



Building
Lifestyles
Building
Trust

VOL. 15
APR-AUG 2019

PUBLISHER | Eupe Corporation Berhad
5th Floor, Wisma Ria, Taman Ria, 08000 Sungai Petani,
Kedah Darul Aman, Malaysia. | T. +604-441 4888

PRINT AGENT | Advation Sdn. Bhd.
10, Jalan Teknologi 3/6C, The Core Kota Damansara,
47810 Petaling Jaya, Selangor. | T. +603-6143 6858

Property trust

✉ **Subscribe to the magazine**

Register at www.eupe.com.my to receive the latest online copy of property trust



PP 18587/09/2014 (034003)

EUPE SCOOPS PROPERTY AWARDS

Other stories in this edition:

Novum sneak
preview

De-stressing
at Parc3

New look for
KL project

KOHLER presents
PropertyGuru
ASIA PROPERTY AWARDS
MALAYSIA

WINNER

BEST CONDO/APARTMENT
ARCHITECTURAL DESIGN

Novum
by Eupe Bangsar South
Sdn Bhd

2019

KOHLER presents
PropertyGuru
ASIA PROPERTY AWARDS
MALAYSIA

HIGHLY COMMENDED

BEST LANDSCAPE
ARCHITECTURAL DESIGN

Parc 3
by Titian Sama Sdn Bhd
A subsidiary of
Eupe Corporation Bhd

2019

MANAGING DIRECTOR'S MESSAGE

Novum has sought to redefine the architectural character of the precinct with a bold statement of visual difference.

ICONIC DIFFERENCE

Winning awards is not the main reason why Eupe strives to raise the bar on design and innovation in property development.

But at the same time they are welcoming acknowledgements that our projects – along with our fresh approach to creating innovative and sustainable home – are being recognised in a wider arena.

That's why we are thrilled that our first two projects in Kuala Lumpur were recognised by one of the leading property awards in Malaysia.

At the recent PropertyGuru Asia Property Awards night in Malaysia, our first KL project – Novum @ South Bangsar – won the Best Condo/Apartment Architectural Design category.

Parc3 @ Cheras – our second high-rise residential project in Malaysia's capital – was Highly Commended in the Best Landscape Design Category.

Both awards recognise how the two projects, each in their distinctive way, highlight our core objective of creating clear points of difference that create lasting value for our buyers.

In the case of Novum, the project not only represents value because it is located in one of the city's most sought-after areas.

Bangsar South is a fast-growing precinct of largely similar tower blocks. Novum was designed to challenge this sameness. In the process, it has sought to redefine the architectural character of the precinct with a bold statement of visual difference.

Its iconic, sculptural design is the result of breaking what would otherwise be a mass tower block into seven smaller blocks. These blocks have designed at different angle to create clusters of vertical urban villages.

The overall resulting feel is more like than home rather than just another tower block.

Likewise, with Parc3, we have sought to provide something significantly different from the usual in terms of natural, healthy living in a busy city.

The expansive green spaces designed into Parc3, in the form of multi-level parks and common areas, are not only spaces for social and family interaction for residents.

They also offer a deeper reconnection to the natural environment than other high-rise projects in KL.

Central to this is Parc3's innovative *My Home Garden* concept.

Apart from providing residents with expansive spaces that weave together into a green community, *My Home Garden* also features garden plots for residents to grow their own vegetables and fruits for healthy lifestyle.

In this way, Parc3 not only sustains natural eco-systems amidst a busy city environment, but it is also both health-giving and community building.



Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad

SHARED VALUE

While other developers view these features and facilities as add-ons, Eupe incorporates these in the heart of its projects.

This is what we mean when we say that Eupe is committed to Shared Value. We invest more in planning and design so our buyers share more in the value of our projects.

It's a major point of difference with others in the property sector and it's a major reason why our entry into the KL property market is now gaining plaudits.

A SNEAK PEAK : NOVUM SOUTH BANGSAR

We are very excited to share sneak progress photos of Novum's interiors. It's shaping up well with our vision slowly becoming a physical reality. From drawing boards, to samples, to construction and the final stage of installation, it has been a challenging journey! Although much still needs to be done, we would like to share some work-in-progress images with you.

