



Building
Lifestyles
Building
Trust

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Property trust

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May you embark on the greatest adventure yet.
One that's full of the magic of childhood!

Wishing you much
joy & an abundance
of blessings,
this new year &
always.

From all of us at



NOVUM WINS SECOND MAJOR AWARD

Other stories in this edition:

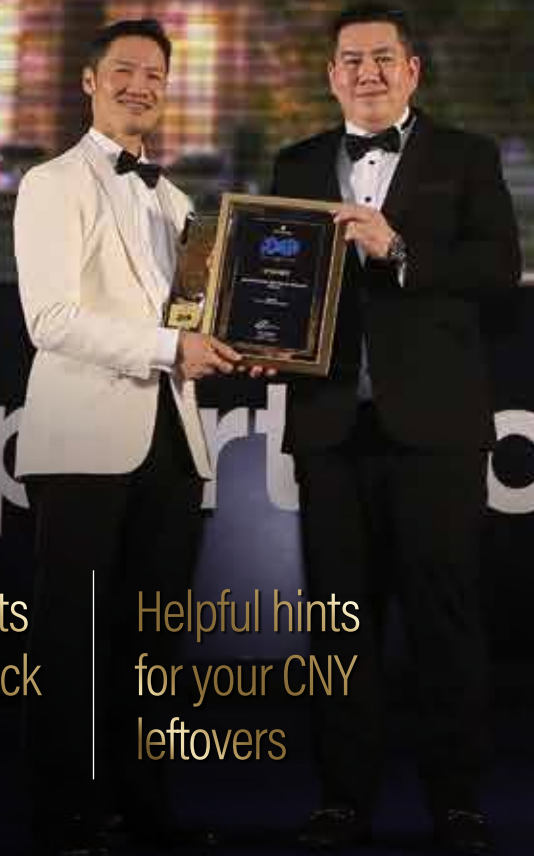


Eupe's Xmas Bazaar
- Giving the gift of
community building

How Eupe puts
the 'public' back
into art

Helpful hints
for your CNY
leftovers

NOVUM
EUPE CORPORATION B



MANAGING DIRECTOR'S MESSAGE

More than three years ago, we launched our first residential project in Kuala Lumpur with a bold vision.

We promised that Novum at South Bangsar - in keeping with its name - would set new directions in property development in Malaysia's capital (Novum means 'new' in Latin).

Given we were a new and relatively small player in the KL property market, it was easy to overlook what we said we were going to do.

But now wide recognition of our unique vision is building.

**Wide recognition of our
unique vision is building.**



MORE AWARD- WINNING RECOGNITION

Novum has won a second prestigious award for its innovative architecture design and imaginative approach to melding lifestyle with affordable and innovative luxury (page 4 & 5).

The iProperty Malaysia's Best High-Rise Residential Development (Future) award announced in September follows from the PropertyGuru awarded to Novum also last year.

As I've said in this column before, Novum is not only important to Eupe because it is our first project in Kuala Lumpur.

It is important because we want to demonstrate our vision that promises made by developers about innovation, quality and style can and should be kept.

It's all too easy to make lofty claims about a project with glossy marketing brochures.

But too often in the property sector, reality does not live up to the artist impressions and catchy slogans when corners are cut on quality and design.

Now that Novum is nearing completion - and with tens of thousands of people each day seeing the end result of our vision as they pass Novum on the Federal Highway - the market is now seeing just how committed we are of breaking the mold.

Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad

POINTS OF DIFFERENCE

In these pages, you'll find two more reasons that highlight why Eupe is striving to make a positive different - and how this difference is being made real with our KL projects.

First is a further sneak preview of the nearly-completed Novum project (page 10 - 13). We've taken actual photos of the project and matched them side-by-side with the artists impressions we used to market the project the buyers.

We hope you can see that we have worked painstakingly to make these artists impressions accurately come to life.

Where there are differences, they represent actual improvements in terms of quality and layout on the original design and artist renderings that we used for our project marketing. (With Novum's exterior façade, there are indeed some differences between the photo of the actual building and the artist's impression. I challenge you to pick them out!)

