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# Property TRUST

Building  
**LIFESTYLES**  
Building  
**TRUST**

 **EUPE** Vol.02  
CORPORATION BERHAD OCT - NOV 2014

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AT EUPE, WE SEE OUR  
ROLE AS PROPERTY  
DEVELOPERS DIFFERENTLY.

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We start from the belief that property developers have a special role in the community. That's because a home is the most important asset anyone can invest in. It's the place where we spend most of our time. It's the place where we raise our families and where we teach them about the world around them, as well as the values we believe are important.

So when we buy a home, we place a very high level of trust in the company that designs and builds it. That's why property development can't solely be about making profits, as it is unfortunately with many developers.

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WELCOME MESSAGE  
FROM THE

# Managing Director

DATO BEH HUCK LEE  
MANAGING DIRECTOR  
Eupe Corporation Berhad

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# Yes we aim

TO MAKE CONSISTENT RETURNS  
FOR OUR SHAREHOLDERS.

BUT AT EUPE WE BELIEVE THAT CAN ONLY HAPPEN IF STRIVING TO DELIVER ON THE TRUST GIVEN TO US BY OUR HOMEBUYERS IS AT THE CENTRE OF EVERYTHING WE DO.

We do this by listening carefully to potential buyers to find out exactly what their home and lifestyle aspirations are. Based on this feedback, we plan meticulously in terms of design and detail so we make sure these aspirations and dreams come to life.

We also understand that premium living should be affordable. So we go out of our way to make sure we create what we call 'shared value' with our buyers. This means us investing in additional features in each home and apartment to make sure it is both distinctive in terms of design and lifestyle, and lasting in terms of investment value.

Our commitment to trust also comes through with our focus on sustainability. Sustainability recognises that to be successful as a business, you need to be focussed on the long-term.

That is why we also build features and designs into all our developments that encourage sustainable and harmonious living. This approach can be seen in the way we carefully masterplan natural spaces and parklands in and around all our homes in a way that redefines the boundaries of natural living.

For example, our Sky Residences development in Sungai Petani was the first Malaysian residential building to be awarded a LEEDS accreditation - one of the most prestigious sustainability awards for buildings in the world.

Our focus on the long-term is very much the result of our history as a township developer. Our legacy is not just about building homes. It is also about building sustainable communities.

We are very much focussed on bringing our different approach to property development to Kuala Lumpur with our first two residential projects there – Novum in South Bangsar and The Weave in Cheras, which are being launched soon.

Sustainability and delivering on trust is very much at the heart of the two developments – as the articles on both projects in this edition of Property Trust show.

All of this combines into a philosophy and approach to residential development that I believe will be unique in Kuala Lumpur.

# Eupe launches

## ITS OWN APP

### EUPE NOW HAS ITS VERY OWN APP!

The free app means you can now have all the latest information about Eupe's projects at your fingertips.

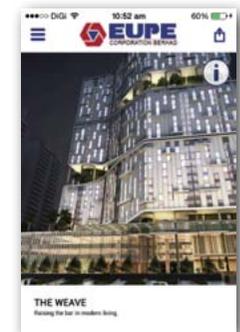
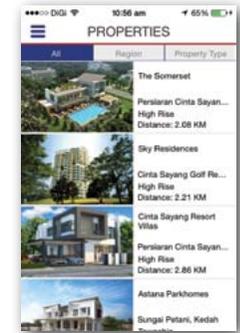
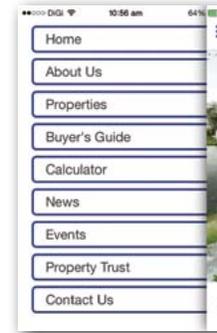
The Eupe app is part of our commitment to broaden our digital presence in a world where more people are now going online to find their next home and investment property.

When you download the app, you'll get access to:

- Latest information and updates on all Eupe's residential projects.
- Projected selling prices of our current projects.
- A handy calculator to work out financing.

You also have the option to have the latest information from Eupe sent to you directly to your phone.