The Outdoor Art Gym and the vista beyond

A local sculptor was commissioned to design the gym - which is both a functional gym as well as an art installation. We call it The Red Forest. (Watch this space for more news on our art collaborations with him!)



Views from the Outdoor Art Gym



The Bamboo Gardens outside the Glass Multipurpose Hall

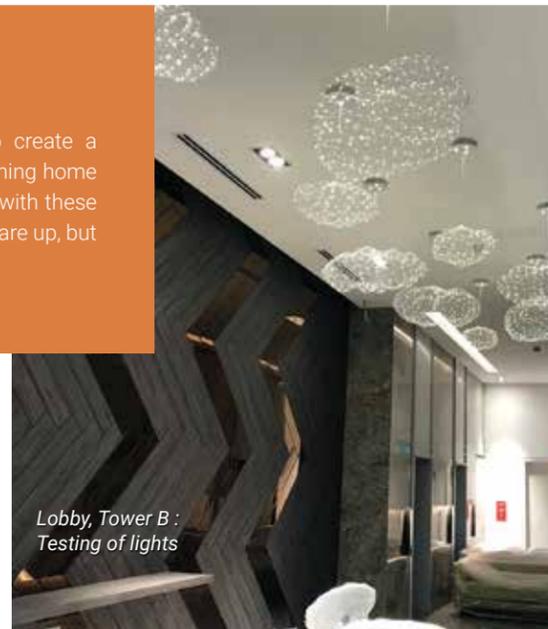
These are shaping up well with the birdcages in and the bamboo in place. Note the amazing city skyline views!



Multipurpose Hall :
Testing of lights

Lobbies

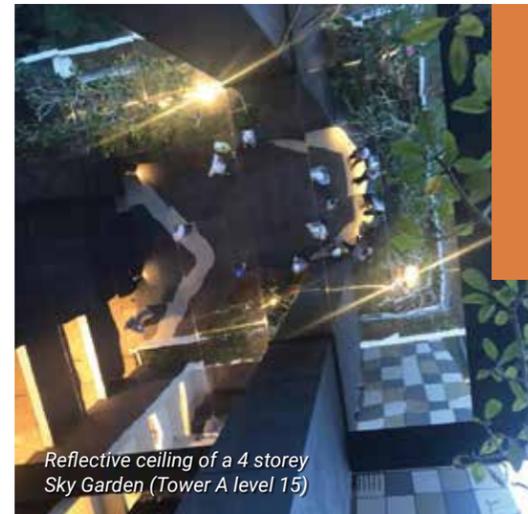
We wanted to create a feeling of returning home to a luxe hotel with these - wall finishes are up, but not much else



Lobby, Tower B :
Testing of lights

The Sky Gardens

A ceiling reflection of the Sky Garden in Tower A, Level 15 - we thought we would make the view from the Federal Highway more interesting; as these ceilings are visible from the highway.



Reflective ceiling of a 4 storey Sky Garden (Tower A level 15)



Dining under the stars (Celebrity Kitchen construction status - 11 July 2019)

Entrance to the Celebrity Kitchen and the Kitchen itself

This was devised to create memories - the grand entrance and the Kitchen and Dining space itself. It is very much still a worksite with protective covering still on, but the inspiration was to replicate the experience of dining under the stars!

Airy walkways lead into the Celebrity Kitchen



The meandering walkways and gardens

DE-STRESS DAY



BEATING EXCESS STRESS

City life can be often stressful, making it difficult sometimes to swap the urban rush and bustle for balance and calm.

That's why Eupe organised a special community event in June at its Parc3 show gallery in Cheras, inspired by the idea of slowing down and re-connecting with our inner selves.

The **De-Stress Day** featured breathing and meditation lessons to relax and recharge.

It also included lessons on how to make kombucha, a sweetened tea drink that has many health benefits.

The third activity was a workshop on how to make herbal soy candles that soothe with natural fragrances.

The more than 40 people who attended the **De-Stress Day** were also treated to a healthy lunch.

Participants paid an entrance fee and the more than RM1,000 raised was donated by Eupe to Bondi Homecare in Cheras to assist in their valuable community work. The Home provides shelter to the old, infirm and homeless as well as orphans.

The **De-Stress Day** is the latest community event held by Eupe at the Parc3 showroom as part of its Eupe Cultural Events Program.