PROPERTY DESIGN AS ART

This edition of Property Trust also showcases our approach to the public art we design into our projects (page 14 - 16).

We are very fortunate to collaborate with one of Malaysia's leading public art sculptors, Nizam Abdullah, to create innovative and memorable sculptures for our Novum and Parc3 projects that bring additional richness to the lifestyles we design and build.

The key difference with our approach to public art is that we conceptualise and plan artworks so they are not decorative add-ons but deeply integrated into the whole lifestyle experience our buyers.

Nizam explains his ground-breaking philosophy to designing public art and how his approach to achieving excellence is very much in line with our company philosophy.

In summary, in a world where trust is in short supply, Eupe remains committed to going the extra mile to make sure we not only meet, but go beyond our buyers' expectations.

In this way, we strive to live up to our company's motto - *Building Lifestyles, Building Trust.*

**We are very fortunate to
collaborate with one of
Malaysia's leading public
art sculptors**



EUPE CLINCHES BEST RESIDENTIAL HIGH-RISE DEVELOPMENT WITH **NOVUM** SOUTH BANGSAR

Eupe has achieved yet another significant milestone in its expansion strategy into Kuala Lumpur by winning further recognition in the property industry for its maiden project in Malaysia's capital.

Novum @ South Bangsar was recently crowned as the winner of **Best Residential High-Rise Development (Future)** at the iProperty Development Excellence Awards (iDEA) 2019.

The award ceremony, which was held in October 2019, celebrated the best of the best in the property industry, acknowledging outstanding developments in categories such as architecture, quality excellence and design.

"We're proud to raise the bar in property sector in terms of product quality, design and investment value. Although it has been a challenging journey, it is rewarding to see Novum's iconic architectural design being so highly-praised for its innovation, especially by leading industry experts," said Eupe Group Managing Director, Dato' Beh Huck Lee.

The recognition from iDEA 2019 is the second prestigious accolade that has been awarded to Novum. The first was clinched in April 2019 when Novum was conferred as the Best Condo/ Apartment Architectural Design in the Propertyguru Asia Property Awards 2019.



Eupe's Group MD, Dato' Beh accepting the prestigious award at iDEA 2019



Dato' Beh being interviewed after receiving the award



EUPE BUILDING HOPE CHRISTMAS CHARITY BAZAAR 2019



Christmas is a special time of giving.

And to celebrate the true meaning of the season of giving, Eupe organised a Christmas Charity Bazaar to raise much-needed funds to help those less fortunate in the community.

With nearly 20 booths representing various community groups, non-governmental organisations and Eupe employees, the Building Hope Christmas Charity Bazaar 2019 raised close to **RM40,000**.

The event - which took place on 21 December at the Taman Rekreasi Pudu Ulu, located directly across the road from Eupe's second KL project, Parc3 @ KL South, featured food and beverages, handicrafts, baked goods including Christmas cookies and loaf cakes, gifts, collection of recycled items and a range of family-friendly activities such as pony ride and mini petting zoo.



Event coupons and promotional visual

The Building Hope Christmas Charity Bazaar 2019 was part of Eupe's Sustainability Plus program that aims to build stronger, more sustainable communities by extending assistance to those in need.

The event saw an impressive turnout from Eupe's business associates, local residents, families, children as well as park visitors.



Eupe charity bazaar merchandises

Children enjoying pony ride at the bazaar



Mini petting zoo



The bazaar provided a great platform for the participating community groups to market and sell their products, while raising money for their causes at the same time

said Dato' Beh Huck Lee,
Eupe's Group Managing Director.

All Eupe KL Office staff also stepped up to the plate by volunteering their time to make the event a success. Eupe's Head of Marketing & Sales - Datin Michelle Gan, again contributed her artistic skills by providing impressive artwork which was printed on T-shirts and canvas bags, for sale at the Charity Bazaar.

Charitable organisations that took part include Helping Hands Penan, Mums Sew with Love, SuperMum Bakery, Generating Opportunities for Learning Disabled (GOLD), Yayasan Sunbeams Home, Pusat Jagaan Rumah Juara, Food Bank Malaysia, Beautiful Gate Foundation for the Disabled, Living Hope Global and Autism Café Project.