SO JOIN US ON



THE EUPE APP  
IS NOW AVAILABLE AT THE APP STORE



# Eupe Wins

## NATIONAL TOWNSHIP AWARD



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EUPE HAS BEEN AWARDED THE PIE (PINNACLE OF INTERNATIONAL EXCELLENCE) AWARD FOR TOWNSHIP DEVELOPMENT IN MALAYSIA.

This is the first time the award, which is organised by Essence magazine, has been made. Eupe was selected as the winner of the award in recognition of nearly 30 years as a major township developer in Kedah. During this time, the company has built more than 20,000 homes - 9,000 of these have been low-cost. This has given thousands of families in the region the opportunity to enter the property market and build a solid future.

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The award is not only a strong acknowledgement of the ongoing importance of Eupe's township projects to the company. It also underlines Eupe's major contribution to the economic and social development of northern Malaysia over the past three decades.

Accepting the award at a gala award's ceremony in Penang, Eupe Managing Director Dato Beh Huck Lee said the award recognises the company's extensive experience and track record as one of Malaysia's leading township developers.

*'Importantly, it recognises that our success is the result of our core value of trust', Dato Beh said. 'Building and sustaining trust with all our customers and stakeholders is at the core of Eupe's mission and vision. It's about building better, stronger communities based on strong values.'*

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# NOVUM

SOUTH BANGSAR

## GOING BEYOND EXPECTATIONS

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Novum – one of Eupe’s two exciting developments planned for Kuala Lumpur – will symbolise all that is ‘new’ in contemporary living.

In the process, it promises to redefine the identity of one of Malaysia’s most sought after city areas.

The project is located in the newly-emerging South Bangsar area - adjacent to Bangsar, Kuala Lumpur’s most prestigious suburb.

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NOVUM HAS BEEN DESIGNED WITH THE SAME VALUES WE HAVE BUILT INTO ALL OUR DEVELOPMENTS.

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Eupe's Managing Director, Dato Beh Huck Lee said, 'Novum has been carefully chosen as the name of the building because it symbolises all that is different about the project, as well as the company's approach to property development.'

'Novum is Latin for 'new innovation' and we have named it that because we want it to represent a new apex for city living', Dato Beh said.

It will push innovation and creativity to new limits.

That's in line with Eupe's philosophy of embodying the best in new thinking, innovative design and meticulous planning in all our residential developments.

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## NOVUM WILL DEFINE SOUTH BANGSAR AS ONE OF KUALA LUMPUR'S NEW AND HAPPENING PRECINCTS.

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Dato Beh said Novum has been designed and planned to represent 'new' in three distinctive ways.

First we see Novum, with its iconic architectural design and stylish, contemporary interiors as playing a major part in defining South Bangsar as one of Kuala Lumpur's new and happening precincts.

Second, Novum will be offering the latest in what we term the 'new lifestyle', through its integrated facilities and living spaces that cater for every contemporary lifestyle need and aspiration.

And third, it will bring the latest and best in what we call the 'new digital life'. This means using the best in latest technologies, seamlessly weaved into all aspects of living, to create new levels of 21st century connectivity and convenience.

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NOVUM CONTINUES EUPE'S  
TRADITION OF PROVIDING  
INNOVATIVE, CONTEMPORARY  
LIVING SOLUTIONS.

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'Our core value is trust', he said.

'As a property developer, we aim to play a trusted role in providing high-quality, distinctive yet affordable residential living that will benefit not only our homebuyers and investors, but also the community in the long term.'

'All this means Novum has been designed with the same values and commitment we have built into all our developments which have won us the accolade of being one of Malaysia's top property developers.'

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# NOVUM – DESIGNED AND PLANNED TO REPRESENT 'NEW' IN THREE DISTINCTIVE WAYS.

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## **NOVUM IS THE NEW BANGSAR**

Novum will capture the spirit of South Bangsar - a new and happening part of Kuala Lumpur's most sought after location. Novum's iconic design and the latest in contemporary facilities and conveniences will define this exciting new precinct for years to come.

