

Property TRUST



Vol.01
JUN-JULY 2014

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Building
LIFESTYLES
Building
TRUST

A black and white portrait of a man with short dark hair, smiling slightly. He is wearing a dark suit jacket, a white dress shirt, and a patterned tie. The background is a soft, out-of-focus light color.

WELCOME MESSAGE
FROM THE

Managing Director

DATO BEH HUCK LEE
MANAGING DIRECTOR
Eupe Corporation Berhad

Welcome to the first issue of Property Trust – Eupe’s very own magazine that showcases our unique approach to property development. The name of the magazine reflects the most important value of our company - trust. Building and sustaining trust with all our customers and stakeholders is at the core of Eupe’s mission and vision. It motivates us in everything we do.

Too often, property development is driven solely by profit. This comes at the expense of providing liveable spaces and design innovations that are essential to stylish and sustainable lifestyles.

For us, trust is making sure we deliver on our promises. It’s about earning our buyers’ trust to give them the best lifestyle experience at an affordable price. It’s also about making sure our developments weave into the community through a combination of iconic design and innovative planning.

Trust is a Value

THAT IS EMBEDDED IN EUPE'S HISTORY



Launch of Taman Ria, Eupe's first township development, in 1986. The project, comprising more than 3000 homes, was launched by His Royal Highness the Sultan of Kedah, who is currently the Seri Paduka Baginda Yang DiPertuan Agong of Malaysia; Almu'tasimu Billahi Muhibbuddin Tuanku Alhaj Sir Abdul Halim Mu'adzam Shah Ibni Almarhum Sultan Badlishah.

Since 1986, we have been one of northern Malaysia's largest and most innovative township developers. Throughout that time, we've been committed to the township values that are a feature of the communities we have helped to build. With trust as our focus, we've built thousands of affordable, quality homes in northern Malaysia.

In recent years, the company has moved into premium, niche residential developments in and around our home base of Sungai Petani in Kedah. Now we're bringing our distinctive style and approach to Kuala Lumpur. We have major residential developments planned for South Bangsar and Cheras – both of which are featured in this issue. Both will incorporate our signature design and focus on affordable quality. In the process, we aim to raise the bar on modern city living in Malaysia's capital.

The first issue also highlights the Planet Eupe Music Fest - a major event we organised and sponsored in Sungai Petani in March this year. The six-hour music festival showcased some of Asia's biggest entertainment acts including Lee Hom, Yuna and U-Kiss, as well as many up and coming Malaysian acts. We organised the Fest because we wanted to show that an international cultural event could be staged in a region often bypassed by world-class entertainment.

We also made what was a significant investment in terms of time and money to give to the community – which has supported our company over the years - an unforgettable entertainment experience. The can-do, innovative nature of the Planet Eupe Fest summarises all that Eupe is about. I hope you find this and future editions of Property Trust informative and insightful reading.

Eupe Online

MORE THAN HALF OF MALAYSIANS
SEARCH ONLINE FOR INFORMATION
ABOUT THEIR NEXT HOME AS WELL AS
GENERAL INFORMATION ON PROPERTY
SALES AND DESIGN.

JOIN US ON

The growing demand for online information is behind Eupe's move to update and introduce several new social media platforms for its customers.

The aim of these platforms is not only to provide the latest information about Eupe's homes and properties. Our new Facebook page, together with our Twitter account, are all about sharing information with our customers on the best and latest property and design news from the web. They feature posts that highlight smart design and decor tips for inside your home as well as the latest in innovative architecture from around the world.

There's also information on the latest property news and trends from Malaysia, Asia and globally. We also like to post the latest eco-news and sustainability news, particularly as more households and families are becoming conscious about reducing their impact on the environment. We're planning as well to launch Eupe's very own App which, along with our updated website, will make it easier to navigate and keep up to date with the latest news about Eupe's projects.

You can also go to our website to register your email details and receive the latest online copy of Property Trust.