Approximately **RM25,000** of the Bazaar's proceeds were raised by the NGOs which participated at the Bazaar. A further **RM15,000** raised at event will be donated to two orphanages and a community group which assists the disabled.



Game booth manned by Eupe staff



Items for sale at the event



A large crowd turned out to support the charitable organisations



Actual photo of Novum's facade

BUILDING TRUST BY DELIVERING ON OUR PROMISES



Artist's impression of Novum facade



Actual photo of Olympic-size swimming pool



Artist's impression of swimming pool

'Building Lifestyles, Building Trust' – Eupe's company slogan - is not a just a marketing line.

It's a key part of the company's philosophy that drives us to make every effort to deliver on our promises for customers.

That's because building trust by doing what we say we are going to do is at the heart of every successful organization.

Some developers focus more on making the artistic impressions as impressive as possible to attract buyers.

But the glitzy marketing promises don't always translate into what the finished project looks like.

This understandably creates disappointment for buyers who – in purchasing a home - are making one of the biggest investments in their life.

As our first project in KL – Novum @ South Bangsar – approaches the handover stage to buyers, we want to share photos of the completed building and its key facilities, and compare these with the artists impressions we first used to market the project more than three years ago.

For Eupe, artist's impressions included in our project marketing material aim in every way to be true reflections of what we are offering to buyers.

NOVUM LATEST UPDATE

We make sure these impressions are not only realistic, but also convey the excitement of the innovative designs that we spend so much time and effort to plan into our residential projects.

Where the impressions differ from reality, that's because we actually made improvements to the finished product – as is the case with Novum's Gourmet Living, where we've added a spectacular ceiling lighting and more expansive views of the city!

All the pictures of the completed Novum were taken by our marketing staff, who are proud that the promises they made to buyers that Novum would be a home and investment beyond their expectations have been more than met.



Artist's impression of Gourmet Living



Actual photo of Gourmet Living



Actual photo of Relaxation Retreat



Artist's impression of Relaxation Retreat



Actual photo of floating gym



Artist's impression of floating gym

EUPE'S COMMITMENT TO PUBLIC ART

A Collaboration with Nizam Abdullah



Image via The Malaymail

Eupe seeks to make a difference in many ways with its architectural and lifestyle design.

One of its key objectives with its property projects is to infuse art with lifestyle through the innovative use of public art.

Eupe has been fortunate to have commissioned Nizam Abdullah – one of Malaysia’s leading sculptors – to design and construct a series of public art works for its first two projects in Kuala Lumpur – Novum and Parc3.

Nizam is the founder of Nizamsculpture studio. He has an enviable reputation in Malaysia for his innovative metal sculptures which are showcased in some of the country’s most recognised buildings, including Pavilion, Publika and Solaris Dutamas.

Nizam was commissioned by Eupe to design and construct a number of works for Novum, including a series of sculptures to populate and further enliven Novum’s landscaped and recreational areas.

He has also been commissioned by Eupe to design and construct what is believed to be the largest public art sculpture for a residential development – the Meranti sculpture Parc3 (details of this ground-breaking work will be unveiled in the next few months)

We asked Nizam for his thoughts on the important role of the public art in residential developments and why he chose to collaborate with Eupe.



Please explain the philosophy behind your art.

Public art matters very much to me. I see it as a platform for civic dialogue and as the most democratic of art forms. Public art humanizes the built environment. It provides an intersection between past, present, and future; between disciplines and ideas. Public art matters because our communities gain cultural, social, and economic value through public art.

When done well, a public artwork engages citizens in conversation that can vary from understanding historical and cultural backgrounds, to driving attachment to place and social cohesion. In a world struggling with new ways to connect, public art can make public spaces more approachable.

