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**Trust**

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# Property trust

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PP 18587/03/2014 (034003)

*Cabana at Novum's 50m lap pool*

## EUPE HANDS OVER AWARD-WINNING KL PROJECT TO BUYERS

Other stories in this edition:

Managing Director talks  
about COVID-19 and  
Malaysia's property sector

Eupe's latest  
family fun facility  
in Kedah

Company  
celebrates another  
landmark year

# MANAGING DIRECTOR'S MESSAGE

*Property developers will need to be even more focused on bringing the best of the outside world inside the homes they design.*

## IN RECENT MONTHS, THE WORLD HAS CHANGED SIGNIFICANTLY.

As the COVID-19 virus continues to impact on our everyday lives, there will be undoubtedly more change, as well as more uncertainty. A vaccine may be available as early as next year. But the reality is that we will need to continue to adapt our thinking and practices to meet new realities for some time to come.

A lot of the focus has rightly been on the immediate impacts of the virus, particularly on how to protect those most vulnerable and on the economic effects. Many of the impacts are also far-reaching, and likely to be long-lasting. That's why all businesses need to think about new and innovative ways of developing their product offering to meet consumer needs in a COVID-19 world.

Dato' Beh Huck Lee

Group Managing Director  
Eupe Corporation Berhad



## ADAPTING HOMES TO A COVID-19 WORLD

Property developers have a particular responsibility to think outside the box. After all, the home environment is where families and individuals spend most their time - and are likely to spend even more time as we adjust to a COVID-19 world. It's the setting which, more than ever, will need to be safe and hygienic and be trusted by homeowners as such.

With uncertainty about health and safety in public spaces and facilities likely to be a permanent result of the pandemic, property developers will need to be even more focused on bringing the best of the outside world inside the homes they design.

This means embedding convenience and connectivity into homes will become even more important. Above all, as priorities change, it means property developers will need more than ever to listen closely to what buyers want.

## EUPE COMMITTED TO COVID-SAFE DESIGN

At Eupe, we pride ourselves on innovation and setting new directions in property design. That is why we are focused squarely on adapting the homes we design and build to these new realities, and in doing so, make sure we are responding to new and evolving buyer demands.

The design of Est8 in Seputeh - our third project in the Klang Valley - is being enhanced in important ways to maximise the health, safety and security of residents. We are now incorporating a range of COVID-safe features and facilities into Est8 that will promote public health, safe distancing as well as contactless-delivery of items such as food.

At an engineering level, we are using new active ventilation system to minimise the spread of unhealthy air and other potential sources of contamination. These and other innovations and changes means additional costs for us. But we view these not as optional add-ons. Rather they are key essentials to discharging our role as property developers in a new world where public and household health has become an even more important priority for us all.

## HANDOVER OF NOVUM

This edition of *Property Trust* highlights the final step in the journey of our first KL project. After some delays due to COVID-19 movement restrictions, we are very pleased to be now handing over Novum @ South Bangsar to buyers.

The response from buyers after taking ownership been very encouraging. Feedback has particularly focused on the attention to detail we have embedded into every aspect of Novum's design and facilities.

As the following pages show, the completed project highlights our ground-breaking design approach that has resulted in Novum winning two prestigious property design awards.

As our first project in KL, it's been at a time a challenging journey, but also a fulfilling one as we worked throughout the design and construction process to make our promise of iconic design and lifestyle a reality for our buyers.



# NOVUM

SOUTH BANGSAR

## EUPE HANDOVERS ITS FIRST PROJECT IN KLANG VALLEY

Novum's facade

Eupe is very proud to be now handing over its maiden KL project - Novum @ South Bangsar - to its valued buyers.

The start of the handover was delayed due to movement restrictions arising from COVID-19.

In these recently-taken photos of Novum's wide range of premium facilities and design innovative, we hope you can see that the wait has been worthwhile.

Eupe's Head of Marketing and Sales, Datin Michelle Gan, said: 'We've been incredibly grateful for the level of positive feedback we've had to date from buyers.'

