义卖会11万善款



實行與政策大學世界組織 (EUPE) 举办大型文章全部基集制 11 万 5000 令官,已经每文册各里最简称。

優賓機構國慶日義賣 冀籌款捐慈濟團體

The Charity Fair attracted a lot of media coverage in Northern Malaysia's Chinese press



Charity Fair Cheque Handover

The fruits of the Building Hope Charity Fair were reaped when community and charity groups in Sungai Petani received their share of the Fair's proceeds at a special cheque handover ceremony.

The cheques - totalling RM115,000 - were handed over to the groups by Eupe's Managing Director Dato' Beh Huck Lee on 14 September.

The groups receiving the cheques included Pusat Hemodialisis Beng Siew, Buddist Tzu-Chi Merits Society Malaysia, The Association of Resource and Education for Autistic Children, Sungai Petani Chinese Methodist Church, Persatuan Kebajikan dan Pembangunan Komuniti Kuala Muda Kedah and Rumah Kesayangan Abuya.

A portion of the proceeds was also contributed to community members needing assistance with urgent medical treatment.

It's both a pleasure and a privilege for us to provide additional assistance to these groups through sharing the Fair's proceeds with them," Dato' Beh said.

"It's a recognition of the great work they do. It's also way of saying 'thank you' of behalf of all of us to those who work so hard to help others in such a selfless way."

Pusat Hemodialisis Beng Siew



Buddist Tzu-Chi Merits Society Malaysia



The Association of Resource and Education for Autistic Children



Sungai Petani Chinese Methodist



Persatuan Kebajikan dan Pembangunan Komuniti Kuala Muda Kedah





Rumah Kesayangan Abuya



Eupe's Annual General Meeting

Eupe held its Annual General Meeting at its Cinta Sayang Resort in Sungai Petani on July 26.

At the meeting, Group Managing Director, Dato' Beh Huck Lee, described the last 12 months as 'a breakthrough year' for the Group. He pointed to Eupe's overall revenue and profit recorded during the past financial year which was the highest ever recorded by the Group.

These results have been underpinned by the proceeds that are now starting to flow in strongly from the Group's first two high-rise project in Malaysia's capital - Novum at South Bangsar and Parc3 in Cheras.

"Achieving a breakthrough, however, is not the end of the process," he said. "It ushers in a new set of challenges that require more breakthroughs to make sure the foundations of initial success are sustained.

"In short, our expansion strategy is now bearing fruit. But there is a lot of work to do."

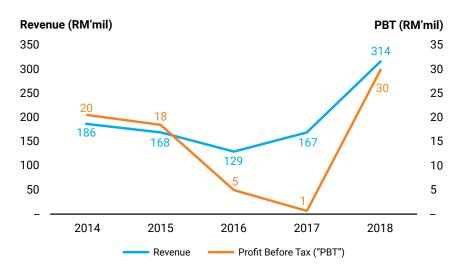
"We need to keep setting new benchmarks in property design for others to follow. We also need to address the performance of other divisions so they are able again to contribute in a positive way to the Group's future success".



The cover of Eupe's 2018 Annual Report



Group Five Year Summary



Our expansion strategy is now bearing fruit, but there is a lot of work to do. 99

Eupe's Chief Financial Office KC Ng also provided the AGM with a detailed overview of the Group's financial performance and strategic plans to underpin continuing growth of the company.

Dato' Beh took the opportunity to thank the Company's Board and is shareholders for their continuing support.

While our performance has room for improvement, we remain firmly focused and committed to creating long-term value for those who invest in us," he said.





Promoting Sustainable Living in the Community

As part of its commitment to promoting sustainable lifestyles, Eupe held a major community event in July to enhance health awareness and promote the importance wellness and fitness programs for those living a busy city life.

The Sustainable Living/Health is Wealth Day event was held in the Taman Pudu Ulu park, just across the road from Parc3 in Cheras – Eupe's second residential development in KL – and in the Parc3 show gallery.