## **NOVUM IS THE NEW LIFESTYLE**

Novum will offer the latest in lifestyle facilities that redefine 21st century living. There are 'moodscapes' to cater for every lifestyle need, from tranquil spaces for quiet moments to shared spaces you can enjoy with those closest to you, to active spaces for all your fitness and wellbeing needs. Lifestyle areas will be wired for virtual networking, keeping the world at your fingertips while you enjoy real-life networking with friends and family.

## **NOVUM IS THE NEW DIGITAL LIFE**

Novum will bring residents the best in digital life. Novum will have a dedicated connectivity centre where you'll have access to the fastest available internet connection, as well as digital facilities including state-of-the-art video conferencing. Novum will also have its very own portal service to provide residents with a fast and convenient online gateway to make all those important arrangements like dining reservations, movie tickets or ordering groceries. Novum is all about taking urban living to new levels of connectedness and convenience.

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For sales inquiries,  
please contact:

03 6211 1857 or Eric Choong on 016 220 4209



THE WEAWE  
Cheras · Kuala Lumpur

# EVERY LIFESTYLE ASPIRATION IS COVERED

A full array of facilities that cater for every lifestyle need will be a key feature of The Weave - Eupe's iconic new residential development in Cheras.



## THE PROJECT'S MOTTO IS 'IT'S ALL ABOUT YOU.'

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The Weave will offer over 20 different facilities, ranging from gyms, swimming pools, gardens, terraces and playgrounds.

The Weave's Project and Marketing Manager, Mr Daniel Tan said the project has been carefully planned to be totally people-focused, with each facility aimed at turning spare time into quality time.

'Whether you're wanting to work out, share family moments or just relax and focus on your natural wellbeing there's a host of facilities for every lifestyle aspiration.'

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'WE'VE DESIGNED THE WEAVE'S FACILITIES SO THEY COME TOGETHER INTO THREE DISTINCT ZONES – ACTIVE, PASSIVE AND HEALTHY.'

## ACTIVE ZONE

- 1/2 Olympic Swimming Pool
- Sky Gym
- Children's Play Pool
- Family Jacuzzi
- Reading Room And Reading Pod
- Nursery And Kid's Club
- Kid's Gym
- Games And Xbox Room
- Children's Playground
- Seniors' Fitness Garden
- Pets' Corner
- Pets' Gym

## PASSIVE ZONE

- Sky Terrace
- Reading Pods
- Palm Garden
- BBQ Terrace
- Aroma Garden
- Garden Terrace

## HEALTHY ZONE

- Hydrotherapy Spa
- Private Yoga Space
- Tai Chi Gardens
- Dance Studio
- Family Jacuzzi
- Seniors' Fitness
- Kid's Gym

Mr Tan said the Active Zone will be focused on recreational fun like swimming in The Weave's luxurious pool, a specifically-fitted gym for children and a purpose-built fitness garden for seniors.

The Passive Zone, featuring gardens and reading nooks, is reserved for quieter moments to relax and reflect or catch up with daily news.

The Healthy Zone will balance vibrant city living and natural wellbeing with facilities like yoga spaces, a spa and jacuzzi and tai chi gardens for residents to enjoy.

'With The Weave, Eupe is raising the bar for modern living to offer maximum enjoyment for family, community, convenience and security', Mr Tan said.

'This is where the best things in life are woven together at one iconic, residential landmark in the heart of Cheras.'

For sales inquiries, please contact:

Brendon Low on 012-646 8861

Danniel Tan on 012-423 6662

SNEAK  
PREVIEW

THE  
WEAVE  
SHOW  
GALLERY

DATE:  
8 NOVEMBER 2014

TIME:  
10AM – 6PM

VENUE:  
WISMA TT, 185-5, 5TH FLOOR,  
JALAN LANCANG,  
TAMAN SERI BAHTERA,  
CHERAS, KUALA LUMPUR



# EUPE MARKS A MAJOR MILESTONE WITH THE PREVIEW LAUNCH OF ITS SHOW GALLERY FOR THE WEAVE ON 8 NOVEMBER.



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This is Eupe's first ever show gallery opening in Kuala Lumpur and aims to highlight not only the distinctive design and lifestyle features of The Weave project in Cheras.