Exterior wall facing  
Federal Highway



50-metre infinity pool



Novum's iconic  
pixelated wall design







Gourmet Living on Level 6



A lavish yet intimate dining area



Outdoor dining area

‘We’ve been very focused on making sure we live up to the promise we made when we first began marketing Novum, namely offering buyers a home and investment that is “Going Beyond Your Expectations”

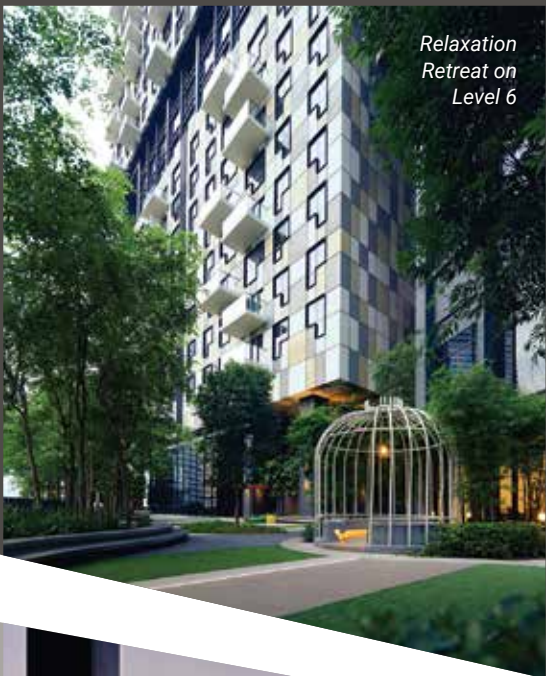
“We’re particularly pleased to hear how our buyers have been impressed with the attention to detail we’ve put into each and every one of Novum’s facilities and finishings.”

“It’s all about delivering on Eupe’s philosophy of *Shared Value*, where we commit to give more to our buyers - more and better features, facilities and cutting-edge design - at an affordable price.”

Novum has been recognized by two major property design awards.



Outdoor seating pod near multipurpose hall



Relaxation Retreat on Level 6



Jogging trail



View from the Cabana



Reflective Pond



PARC3 @ KL SOUTH



## A BEAUTIFUL PLACE TO LIVE

Now with fully furnished units

In line with its Shared Value commitment to offer buyers more for less, Eupe is now offering fully furnished package for selected units to make moving into Parc3 @ KL South a hassle-free experience.

The fully furnished units come in different layouts and are carefully crafted to meet every lifestyle need - from small to large families, as well as singles and couples who aspire to enjoy natural luxury at affordable prices.

The units are tastefully designed and furnished with lights and fans; furniture like beds, wardrobes and mattresses; electrical appliances including refrigerator, TV and washer & dryer, as well as decorative items to make these units move-in-ready.



There are nine stylish designs to choose from -

Scandinavian, Modern Classic, Contemporary, Minimalist, Vic-Ó-Rient, Oasis, Industrial, Muji & Mid-Century Modern.

For those looking to invest, some of the units even come with guaranteed tenancy.

With over 90% of units sold at Parc3, there are only limited fully furnished units open for sale. Show units featuring **Vic-Ó-Rient**, **Muji** and **Modern Classic** interior designs are available for viewing by appointment at Parc3 site.

To find out more about the fully-furnished unit offer, please contact the sales team at:

**+6017-275 7188**





# EUPE REACHES OUT WITH SUPPORT FOR DISABLED HOME

As the COVID-19 virus takes its toll around the world as well as closer to home, many of the most vulnerable in our community have also borne the brunt of the impacts of the pandemic.

As public donations and support dropped as the community went into lockdown earlier this year, non-profit organisations such as old folk's homes, orphanages and disabled homes needed urgent help to make ends meet to help those they care for.

With this major challenge in mind, Eupe extended a helping hand to Persatuan Kebajikan OKU Hati Berganda, an OKU centre in Selangor that houses and cares for 20 people who are physically and mentally challenged.