The free activities in the park included yoga, kick boxing and Zumba dancing.

In the Parc3 gallery, there were workshops on DIY beauty recipes, coffee art and how to build a terrarium.

Those who came along to the Health is Wealth Day were also treated to a free lunch of meals and drinks, all made from natural healthy ingredients.

Eupe's KL Marketing Manager, Kelvin Tan, said the program was all about showing how a sustainable lifestyle can be a part of urban life.

"All the activities are simple and don't need a lot of space. It's about showing how the best things in life are often natural," said Joyce Lim, KL Marketing Executive.

The Health is Wealth Day was part of Eupe's Sustainability Plus program in which the company aims to design and create sustainable, healthy buildings and lifestyles in the community.



to promote the event































Grow Your Health Grow Your Health 3 FREE Class State S

E-flyer for the event

Creating a Sustainable Life Tips to Stay Healthy and Ahead In a Busy City

Grow Your Wealth, Grow Your Health was the theme of another community-building organized by Eupe to celebrate its second major residential KL project – Parc3 in Cheras.

The event, held at the Parc3 Show Gallery in August, featured three guest speakers – each with their own unique perspective on the day's theme.

The first speaker – Gavin from interior design experts, the Makeover Guys – gave valuable tips on how to use clever and cost-effective interior design to give city units an aesthetic lift and at the same time, increase their rental returns.

The second speaker was Vikki Pichay from MLA - the multi award-winning landscape architects who designed the landscape precincts of Parc3 - who revealed handy landscaping tips for city dwellers in a presentation titled 'My Future Garden Home'.

The third speakers were from a leading social enterprise, Urban Hijau, which teaches how to farm sustainably on small garden plots in the city.

Tips from Urban Hijau's presentation included basic urban framing ideas and principles, the basics of composting, and planning your urban space to grow healthy greens for good health

The event was free to the public and the day attracted a sustainably-minded crowd of local Cheras residents who also enjoyed a free healthy lunch provided by Eupe.



Parc3 Feature

Premium Style Doesn't Have To Cost The Earth









SPACE • FACILITIES • GREEN PRIVACY • SECURITY • CONVENIENCE

FOR







Parc3 is a **focal point of prestige living** in South KL that is sure to impress your friends and family.

At Eupe we believe in what we call **shared value**. That means taking less as a company so we can give our buyers more.

That's why we're investing more in **five-star design**, **fixtures and facilities** to give every aspect of Parc3 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've set aside **more green spaces** than other developments so you have all the space you need to enjoy everything Parc3 has to offer.

Parc3 owners will have their **own safe and secure app**, providing you with a personal gateway that puts you at the cutting edge of 21st century digital life.

Prestige facilities at Parc3 include:

- 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 with friends and family in an intimate setting with great city views.
- A 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 and spaces.

The best thing is that Parc3 is all about **more** for less.

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



Facebook ads highlight affordable luxury at Parc3





Eupe's Parc 3 an affordable luxury in the heart of the city

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Parc3 units can be purchased with

ZERO DOWNPAYMENT This is a limited offer.

(Terms and conditions apply)

Parc3 in the media - The Edge City and Country

Eupe People

Meet The People Behind The Eupe Name

What is your role at Eupe. What are your main responsibilities? How long have you been at the company?

I joined Eupe three years ago. My role involves studying, planning and monitoring future and ongoing projects in our Northern Township Development Division to make sure scheduled timelines, cost efficiency and product quality are achieved as targeted. I also assist and coordinate ongoing progress with the project team to make sure each project is completed on time.

What's the most challenging part of your job?

From a piece of land to a cozy home, the whole development process can take more than 4 years. There's always a lot of unexpected issues and changes with each project in terms of planning and costing, rules and regulations, site conditions and so on. The major challenge is to make sure we always work closely as team members to find the best solution to overcome and solve those issues.