A Whole New World

OF ENTERTAINMENT
IN NORTHERN MALAYSIA

Some of Asia's biggest entertainment acts converged on Sungai Petani on March 1 for the Planet Eupe Music Fest - the biggest entertainment event ever held in northern Malaysia. The six-hour fest, which attracted more than 12,000 people, was organised by Eupe partly to say "thank you" to the people of Kedah for their support of the company since it began operations in 1986.

The Fest included a one-hour set by arguably the biggest name in Asian entertainment, Wang Lee Hom. Lee Hom mesmerised the crowd with a succession of hits including Kiss Goodbye, closing the Fest with a spectacular on-stage fireworks show. The Music Man was preceded by dynamic sets from Taiwanese electro-pop songstress Jeannie Hsieh and acclaimed Korean boy band U-Kiss.

PLANET
EUPE
MUSIC FEST
— A WHOLE NEW WORLD —

“TOO OFTEN, THE NORTHERN REGION IS BYPASSED BY MAJOR ACTS AND EVENTS.”

The Fest was also the first big concert for Kedah-born Yuna in her home state since she broke into the US market in 2012 and became Malaysia’s biggest entertainment export. Yuna wowed the crowd with performances of Rescue, Falling and Mountains, three signature tracks from her new album Nocturnal. *“Our aim was to give the people of Sungai Petani and Kedah the opportunity to see world-class entertainment on their doorstep”,* Managing Director, Dato Beh Huck Lee said.

“In the process, we wanted to demonstrate that northern Malaysia can successfully attract and host international stars of the highest calibre. Too often, the region is bypassed by major acts and events. We hope the Fest breaks new ground and inspires others to follow in our footsteps and host more big name events like these.”

The Fest also showcased a host of up-and-coming music talents including Najwa Latif, Orange Tan, Da Monster and Mint G. Planet Eupe also hosted the Malaysian finals of the Hip Hop International.

Wang Lee Hom entertaining the crowd at Planet Eupe Fest.



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Yuna performing at
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More than 50 competitors vied for seven places on offer to represent Malaysia at the HHI World Championships in Las Vegas in August.

Eupe Corporation would like to record its special thanks to these fabulous artistes and performers for lending their voices, dance moves and incredible talents to this event. Together we have made Planet Eupe, the biggest entertainment event ever held in northern Malaysia, a groundbreaking success.

PEMF 2014 Performers :

Wang Lee Hom 王力宏
U-Kiss
Jeannie Hsieh 谢金燕
Yuna
Coex & Doomic (beatboxers)
Datin Ong - KK Wong (DJ and comedy)
Najwa Latif
Orange Tan 陈慧恬
Da.Mon.Ster 摩斯特
Kah Jun 凌加峻
Mint G 陈昭敏
TUS - Quek Shio Yee 郭修或
TUS - Fong Shelhiel 邝暉恒
TUS - Foo Jiunn Shyan 符俊贤

HHI Group Participant Finalists :

Dvolution
Young Fresh
Katoon Network
Dominatez
Last Minute Crew
Zeppo Youngster Crew

MCs :

KK Wong
Seri
Tlong

Building The Community Through Music

“Staging a major entertainment event in Kedah was a major part of Eupe’s community investment strategy”, said Datin Michelle Gan, Eupe’s Marketing Director. As part of the strategy, Eupe gave away hundreds of free tickets to young music fans and the underprivileged to attend the Planet Eupe Music Fest.

“We always saw Planet Eupe as a major community building event – Eupe investing in a major event to strengthen the communities it does business in”, Datin Michelle said. She also said Eupe had subsidised the cost of the tickets so that as many local people as possible could afford to experience the unique event. More than a dozen local schools were also given free tickets as a way of rewarding high-achievers and other deserving students.

“We wanted to make sure we gave as many people as possible the opportunity to participate in the Fest and in the process, enjoy world-class entertainment. Many young people in the region would never have the chance to see acts the calibre of Lee Hom and U-Kiss, particularly on their own doorstep. We hope the experience will stay in the memories of everyone who attended the event for a long time to come”, said Datin Michelle.