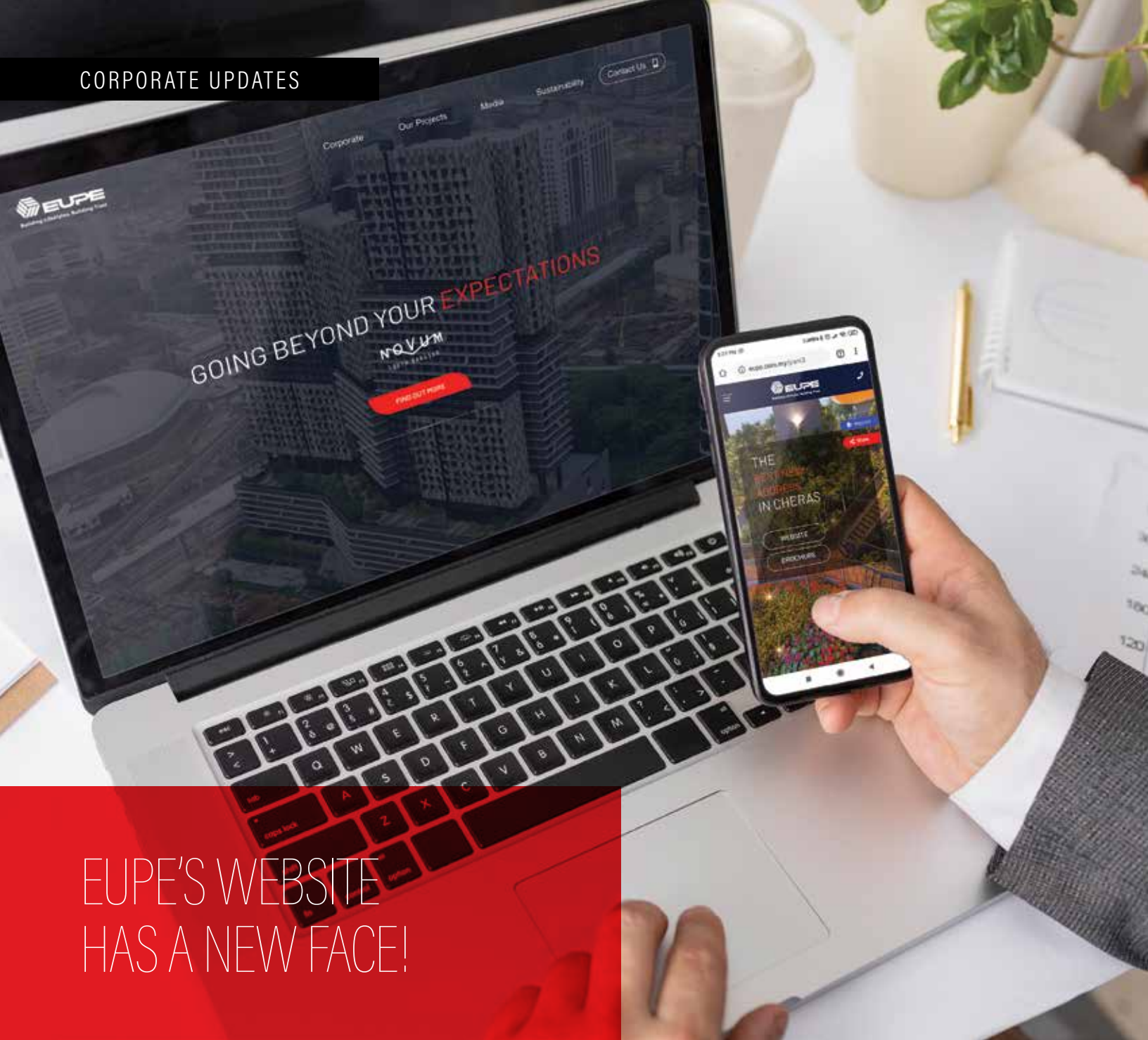
Food and household items were delivered to the OKU centre



Just a day before a strict movement order that prevented outsiders from entering the locale, Eupe delivered over RM2,000 worth of food and household items to the home.

The donation was a joint contribution from the company as well as Eupe employees. Staff were thankful for the opportunity to practise kindness in the spirit of #kitajagakita in a way that made a big difference to some of the community's most vulnerable members.





EUPE'S WEBSITE  
HAS A NEW FACE!

Introducing our brand new website.

We are excited to share with you the launch of Eupe's newly designed website.

It's been revamped for better navigation and also re-designed to be mobile, tablet and desktop friendly.

Both changes help you easily locate all the information about Eupe you need, including latest project information, our annual reports as well as our sustainability and community building activities.