The Program in turn is part of the company's *Sustainability Plus* strategy which aims to build healthy communities and a sustainable environment.



Healthy snacks for the participants



Breathing to relieve stress



Kombucha workshop in progress



Whatsapp blast and Facebook ads promoting the day's activities



Lavender essential oil and lavender bud-infused candles



Lavender soy candle workshop in progress



Participants with their scented soy candles

NORTHERN PROJECTS IN THE PIPELINE:

Register now for more information
018-380 9233

VISTANA RIA PADANG SERAI



Upcoming:

Focusing on a nature-themed playpark with soccer, jogging and exercise facilities, our new project aims to provide contemporary homes which are practical and affordable.



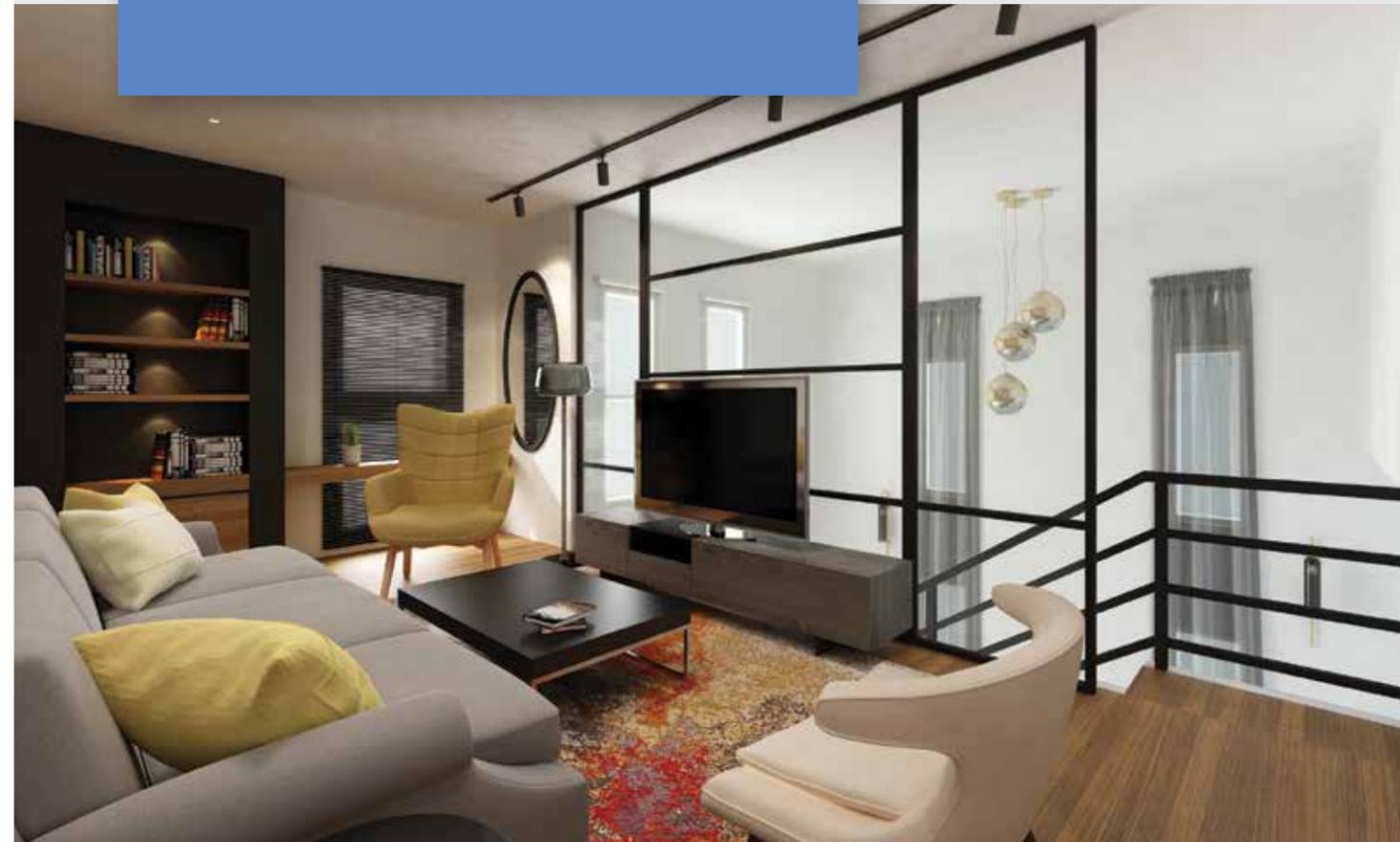
Proposed community playground



TEYA

1 1/2 STOREY TERRACE

Inspired by the loft homes of the west, this spacious home comes with its own mezzanine floor to cater for a myriad of uses. A spare bedroom, a study area, a private family space – the options are limitless. Modern, with a façade resembling a double-storey home minus the cost, this addresses the needs of the modern family – more space for less.



Register now for more information
013-4411 858

EUPE'S KL PROJECTS WIN PRESTIGE AWARDS

Eupe distinctive approach to property design has been recognised by one of Malaysia's leading property industry awards.

Eupe garnered two awards at the recent 6th annual PropertyGuru Asia Property Awards (Malaysia).

Novum @ South Bangsar – Eupe's maiden project in KL – won the **Best Condo/Apartment Architectural Design category**.

Parc3 @ Cheras – its second KL project – was Highly Commended in the **Best Landscape Design Category**.

Eupe Group Managing Director, Dato Beh Huck Lee said: "Having our first two projects in KL given these plaudits is very welcome recognition of what we are striving to achieve in Malaysia's capital with our fresh approach to property development.

"Importantly, it is recognition of the talent and creativity that we have within our company and the teamwork that drives us to deliver our best."