NOVUM
SOUTH BANGSAR

Harmony & Style

COMBINED INTO A
UNIQUE CITY PRECINCT

Novum – the first of Eupe’s two major residential developments planned for Kuala Lumpur - is strategically located in South Bangsar, one of the city’s up and coming prestige precincts.





Novum is Latin for 'new innovation'.

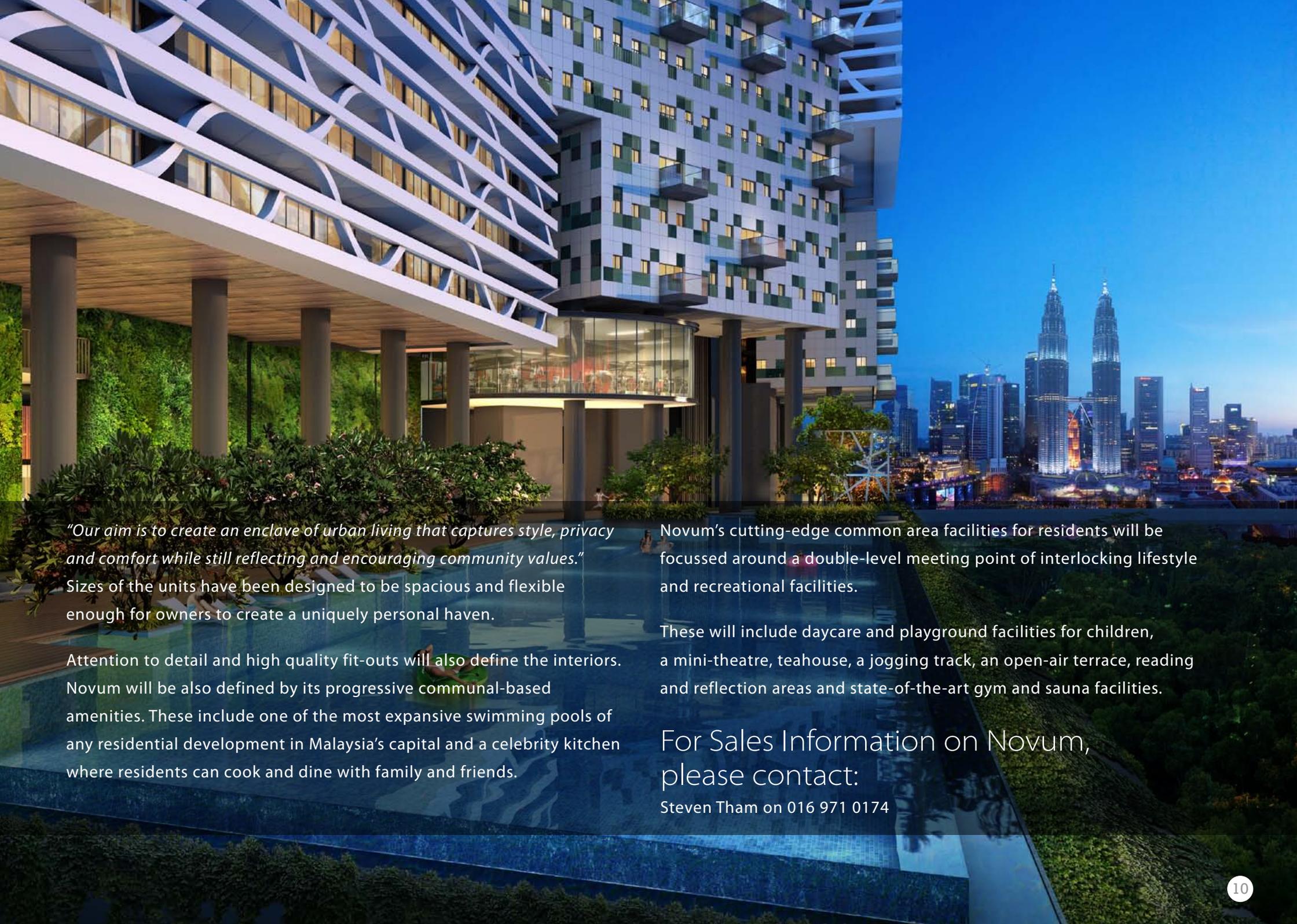
The statement-making development aims to set new benchmarks for innovative, urban living, giving discerning singles and young families seeking stylish comfort, privacy and accessibility.