Check out the new website and let us know what you think! Feel free to reach out to us on social media or send us an email at [enquiries@eupe.com.my](mailto:enquiries@eupe.com.my).

EUPE CELEBRATES  
ITS AWARD-  
WINNING YEAR



The cover of Eupe's 2020 Annual Report

Eupe's has released its Annual Report for the 2020 financial year which focuses on the company's ongoing strong performance in challenging times.

The Annual Report, entitled an 'Award-Winning Year', highlights the highly sought-after property design awards won during the financial year by Eupe's two maiden Kuala Lumpur residential projects, Novum @ South Bangsar and Parc3 @ KL South.

The Report also highlighted how Group revenue and full-year profit for the 2020 financial year remained strong as well as commitment to continuing to forge innovative, new directions in property design.

In a letter to Eupe shareholders accompanying the Report, Group Managing Director, Dato' Beh Huck Lee, said the awards meant all-important brand recognition of Eupe's distinctive approach to property development.

"The awards recognise our core strategic objective of creating lasting value for our buyers.

"Many of the economic challenges we are living through are new to everyone, but this period is also an opportunity for those who are committed to breaking new ground."



KEY FY2020 FINANCIAL RESULTS

Profit Before Tax (PBT) (RM'000)	
FY2020	71,187
FY2019	85,230
FY2018	29,766
FY2017	588
FY2016	4,810
Profit attributable to equity holders of the Company (RM'000)	
FY2020	33,861
FY2019	30,300
FY2018	9,591
FY2017	(7,390)
FY2016	3,338
Earnings per share (EPS) (sen)	
FY2020	26.45
FY2019	23.67
FY2018	7.49
FY2017	(5.77)
FY2016	2.61
Shareholders' funds (RM'000)	
FY2020	352,325
FY2019	320,553
FY2018	290,427
FY2017	281,316
FY2016	288,155



# PUTTING THE COLOUR INTO STAYING HOME

## Simple Pleasures Colouring Competition

To help make the most of time at home with fun and relaxing activities during the recent movement restrictions, Eupe hosted an online colouring contest for budding young artists.

The contest featured three hand-drawn colouring pages - The Embrace of Nature (The Deer), A Handful of Star (The Girl) and The Unicorn. All three pages were designed by our very own Head of Marketing & Sales, Datin Michelle Gan.

The participants submitted a picture of their completed masterpiece to be in the running for a number of attractive prizes.

Some ideas behind the images :

### The Embrace of Nature (The Deer)

We are all connected in the cycle of life – to one another and to Mother Nature. She has long embraced us but we forget that “we are guests here, not masters”. I hope this reminds us of how beautiful our world is, and how much it depends on us. I hope it sends a message that we have to do more to protect her and to be grateful for her bountiful gifts. May we find beauty in the simple things and not take anything for granted.

### A Handful of Stars (The Girl)

This is the sequel to The Embrace of Nature. We hold the future in our hands. It is up to us to define our destiny. In the pursuit of our dreams, may we always have a palmful of stars in our hands to light the way. And oh my friends - never stop dreaming.

### The Unicorn

Well, I have to admit this was new to me. Drawing animals is actually (way) out of my comfort zone! But my colleagues told me unicorns are popular with kids– and why not? They are magical, fantastical creatures that lived in our imaginations as kids so why shouldn't they take us on more flights as adults? Although this is for kids, adults are welcome to put their mark on it!

I hope you all enjoy these as much as I enjoyed drawing them, and that it makes staying home a little bit more fun.

With much love

*Michelle*



The Embrace of Nature  
(The Deer)



A Handful of Star  
(The Girl)



The Unicorn

CATEGORY  
**A**  
AGE 18  
& ABOVE

The Embrace  
of Nature



Nadirah binti Sanusi

2<sup>nd</sup>



Celynn Sim

CATEGORY  
**C**  
AGE 12  
& BELOW

The Unicorn

1<sup>st</sup>



Natalie  
Quah Yun Yi

2<sup>nd</sup>



Kimberly Lim

3<sup>rd</sup>



Iskandar Zulkarnain  
bin Mohd Nazereen

The prizes received by the competition winners (below) include a Eupe Building Hope T-shirt and bag, Scrabble game set, a three-day stay at Eupe's Cinta Sayang Resort, dining vouchers as well as unicorn plush toy.