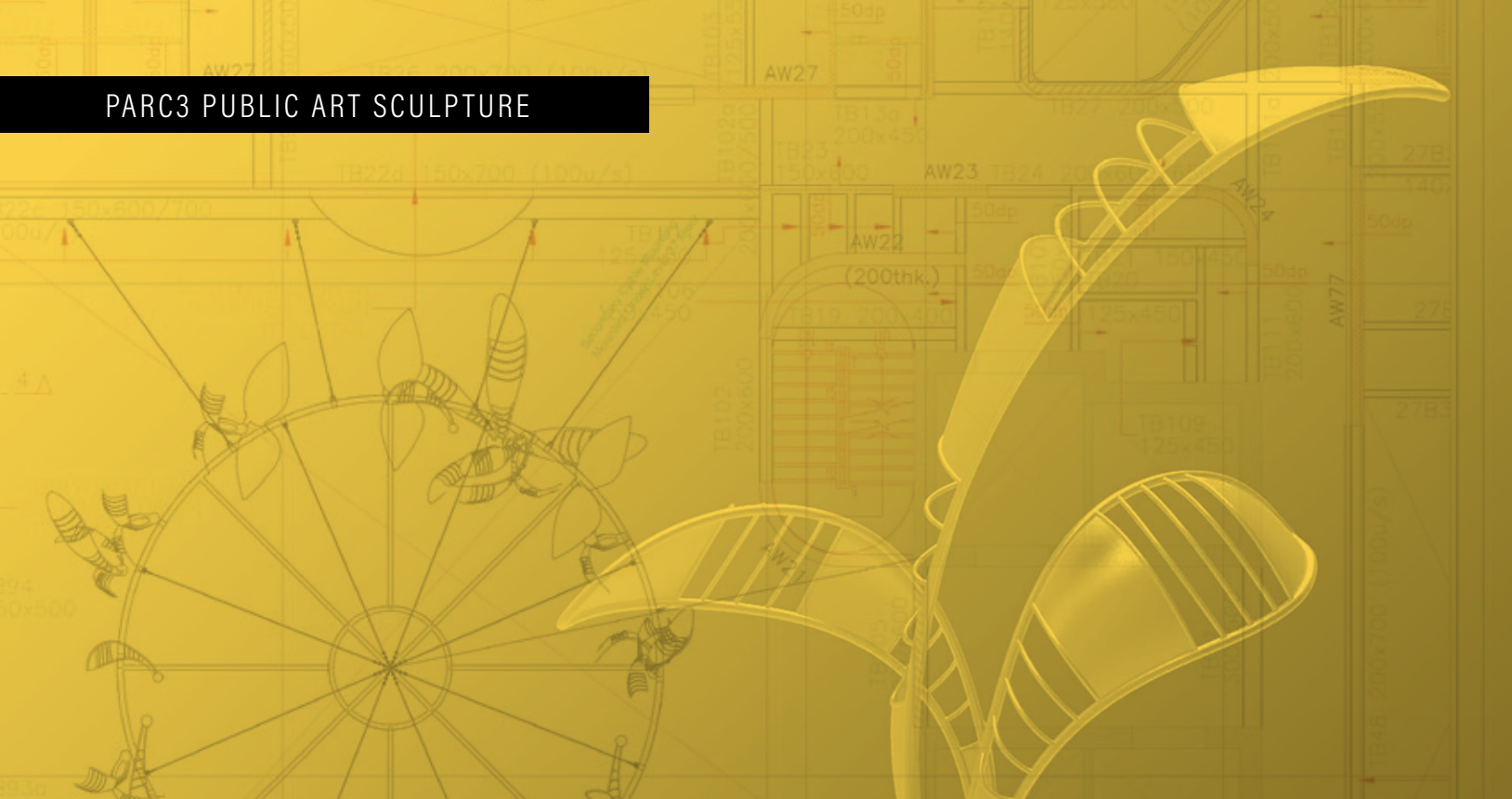
I also see that there is a continued need to provide support to help for those making public art happen in their communities— that can help advocate for why public art matters.

What do you think is distinctive with your art and how do you work to bring the concept of a new commission to reality?

The power of small steps. I start with concept research to help develop and visualize the idea. Then I establish the art’s storyline, decide what values the work seeks to convey and then bring tougher and present the whole concept.

Why is public art important for residential developments in cities like KL?