NOVUM
SOUTH BANGSAR



Facade of Novum

KOHLER presents
PropertyGuru
ASIA PROPERTY AWARDS
MALAYSIA

WINNER

BEST CONDO/APARTMENT ARCHITECTURAL DESIGN

Novum
by Eupe Bangsar South Sdn Bhd

2019

KOHLER presents
PropertyGuru
ASIA PROPERTY AWARDS
MALAYSIA

HIGHLY COMMENDED

BEST LANDSCAPE ARCHITECTURAL DESIGN

Parc 3
by Titian Sama Sdn Bhd
A subsidiary of
Eupe Corporation Bhd

2019



Eupe management and staff accepting two prestigious awards at the 2019 PropertyGuru Asia Property Awards for its first two KL developments.

Parc3 Forest eco walk



Parc 3
KL SOUTH

Eupe's commitment to design excellence was highlighted by the Award judges who praised the quality and distinctiveness of Novum's iconic architectural design.

"Novum's architectural lines and angles certainly exudes creative elegance and sophistication, with playful pocket gardens, spacious living units and communal lifestyle areas," the judges commented.

"The development is worthy of the description of a new iconic landmark."

Parc3's unique landscaping design which impressed the PropertyGuru Awards' judges is centred around three internal parks, and the innovative *My Home Garden* concept.

The concept includes multi-levelled landscapes that blend together and flow through different floors to the very top of Parc3 so residents are literally immersed in nature. It also includes community-style gardens where residents can grow their own organic food.

Est8

SEPUTEH

A STATE OF MIND

NAME CHANGE FOR EUPE'S NEXT BIG PROJECT

Eupe's upcoming third project in KL has a new name.

The project's working title was Vivus but has now been changed Est8 .

The Est8 name (pronounced *estate*) reflects what will be a project that will provide a haven of serenity and sustainable living for buyers in one of the city's more desirable locations.

The land on which Est8 @ Seputeh will be developed is close to Mid Valley shopping complex, and close to major transportation routes, including the LRT.

Planning of the project is entering its final stages with details expected to be released in the next few months.