To support our buyers and supporters during recent movement restrictions, Eupe sent them a *Simple Pleasures* newsletter full of ideas for fun activities to make the most of staying at home. These included ideas for hobbies, online learning suggestions, home workouts and simple recipes.

Follow the links below to read the *Simple Pleasures* newsletters:

**Simple Pleasures Newsletter Issue 1**  
<https://bit.ly/2Cfawv1>

**Simple Pleasures Newsletter Issue 2**  
<https://bit.ly/38CSyTtV>



# TAKE THE ROAD LESS TRAVELLED AND SUPPORT MALAYSIA'S TOURISM INDUSTRY

The pandemic has changed not just our daily lives, but also our holiday choices.

With international travel restricted, now is the perfect time to go for 'Cuti-Cuti Malaysia' by holidaying closer to home.

Not only will you enjoy Malaysia's range of world-renowned tourism and cultural attractions, at the same time you'll be providing valuable support for our domestic tourism industry.

Here are some of our recommendations of some of Malaysia's fascinating yet less frequently visited tourist destinations where you can enjoy some of our most beautiful attractions while staying 'local'.



## Pulau Kapas, Terengganu

Malaysia is known for its breath-taking islands that feature stunning, pristine beaches.

Dubbed as one of Malaysia's hidden gems, Pulau Kapas (meaning 'cotton island' in English) is the perfect place if you're looking for a serene, but memorable holiday. The island is located approximately 6km from the mainland and only reachable by boat from Kuala Terengganu.

Like its name, the island has a beautiful white beach and cottony-soft sand. It also features lush tropical jungle, clear blue seawater and beautiful coral reefs.



You can snorkel or dive to see the mesmerising underwater scene (and spot jellyfish, turtles, blacktip reef sharks or even a World War 2 shipwreck), hike to Bukit Singa, tour around the island on a kayak or just hang out on the beach and enjoy the sunset.



Image source:  
<https://www.summerbayresort.com.my/pulau-kapas-pristine-gem-of-an-island/>  
<https://www.kapasturtlevalley.com/activities/>  
<https://www.flickr.com/photos/39463459@N08/7620843202>  
<https://www.flickr.com/photos/phalinn/31173761812>  
<https://www.ttrweekly.com/site/2018/11/famous-canopy-walks-grounded/>

## Taman Negara National Park, Pahang

Taman Negara National Park houses one of the oldest tropical rainforests in the world and boasts an incredible selection of pristine native flora and fauna over a total area of more than 4,300 square kilometres. The park offers visitors an unforgettable rainforest experience as the park offers a huge range of activities, including white water rafting, bird watching, fishing, and waterfall exploration.

Trekking under canopies of trees, you'll be surrounded by more than 150 species of mammals as well as 3,000 species of plants and flowers.

The park's main highlight is the Taman Negara's Canopy Walk, which is the world's longest canopy walkway, stretching 530m and rising 40m above the forest ground. The canopy's observation huts in the treetops are also the perfect place for wildlife observation.





# Desa Cattle Dairy Farm, Poring Hot Spring & Nature Reserve, Sabah

Refreshing cool breezes, beautiful green pastures, Holstein Friesian cows and a spectacular view of Kinabalu Mountain as the backdrop - these are some of the many attractions which the Desa Cattle Dairy Farm has to offer.

Located at the foothills of Mount Kinabalu, the dairy farm in Kundasang, Sabah, is known as 'Little New Zealand'.

Covering an area of 199 hectares, the expanses of the farm is not just the ideal place to practise social distancing but also learn about dairy production as the farm produces most of Sabah's cow milk and dairy products. There's also a souvenir shop where you can purchase fresh milk, freshly made ice-cream, yogurt and cheese.

While you're in the area, you can also visit the Poring Hot Spring and Nature Reserve where you can soak in natural healing water or explore the Poring Gardens. The Poring Hot Spring and Nature Reserve is also well-known for its waterfall - a perfect place for a picnic.