Mr. Vincent Sim

Acting Manager of Project Control & Coordination, Northern Township Development Division

What's the most rewarding?

When we work as a team to successfully meet the target we've set. The sense of accomplishment that comes with a team commitment to getting the job done is always fantastic.

What's the ideal way you like to spend your spare time?

Reading and sport. Reading helps to open up your mind, enhance your knowledge and sharpen your thinking skills. Sport gives us a healthier body and refreshes the brain after a long day at work.

Who's the person who inspires you most and why?

Not specifically someone, but people who have achieved great success in their chosen field always inspire me. It is always interesting to find the key of success from the attitude and mindset they have. And of course, the plans and actions they take to achieve success.

Where is the most interesting place you've been?

Climbing Mount Kinabalu via Ferrata (a form of very active mountain climbing without ropes). It was so amazing to stand on top of the mountain and enjoy the beauty of nature.



What's something you've been meaning to try but just haven't gotten around to it?

To travel alone and to try some extreme adventures like skydiving and bungee jumping.

What's your dream car?

Tesla! Or any electric car that consumes renewable energy with zero emissions together with cool autopilot skills!

Coming Soon...

resortvi as

Limited Edition

Single Storey (double volume) detached zero lot bungalows

Matching affordability with a great address, a practical layout, and a contemporary exterior with lots of room for expansion, outdoor entertaining and play, Cinta Sayang Resort Villa's new single storey (double volume) detached zero lot bungalows come with their own private linear park.

Live in the city, yet away from it in the exclusive enclave of Cinta Sayang Resort Villas, which is **adjacent to Cinta Sayang Resort**; and own your dream home for much less with the new luxe single-storey (double volume) homes.

A foyer opens into a **double volume living**, which in turn opens into a **spacious garden** – which can be turned into a multitude of uses. A pavilion, a pool, an outdoor play area, an outdoor dining area. The options are endless!

The dining area too **opens into the garden** to bring in the views and the greens.









⊙ | Instagram

eupecorpbhd

Follow

141 posts

960 followers

279 following

EUPE CORPORATION BERHAD

Award-winning M'sian property developer building lifestyles+building trust. Innovative homes setting new benchmarks in sustainable+affordable living. www.eupe.com.my

Instagram gets Outpe's

Eupe's Instagram page continues to bloom.

The page now has nearly 1000 followers who receive regular posts about Eupe project highlights, as well as staff activities and community events the company is involved in.

Some of the posts are off-beat - included reminders to followers to celebrate Left-Handers Day and World Emoji Day

But as Eupe's Marketing Executive Jinnie Ooi - who manages Eupe's IG account - says, the key is to post good content that is appealing, varied but also different.

"We want to let people know about the great property projects Eupe is building as well as show what we value as a company.

"But we also want our followers to know we're a fun company with a different take on things."

Our Latest Post Highlights

Eupe on Facebook

Sustainability

Eupe Sustainability Plus..

Smart connectivity - One of four frameworks for Sustainable Eco-Design Connecting residents with their families and friends as well as the world around them so life is more convenient is a key role for every property developer.

http://eupe.com.my/sustainability

Eco-friendly house built in just 28 days using 100% recycled materials!

https://inhabitat.com/this-eco-friendly-prefab-home-was-built-in-just-28-days/

Eupe Sustainability Plus..