EUPE GROWING FROM STRENGTH TO STRENGTH

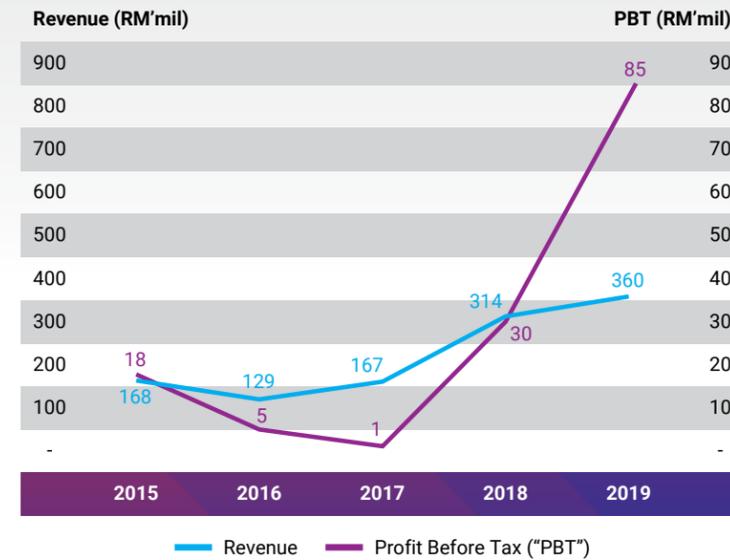
Eupe's bold expansion plans into KL continue to bear fruit with the Group reporting an 18-fold increase in profit over the last two years.

Speaking at Eupe's Annual General Meeting in July, Group Managing Director, Dato' Beh Huck Lee said the Group had achieved a number of new milestones over the previous year.

These had built of the successes on the previous year and resulted in second successive year of improved revenue and profits.



We are starting to see green shoots in terms of improved financial performance for the Northern division



The cover of Eupe's 2019 Annual Report

Success of KL Expansion

Dato' Beh told the AGM these results were due largely to the continuing strong performance of Eupe's Klang Valley property development division.

"Novum , our first KL project, is nearly totally sold out and we have continued to see a strong buyer response for our second KL project – Parc3 @ Cheras," he said.

"This has been particularly pleasing given the ongoing challenges posed by the property market. The success of Parc3 highlights again that our strategy of designing our projects with very clear points of difference is paying off."

Dato' Beh also pointed to other milestones over the past year, including the topping out of our maiden KL project – Novum @ South Bangsar.

Project Pipeline Expanding

To make sure this momentum continues, Dato' Beh said Eupe was continuing to focus on expanding the Group's project pipeline in KL.

The Group's Northern-based property development division continued to experience challenges but Dato Beh said it was focusing efficiency improvements as well as new opportunities in regional areas outside its traditional markets.

"As a result of these initiatives we are starting to see green shoots in terms of improved financial performance for the Northern division".

Overall, Eupe's remain optimistic about the future, Dato' Beh said.

"We see the competitive pressures the current market as an opportunity.

"They provide an incentive for us to evolve as a company and develop our strengths even further."

Here are some of our favourite recent posts from Eupe's

Instagram

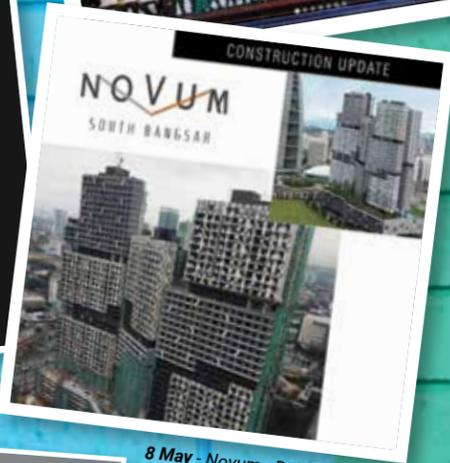
18 April - Eupe's first two KL projects win prestigious awards at PropertyGuru Asia Property Awards 2019. Novum wins Best Condo Architectural Design! Parc3 highly commended for Best Landscape Design! Great recognition of Eupe's commitment to ground-breaking design.



29 April - Parc3's My Home Garden - "healing gardens" of plants that grow to give you good health - Herbs (basil, orange jasmine, ginger etc), spices (turmeric, cinnamon, curry leaves, lemongrass, etc), fragrant pandan etc) fruit trees, medicinal plants (galangal, pegaga, kadok)



29 May - Generosity is a Natural Gift - Eupe Extends A Helping Hand



8 May - Novum - Bold New Vision Rises In Bangsar South



24 June - Look deep into nature, and you will understand everything better - Albert Einstein



19 July - New project coming soon - Astana Parkhomes 1 & 1/2 Storey Terrace



21 June - Meet the People Behind the EUPE Name - Felycia Ooi, Personal Assistant to Group Managing Director

Follow our Instagram page at [@eupecorpbhd](https://www.instagram.com/eupecorp/bhd)

MEET THE PEOPLE BEHIND THE EUPE NAME

What is your role and responsibilities at Eupe?