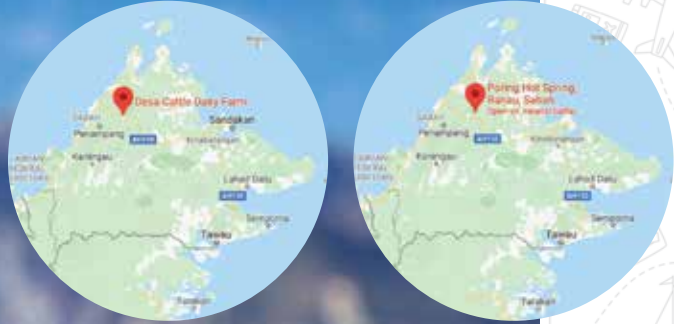


Image source:  
<https://blog.traveloka.com/en/travel-guides-and-tips/kundasang-sabah-what-to-know-where-to-go/>  
<https://theplanetrover.com/desa-cattle-dairy-farm-kundasang-breathtaking-view-of-mount-kinabalu/>  
<https://landofsize.com/2019/10/29/how-to-visit-poring-hot-springs-and-trails-in-borneo-without-a-tour/>

Please be a responsible traveller and avoid littering to help preserve these beauty nature and other amazing destinations in Malaysia.

You can also consider visiting Eupe's Cinta Sayang Resort and The Carnivall in Kedah, which has now re-opened with a brand new 'dry park' concept. Read more about **The Carnivall Dry Park** in Page 22-23.

# MEET THE PEOPLE BEHIND EUPE

## What is your role and responsibilities at Eupe?

As the Assistant Human Resources Manager for Eupe's Klang Valley office, my responsibilities include recruitment, manpower planning, and employee relations management. I am also tasked to handle all matters relating to Information Technology for the office.

## What's your favourite memory to date of your time working at Eupe?

If I had to choose just one, I would say participating in Novum's Topping Out event (*when construction reached the building's highest point.*) It was inspirational to see Eupe's maiden project in Klang Valley become the iconic building it had set out to be and towering over its neighbours.

## If you were stranded on a deserted island, what two things would you want to have with you?

A rain water filter and a satellite phone are first on my list of essentials - to stay hydrated and alive and to call for help.

## What do like doing most in your free time?

I like to stay active by going to the gym or play futsal with my friends. I always like to be outdoors with my son at parks or playgrounds so we can spend quality time together.

## What's one thing most people don't know about you?

I used to play semi-professional football when I was 16 years old, before taking a break to focus on my high school education. After SPM, I went on to play semi-professional football when I was pursuing my Bachelor's Degree while working in England.

## What's your go-to dish when you have to make dinner?

It is tough to decide on just one, as I love cooking. But I prefer to make classic roast chicken as it is the easiest to prepare and clean up after.



Nicholas Yap  
Assistant Human Resources Manager



# INTRODUCING THE CARNIVALL DRY PARK

Safe and Fun Experiences For Families



The first water theme park in northern Malaysia - Eupes The Carnivall Waterpark in Sungai Petani - has now reopened to the public with a brand new 'Dry Park' concept following a short closure due to COVID-19 movement restrictions.

Launched to welcome its visitors with a safe and hygienic environment where hand sanitising and social distancing are part of the Carnivall's new safety rules, admission into the Dry Park is free-of-charge, with a small charge for each activity inside the park.



Visitors can take part in family-friendly adventurous activities such as wall climbing, archery, target shooting, rollerblading, biking, skateboarding, hover boarding, board games and traditional games from as low as RM1.

Apart from the games and activities, **The Carnivall Dry Park** also features **Rustic Carnival @ Pasar Karat**, which is **open daily from 11:00am-11:00pm**. There you can shop for clothes, shoes and souvenir items.

**Food truckers and bus cafes** are also available from **2:30pm until 11:00pm at the Food Avenue @ The Carnivall**. You can also catch an **outdoor movie screening/ 'wayang pacak'** from 8:00pm onwards.

**The Carnivall Dry Park** business hour:

**2:30pm-11:00pm (weekdays)**

**11:00am-11:00pm (weekends)**

For more information about the park or its activities, please contact:

**+604-441 4777**





# Est8

SEPUTEH

A State of Difference

## Your State of Difference at Seputeh, KL



Covered walkway to Mid Valley & LRT / KTM Station



**REGISTER NOW & Stay Updated!**

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