The 46-storey development will stand prominently near other significant city addresses such as the KL Sentral precinct and Mid Valley City.

The design philosophy behind the development is about bringing natural balance into the city.

The architecture features interlocking rock facades, greens and wave structures, all of which complement each other to create a new iconic structure for one of the city's most sought-after precincts.

"With Novum, we want to bring to Bangsar the same balance and vision we embed into our township developments", Eupe's Managing Director, Dato Beh Huck Lee said.



"Our aim is to create an enclave of urban living that captures style, privacy and comfort while still reflecting and encouraging community values."

Sizes of the units have been designed to be spacious and flexible enough for owners to create a uniquely personal haven.

Attention to detail and high quality fit-outs will also define the interiors. Novum will be also defined by its progressive communal-based amenities. These include one of the most expansive swimming pools of any residential development in Malaysia's capital and a celebrity kitchen where residents can cook and dine with family and friends.

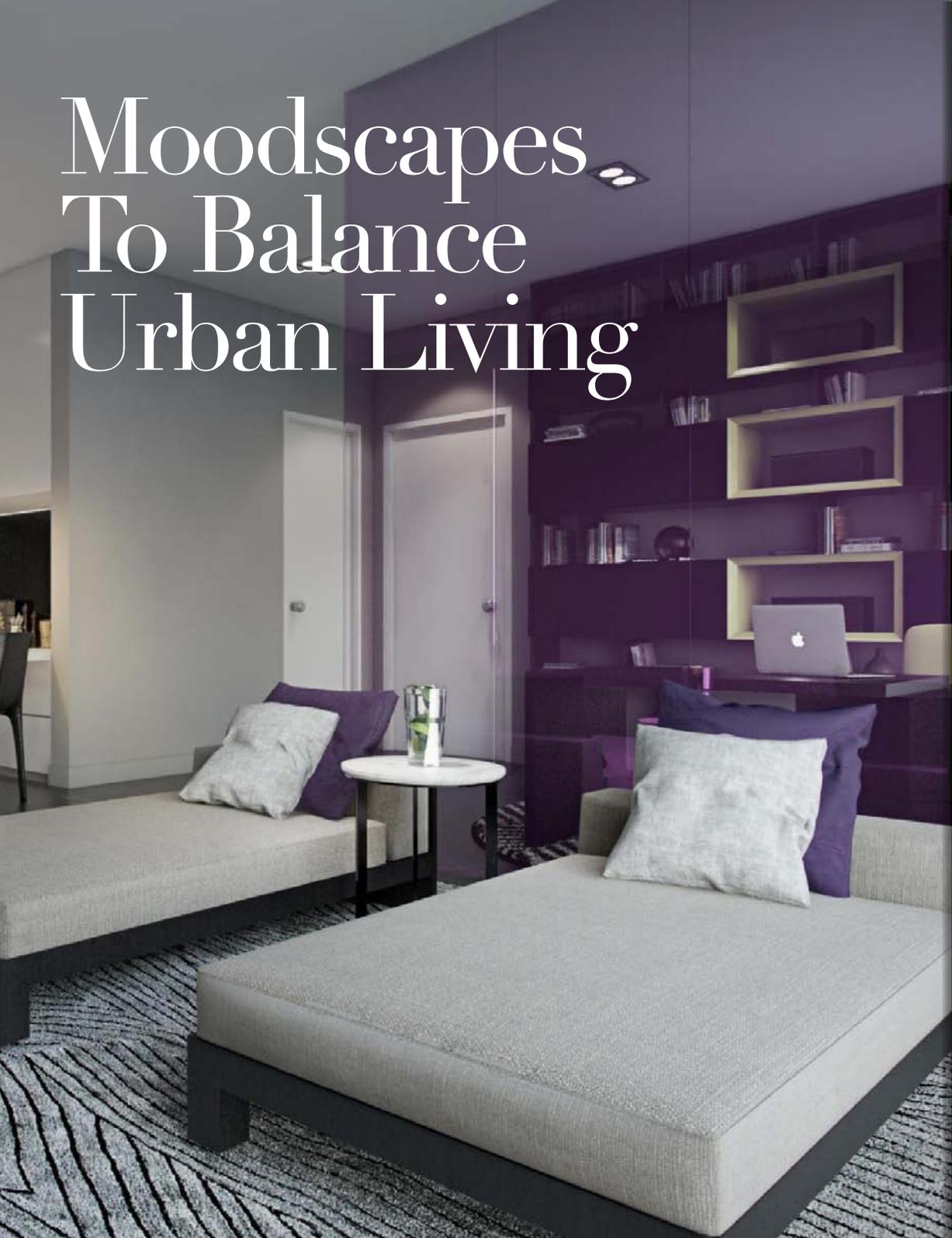
Novum's cutting-edge common area facilities for residents will be focussed around a double-level meeting point of interlocking lifestyle and recreational facilities.