Great public art, accessible to people from all walks of life, is an important contribution to our urban landscapes. The value of an artwork itself may appreciate over time and so helps to enhance visibility, brand awareness and foot-traffic for a project, as well as driving economic uplift throughout the local precinct. On a broader level, investment in public art can boost tourism and jobs, foster community pride and enhance place making.



What feelings and thoughts are you wanting to invoke among residents who experience your work?

I hope the residents will appreciate art more, value the works, become participants in the art as they will literally walk through the imagery. They can also add their own interpretations and values by sharing the stories, building community, creating memories via the social media where everyone is a photographer and memories can be shared world-wide in an instant.

Can you please explain the inspiration behind the 'Meranti' hanging sculpture for Parc3?

Meranti is the world's tallest tropical tree and is the symbol behind the hanging sculpture for Parc3. It is all about achieving great heights and achieving our dreams. The Shorea seeds that are part of the sculpture represent the positive vibes that will push us towards achieving our dreams. In the sculpture, one of the seeds falls to the ground but this is the first to grow -so the message is 'don't worry about falling because the one who falls and gets up is much stronger than the one who never fell'.

As one of Malaysia's leading public sculptures, why have you chosen to collaborate with Eupe?

Eupe prides itself on developing homes and communities that aim to set innovative and new directions for contemporary living. This closely aligns with Nizamsculpture's vision in creating a vibrant and contemporary environment through art.

CREATIVE WAYS TO MAKE GREAT USE OF THOSE CNY LEFTOVERS

Food is the essential part of Chinese New Year. With the colourful celebrations for the Year of Rat now over, many of us might still be left with lots of Chinese New Year goodies and leftovers.

From boxes of mandarin oranges, to tubs of cookies and snacks, here are some great ideas to make the most of those leftovers.

MANDARIN ORANGES

Give the mandarin oranges new life by making them into refreshing goodies.

Mandarin Orange Juice

METHOD

- 1 Peel the oranges and drop them into a juicer or blender.
- 2 Add sugar, water or ice cubes to achieve your desired taste.



Orange Sorbet

INGREDIENTS

- 300ml juice from Mandarin oranges
- 100g castor sugar
- 300ml water
- Orange peel
- Mint leaves (as garnish)

METHOD

- 1 Simmer orange peel, water and castor sugar in a pot until the sugar dissolves.
- 2 Once the sugar syrup has cooled, discard orange peel and mix in the orange juice.
- 3 Pour orange mixture into a shallow tray and freeze it.
- 4 When the liquid freezes, break it into smaller chunks and process in food processor. Place it in the freezer again and repeat this step to achieve a smooth consistency.
- 5 Freeze until firm.
- 6 Transfer it to the fridge 15 minutes before serving to soften the sorbet.
- 7 Garnish with mint leaves.

Source of recipe:

<https://www.hungrygowhere.com/recipe/mandarin-orange-sorbet/0c803101/>

Mandarin Orange Jam

INGREDIENTS

- 15 pieces of Mandarin oranges
- 2 lemons, juiced
- 215g sugar

METHOD

- 1 Peel mandarin oranges and remove all white pith and seeds.
- 2 Blend oranges in food processor to your desired consistency.
- 3 In a large saucepan, combine oranges, lemon juice and sugar.
- 4 Bring to a full boil then turn down to a simmer. Stir constantly.
- 5 Cook for about 30 - 40 minutes, until the jam appears to be thick.
- 6 Ladle jam into sterilised jars leaving ¼ inch headspace.
- 7 Wipe rim of the jars and add lids to just finger tight.
- 8 Place jars in hot water bath and boil for ten minutes.
- 9 Allow jars to rest for 5 minutes, then remove and let cool.

Source of recipe:

<https://farmtotablela.com/mandarin-orange-jam/>



Cookie Truffles

INGREDIENTS

- 200g crumbled cookies
- 60g confectioner's sugar
- 113g cream cheese, softened
- 2tbsp Nutella
- Toppings of your choice (i.e. crushed pretzels, Oreo crumbs or chocolate rice)

METHOD

- 1 Mix crumbled cookies, sugar, cream cheese and Nutella in a bowl until completely combined.
- 2 Use your hands to shape the cookie mixture into walnut-sized balls.
- 3 Roll in the toppings of your choice.
- 4 Refrigerate for at least 30 minutes before serving.