My role is Head of Design which requires me to work closely with the consultants that we engage to help design our KL projects during the design, tender and construction stages. One of my key responsibilities is to highlight potential site issues which might affect the quality of a project and take the necessary follow-up actions.

What is the most enjoyable or interesting part of your role?

Seeing the project completion from design to tender stage definitely gives me a lot of satisfaction. I particularly like solving problems and I have a lot of supportive colleagues which also makes the role enjoyable.

We know that people work in construction area mostly are male staff, maybe you can share with us some experience when you deal with them.

It is not difficult at all. While it can be challenging sometimes dealing with contractors, many times we end up being friends when we get to know each other. The key is to have our contractors understand our company's objectives while recognising they are also our strategic business partners who are very important to delivering Eupe's vision. That's why I always try to put myself in their shoes so we can solve challenges together.

We know you have a happy family, please share with us how you manage your duties as a working mom of four.

My husband, Gilbert, works as an IT person and is an executive member in an insurance company. He is very caring and understanding. I have four wonderful children, 2 girls and 2 boys with youngest being 8 and eldest 18 years old. My husband always jokes we have a balanced family, just like Yin and Yang. It's sometimes tough to be a working mom in it constantly requires me to juggle with my time between at work and home. However, with the help from my husband and children I manage to balance my life as a mother and working life pretty well. I am truly blessed to have a wonderful family.

How do you spend your time outside work?

During the weekends I spend time with my kids, taking them to taekwondo competitions or the park with my husband. I also enjoy cooking for my family whenever I can.

Why did you join Eupe?

Working for Eupe has given me the opportunity to be involved in exciting and innovative projects from design to completion. Last year I was part of Novum's successfully topping out (completion of the project's top floor) which was one of most memorable milestones in life.

What makes you excited about the future?

I'm excited to see Novum - Eupe's first project in KL - transform into a rewarding project which soon we'll be handing over to owners. The Parc3 project in Cheras, and our two other projects in KL - Est8 and PJCC - really keeps my job exciting and myself pretty occupied.

If you were to open your own business in the future, what kind would it be and why?

I don't think I would be good at running my own business, but like many other people, I do some small investments in property. My dream is to design sustainable buildings that promote healthy living and a better Malaysia.

Tew Lee Lee
Head of Design



DOUBLE REWARD

TO OWN BUILDING THAT BREATH




Parc 3
KL SOUTH

Directions available via Waze or Google Maps



Q Parc 3 Sales Gallery

parc3.com.my

- ✓ 10% DISCOUNT
- ✓ WITH ADDITIONAL SAVINGS UP TO RM15,888* + RM25,888*
- ✓ LEGAL FEES & LOAN STAMP DUTY WAIVED

*T&C Apply

For sales enquiries, please call us at:

+6017-275 7188



Building Lifestyles, Building Trust

Another exciting project by:

EUPE CORPORATION BERHAD (377762-V)

HQ: 5th Floor, Wisma Ria,
Taman Ria, 08000 Sungai Petani, Kedah Darul Aman, Malaysia.
T. +604-441 4888 • F. +604-441 4548

KL Office: D-26-1 Menara Mitraland,
No.13A, Jalan PJU 5/1, Kota Damansara PJU 5,
47810 Petaling Jaya, Malaysia.
T. +603-7610 0636 • F. +603-7610 0651/52

Under its subsidiary:

TITIAN SAMA SDN BHD



To download a copy of **Sustainability Plus 2017** or/
Property Trust (our very own magazine) Please go to:

 eupe.com.my

Developer's license no: 19122-1/08-2020/02174(L) - Validity: 29/8/2019 - 28/8/2020 • Advertising & Sales Permit no: 19122-1/08-2020/02174(P)
• Validity: 29/8/2019 - 28/8/2020 • Approving authority: Dewan Bandaraya Kuala Lumpur • Ref no: (18) DLM. BP S2 OSC 2017 0881 • Land tenure:
Leasehold (until 17 December 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

Connect with us:

  [eupecorp](https://www.facebook.com/eupecorp)