These will include daycare and playground facilities for children, a mini-theatre, teahouse, a jogging track, an open-air terrace, reading and reflection areas and state-of-the-art gym and sauna facilities.

For Sales Information on Novum,
please contact:

Steven Tham on 016 971 0174

Moodscapes To Balance Urban Living



One of Novum's urban lifestyle features will be spacious, landscaped garden retreats and activity areas for recreation and relaxation.

Each of these open-air, spacious areas, called Moodscapes, have been carefully worked into the design of the towers to create a balance between urban living and nature.

Each will have a unique name and theme to capture different moods for different lifestyles.

Moodscapes will include Inspiration, Wellness, Chill and Rhapsody.

They will provide, on the one hand, havens for residents to reflect and rejuvenate as well as meet with family and friends in green, peaceful surroundings.

On the other, they incorporate facilities like Novum's spacious swimming pool, dance studio and gym to cater for more active lifestyle needs.

Raising The Bar

ON
URBAN LIVING



THE WEAVE
Cheras · Kuala Lumpur

For nearly thirty years, Eupe Corporation Bhd. has been realising the lifestyle dreams of thousands of Malaysians in and around the northern state of Kedah. Over that time, the company has become one of the biggest and most trusted property developers in northern Malaysia. Now, Eupe is bringing its unique approach to building homes and lifestyles to Malaysia's capital. In the process, it aims to raise the bar on modern city living.



The Weave development, planned for Cheras in inner city Kuala Lumpur, will embody all the values that have made Eupe synonymous with vibrant, safe and sustainable communities.

They include distinctive design combined with strategic location. The Weave will be a cutting-edge architectural form designed to be an iconic presence in the locality. Situated within five kilometres of the city heart, the 39 storey tower will command prestige views of city landmarks including the Petronas towers, as well as provide direct access to the city centre.

Eupe's distinctive approach will also make itself felt through carefully planned access to nearby amenities.

"We've called the development The Weave not just because of its unique architectural features and bold design", said Eupe's Manager in

charge of Marketing & Sales for The Weave, Mr. Danniell Tan. *"The design and layout of the building and its immediate surroundings will also 'weave' into the local community through convenient access to nearby parkland, education and shopping conveniences. Across the road from The Weave is the 61-acre Pudu Ulu Park, one of the green hearts of the city. It will be like having your very own playground right on your doorstep.*

The Weave's innovative form and multi-layer security, as well as Eupe's trademark finishing, will not only provide safe and comfortable havens for busy lives. It will also offer accessible and meaningful spaces for every Weave resident to share with family, friends and neighbours.