Source of recipe:

<https://www.foodnetwork.com/recipes/cookie-truffles-3185704>

COOKIES

Give those leftover cookies away as gifts or turn them into something more amazing!



Pineapple Jam

METHOD

- 1 Scoop out pineapple jam from leftover pineapple tarts into a bowl.
- 2 Add tiny drops of hot water to dissolve the jam slightly.
- 3 Store in air-tight container and refrigerate.

Villa 1 Tingkat



Gambar hanya sebagai ilustrasi sahaja

CINTA I SAYANG
resortvillas

3 Rekaan

5 Bilik Tidur + 5 Bilik Air

Siling 2x Ganda



Luas Tanah 4,200 kps



Villa 2 Tingkat



Gambar hanya sebagai ilustrasi sahaja

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Mampu Milik

Nerissa Lot Bumi

Harga dari RM298,300



Gambar hanya sebagai ilustrasi sahaja

Luas tanah: 40' x 80' Luas binaan: 32' x 40'



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CINTA SAYANG RESORT RECOGNISED AS MALAYSIA'S BEST FAMILY RETREAT

Cinta Sayang Resort - Eupe's ever-popular 4-star resort in Sungai Petani, Kedah - has been named the Winner of Best Family Retreat Destination Award in Malaysia.

The award was announced as part of the Asia Pacific Tourism & Travel Awards 2019, which are organised by the Asia Pacific Tourism & Travel Federation.

The gala awards event held in Kuala Lumpur saw representatives from hospitality venues and destinations around the Asia Pacific region recognised for their achievements.

The award winners are selected based on online public voting and reviews for each region or country.

"We are delighted to win this award, in particular to be recognised as a go-to family holiday destination," General Manager of Cinta Sayang Resort, Mr. Jayakumar, said.

"Families are very important in terms of one the Resort's key target markets and the award again proves that all our efforts in offering an enjoyable and competitive experience for all our family guests at Cinta Sayang Resort is paying off."

Opened since 1989, and constantly evolving through constant upgrades and development, Cinta Sayang Resort is now home to a top-class golfing facility, over 200 chalets, function halls, ballroom, squash courts, F&B outlets, as well as a newly refurbished swimming pool.

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

MEET THE PEOPLE BEHIND THE EUPE NAME

What is your role and responsibilities at Cinta Sayang Golf and Country Resort?

As General Manager, my responsibility is to maintain quality and consistency of the Resort's products and services. Apart from sales, profitability and the mandatory compliances, I also need to ensure all associates are trained and competent in their position which means a half yearly appraisal and KPI review of all staff is done without fail. Above all else, I'm focussed on making sure that the comfort and safety of the Resort's guests are never compromised at any time.

What is the most challenging part of your job?

To make sure the 7 departments within Eupe's golf and resort arm run smoothly and all function together as well as possible. Another big challenge is to keep staff turnover to a minimum as rehiring and retraining can cost a lot of money.

Can you describe your most unforgettable/memorable experience at work?

Serving the royals and high-ranking government officials of Kedah. At times it can be quite stressful as I need to ensure every detail is inspected and 100 per cent correct during what are high-profile event but ultimately it is very satisfying professionally.

What do you do during your free time?

I read books written by Zig Ziglar, Stephen R Covey, Jack Canfield and few other management books. Apart from reading, I am also into car modifications.

What is the most courageous thing you have done in your life?

I once participated in street car racing. It was a 20km race along hilly roads in a heavily modified car.

What is your favourite food?

I don't really have a favourite food but I enjoy cooking up meals in a variety of styles.

What's your favourite cartoon character?

Tom and Jerry, Popeye the Sailor Man and the Walt Disney cartoon characters.

Mr. Jayakumar
General Manager
(Cinta Sayang Golf & Country Resort)



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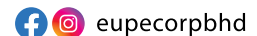
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