Green community - One of four frameworks for Sustainable Eco-Design

"We interpret nature in innovative and creative ways so that gardens and green spaces are at the heart of the lifestyle experience we create for our buyers"

http://eupe.com.my/sustainability

Architecture & Design

Always wanted your very own rooftop hideaway? Here's how others design it.

https://bit.ly/2L4XpVV

Turn your garden into a Zen zone.

https://bit.ly/2lh2F9C

Green hotel in Singapore – see how it's transforming into a tropical oasis.

https://inhabitat.com/new-images-show-greenery-engulfing-singapores-tropical-skyscraper/

Interior Design

Simple design ideas for new home owners with small makeover budgets.

source: https://bit.ly/2BtTjCk

Here's some ideas to transform your studio unit into a more roomy and stylish home.

https://interiorzine.com/.../42-square-meters-studio-apartme.../

Eupe News

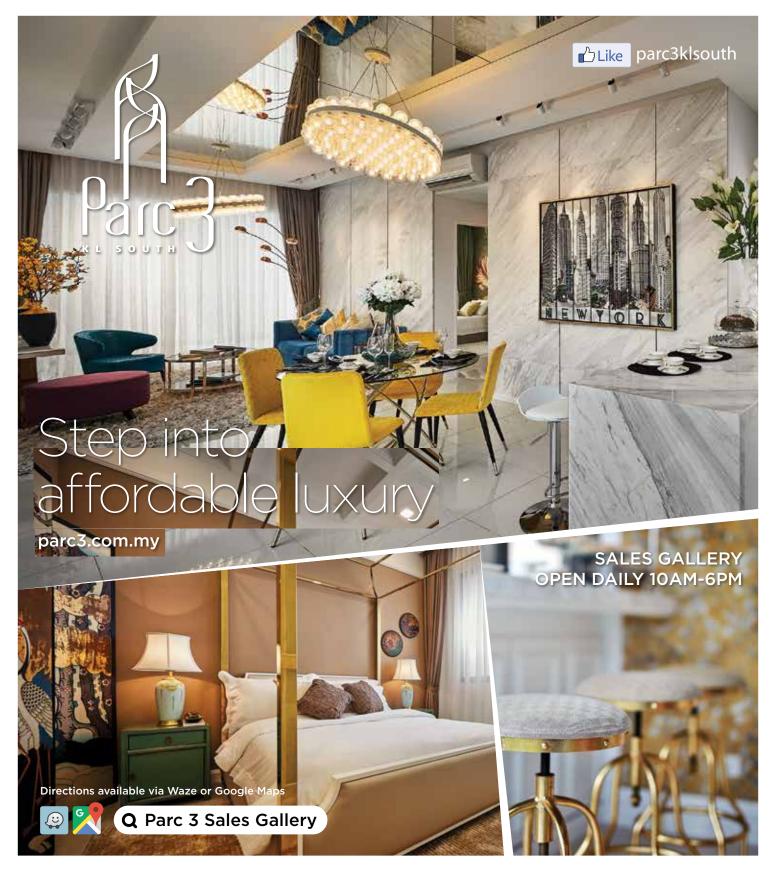
Eupe marked another milestone in its expansion into Kuala Lumpur with its first project - Novum at South Bangsar – 'topping out' in July

http://eupe.com.my/media/eupe-in-the-media

Eupe's annual revenue increases 88%.

http://www.eupe.com.my/img/investor/AnnualReport/ar2018.pdf

Eupe Group Managing Director Dato' Beh Huck Lee was one of several high-level speakers that addressed a key sustainability conference in KL on June 25.



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Another exciting project by:

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Under its subsidiary:

TITIAN SAMA SDN BHD



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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 Bandaryay Kuala Lumpur - Ref no: (18) DLM. BP S. 205 C 2017 0881 - Land tenure: Lesshoold (until year 214) - Total untils: 793 units Serviced Apartments - Built-ups: 5925 - 1470sf - Expected date of completion: September 2021 - Land Encumbrances: CMB Bank - Selling Price: BM425,000 - BMI, 294,000 - 1799 of Development: Serviced Apartment All information contained herein (including specifications, plan measurements and illustrations) are subject to or intended to form and cannot form part of an offer or contract. All measurements are approximate and illustrations are subject to or intended to form and cannot form part of an offer or contract. All measurements are approximate and illustrations and may vary according to the types of units, which will be specifically provided in the Sale and Purchase Agreement

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