It's an exciting and bold development in every respect - one that will set new benchmarks for residential development in Cheras. Its unique combination of location, design and community living will also represent a premium investment opportunity for discerning buyers", Mr. Tan said.

A modern living room interior featuring a grey textured sofa with black and yellow striped pillows. In the foreground, there is a wooden chair with a woven seat. A white coffee table holds several candles. The room has large windows with dark curtains and a glass wall in the background.

A People-Focussed Development

The architect behind The Weave's design says the development is all about being 'people-focussed'.

"All the facilities and functions have been planned to help make daily life of its residents more convenient, comfortable, secure and pleasurable", Mr. Paul Chang of Parc Studio, The Weave's Concept Architect said.

"We haven't just tried to match or compete with others. Instead we've put a lot of our effort into thinking and creating a complete package that is focussed on the real needs of residents; including innovative facilities they may not have thought of but they will want to use."

Mr. Chang said he had designed the development and its facilities to cater for the youngest to the oldest with four key factors in mind.

Designed for:

- Family
- Community
- Convenience
- Security

“What I wanted to achieve with the design is for residents to know Eupe has put in a lot of effort into thinking and conceptualising a complete and comfortable lifestyle experience for them.

This is a developer who is serious about and cares about the needs of its buyers... not only do they want to build beautiful and quality apartments, but they also want to build homes for families and life's experiences.”



For sales information on The Weave,
please contact:

Brendon Low, Ding Fung Group on **012-646 8861**

Daniel Tan, Eupe Corporation Berhad on **012-423 6662**

Eupe Social Media !

LATEST NEWS

Here's a selection of property news and trends that have been posted recently on Eupe's Facebook and Twitter pages. We hope you find them interesting. For regular updates and posts, join us on Facebook and Twitter.

SUSTAINABILITY

Eupe's strategy for sustainable living - full page article in South China Morning Post

<http://www.scmp.com/article/1454024/eupe-develops-sustainable-communities-generations>

The waterless washing machine - a must-have for the 21st century eco-friendly home

<http://webecoist.momtastic.com/2013/07/08/green-home-of-the-future-12-revolutionary-domestic-inventions/>

MALAYSIAN PROPERTY NEWS

Malaysian property prices continue to rise

<http://www.globalpropertyguide.com/Asia/Malaysia/Price-History>

Malaysia or Singapore? - which one is the better bet for property investment

<http://www.propertyguru.com.my/blog/tag/malaysia-vs-singapore-which-has-a-better-property->

GLOBAL AND ASIAN PROPERTY NEWS

Where's the most expensive city in the world to buy property?

<http://www.globalpropertyguide.com/most-expensive-cities>

China's housing market continues to cool

www.investing.com/news/economy-news/china-housing-prices-slow-again-278327

ARCHITECTURE AND DESIGN

Centre of Infinity – Amazing futuristic home that defies gravity

<http://tinyurl.com/l3jc8ja>

Walls of green – bringing the environment inside to create your own vertical garden

<http://www.designrulz.com/design/2014/03/get-inspired-create-vertical-garden/>

INTERIOR AND DÉCOR

The bathroom you can write on

<http://www.digsdigs.com/unusual-bathroom-furniture-for-chalking-on-it/>

Our Favourite Web Links



At Eupe, we spend a lot of our time keeping up to date with the latest in design and décor as well as sustainability trends from around the world.

Here's some of our favourite web links. We think you'll like them too.

Distinctive Homes on the 'Head of the Dragon'



THE
somerset
LUXURY HILLTOP LIVING

Eupe's Somerset development in Sungai Petani breaks new ground in premium living in northern Malaysia. Somerset comprises a limited number of spacious homes with large, contemporary and airy indoor spaces that spill into outdoor terraces, as well as the extensive roof gardens that are a feature of each of the homes.

"The concept is one of openness, where the areas merge seamlessly into one another so as to increase flexibility of space usage", explains Eupe's Managing Director, Dato Beh Huck Lee.

"The flow of spaces, like the flow of chi, has been emphasized in the design for comfort and practicality. Light and air are key – with high ceilings and extensive use of glass to maximise natural lighting and flow of ventilation."

The development, which is now moving into its second stage, is situated on a hill just outside Eupe's Cinta Sayang Resort and its 200 acres of golf and recreational areas. Cutting into the hill has been minimised to maintain the original contours of the land and to maximise Somerset's sustainability credentials.

"We also call the development Head of the Dragon because of the natural contours that allow the homes to perch above the world. This not only gives Somerset a distinctive enclave feel but also naturally enhances the security of the precinct", said Dato Beh.

Traditional design principles merge with 21st century necessities with underground fibre-optic cabling providing the latest in high-speed connectivity. Stage One of the project was launched late 2013 and take-up has been strong. Registrations for Stage Two of the project opened in mid 2014.

"The strong response shows home buyers in the region want a distinctive type of premium housing which merges community living with safe, secure natural surrounds. The whole concept is based on effortless livability with an emphasis on difference", Dato Beh said.



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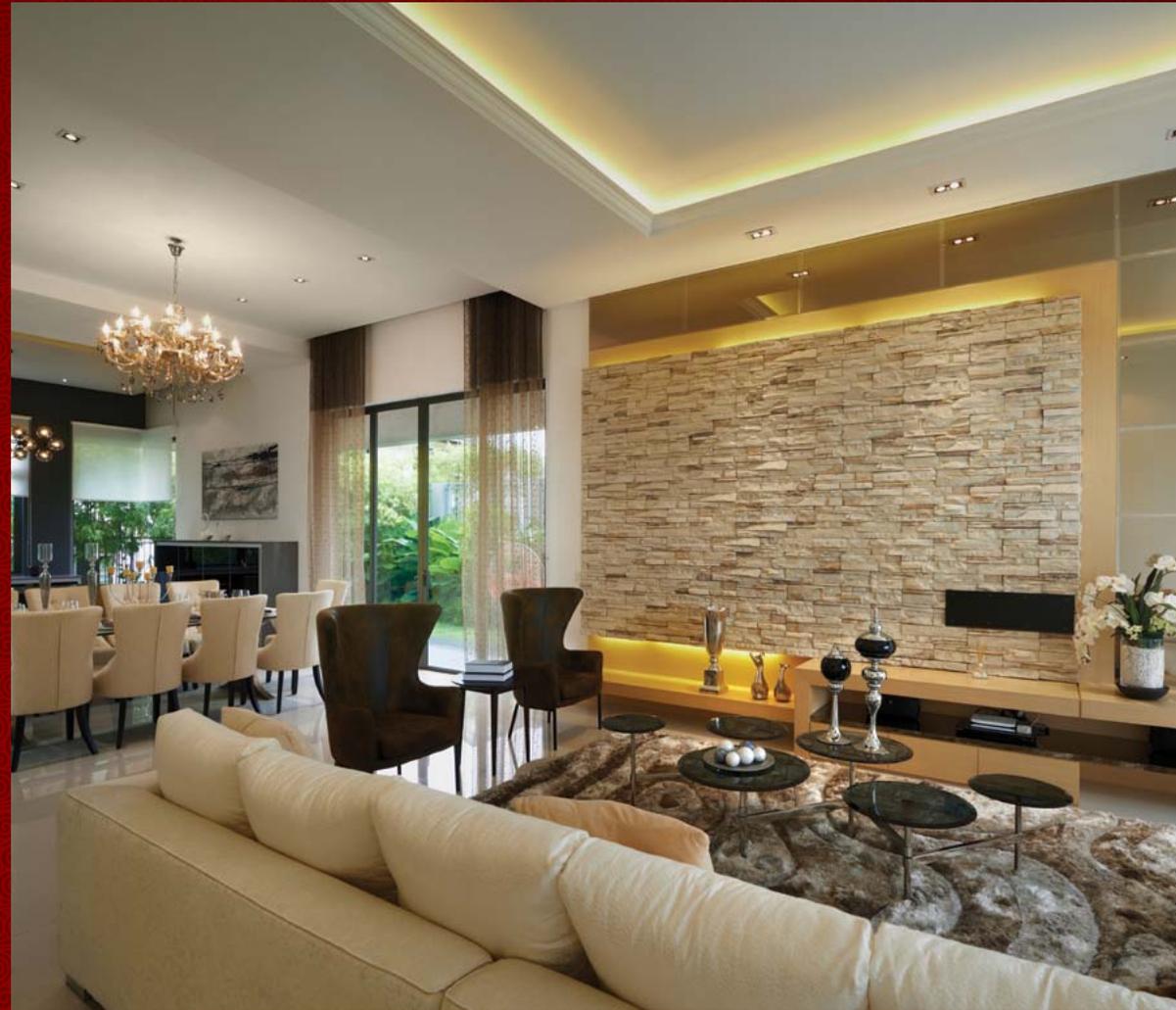


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Meet
the
people
behind
the
Eupe
name.



NICHALOUS FOO
GENERAL MANAGER
Eupe Corporation Berhad

What's your role at Eupe?

My overall role is to work directly with the Managing Director to achieve Eupe's long-term objectives.

My major, day-to-day responsibilities are to lead and monitor the company's operations.

I make sure we have strong internal and external coordination and communications so our planning, productivity and quality is always improving.

What attracted you to join Eupe?

Eupe is a company with great corporate vision and ambitious objectives. Its mission is to be the most trusted brand in the property sector.

I particularly like its commitment not just to value creation for customers and shareholders but also its commitment to positive values.

That's something very different in the property sector which is too often driven by short-term returns at the expense of long-term vision and values.

How did you start in the property industry?

Initially I started with a major Singapore property services' firm and then moved to private property development for a new challenge.

One of the first big developments I was involved in was a seafront urban renewal development in East Malaysia called Sandakan Harbour Square. The development successfully transformed the city landscape and won the commercial redevelopment category in CNBC Asia Pacific Property Awards in 2009.

I then moved to Dubai to work in what is one of the world's top international property and construction cities. Dubai's high speed of construction, innovative design and high quality standards have inspired me to always think outside the box and know it's always possible to make things happen - even if at first it might seem too difficult!

You spent three years working on property projects in China? What was the most interesting part of working in the world's fastest growing property sector?

China is a very interesting place in terms of doing business. To succeed, you have to think of China not as a single country or culture. That's because it is a country not just with a large area and population, it's also very diverse, particularly the differences in education and wealth. This means, to achieve success, it requires a very in-depth understanding of each individual business and market segment.

The Chinese are also very strategic and competitive when it comes to doing business there. So they're always exceeding expectations in terms of quality and bringing products to the market.

What's the biggest challenge in property development?

Every business needs to compete on time, cost and quality. The construction industry has extra challenges because it involves a high degree of hands-on labour and skill. So there is always the challenge of organising and training staff and workers for the specific requirements of each different project.

Every property development has its own unique challenges and each challenge needs its own strategic actions and decisions to keep things running smoothly. In business, you can't get every decision to be 100 per cent right but the worst decision is making no decision at all!

What advice would you give property buyers and investors in the current market?

The best piece of advice is don't wait to buy. Some are adopting the attitude of "look and see", thinking property prices are rising too fast and will have to reverse at some point and go down. But they won't.

History shows property prices rarely drop drastically and stay down. Even during the 1997 economic crisis and the GFC in 2008, the sudden slump in property prices was only short-term and affected only a few market segments. The introduction of the GST next year in Malaysia will put even more upward pressure on property prices.

What do you do in your spare time?

I like to read and socialise with friends. On vacation, I enjoy travelling overseas to new places as well as visiting friends and former colleagues in places where I've worked before.



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