'We want to show the Kuala Lumpur property market that Eupe is bringing something unique to Malaysia's capital', said Mr Danniell Tan, The Weave's Project and Marketing Manager.

'The show gallery, like all our projects, is all about innovative and stylish development that raises the bar on contemporary living.'

'It highlights many of the unique features of Eupe's approach to building premium lifestyles and how they have been applied to The Weave.'

These include a modernised interior with a beautifully balanced colour scheme of whites, gray, taupe, brown and charcoal, extended spaces that flow effortlessly into each other and natural textured wood-grained finishes.

'Everything has been carefully thought of and designed so we give buyers premium quality yet flexibility', Mr Tan said.

'We're looking forward to hearing what people say – we think they'll be impressed. We also want to hear their feedback.'

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# Eupe Social Media !

## LATEST NEWS

Our Facebook and Twitter pages feature the best design, sustainability and property news from Malaysia and around the world.

Our Facebook site now has over 20,000 likes and we're pleased we're able to share with more and more people the latest in architectural and property design and trends with more and more people.

For regular updates and posts, join us on Facebook and Twitter.

Here's a selection of our most popular online posts over the past three months.

## SUSTAINABILITY

**Sky Residences, designed and built by Eupe, providing a holistic living experience**

<https://www.facebook.com/eupecorpbhd/posts/360341654113959>

**Simple ways to save energy**

<http://www.designrulz.com/design/2013/05/plug-it-on-the-window-charge-your-device-by-using-solar-energy/>

**Beautiful, environmentally-friendly house in Venice, USA**

<http://www.designrulz.com/design/2013/05/environmentally-friendly-house-smith-clementi-residence-by-rios-clementi-hale-studios/>

**Brilliant ideas for DIY green living walls**

<http://www.designrulz.com/design/2013/09/cool-diy-green-living-wall-projects-for-your-home/>

## INTERIOR AND DÉCOR

**Hottest bathroom trends to follow in 2014**

<http://freshome.com/2014/03/10/15-hottest-fresh-bathroom-trends-2014/>

**Awesome superhero-themed house that any Marvel fan would want**

<http://www.home-designing.com/2014/07/fabulous-marvel-heroes-themed-house-with-cement-finish-and-industrial-feel>

**Inspiring feature wall to liven up tired interiors**

<http://www.home-designing.com/2012/07/unique-wall-texturing-examples>

**Newest bedrooms to fall in love with**

<http://www.home-designing.com/2014/06/25-newest-bedrooms-that-we-are-in-love-with>

## EXTERIOR AND LANDSCAPING

**Delightful modern landscape design ideas for your backyard**

<http://www.home-designing.com/2014/06/modern-landscape-design-ideas-from-rolling-stone-landscapes>

**Garden design ideas to style up your backyard**

<http://www.designrulz.com/design/2014/06/30-garden-design-ideas-style-backyard-ii/>

## ARCHITECTURE AND DESIGN

**The Somerset - showcasing Eupe's commitment to innovative design and lifestyles**

<https://www.facebook.com/eupecorpbhd/posts/358768997604558>

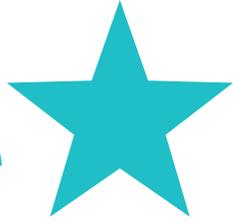
**10 dream homes with fabulous panoramas capture the spirit of modern living**

<http://www.designrulz.com/design/2014/06/10-dream-homes-stunning-panoramas/>

**Beautiful beach house inspired by the ocean's waves**

<http://inhabitat.com/gorgeous-iniala-beach-house-was-inspired-by-the-oceans-waves/>

# Our Favourite Web Links



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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.

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# A PLACE TO LIVE & PLAY

Eupe has become known as one of Malaysia's most innovative property developers – and for good reason. Its reputation for raising the bar on contemporary living with cutting edge design and meticulous planning is again underlined with its Cinta Sayang Resort Villas project. Situated in Sungai Petani in the northern state of Kedah, the project has been designed around creating architectural-themed streetscapes.





THE TWO  
ARCHITECTURAL  
THEMES ARE  
DANCING CUBES AND  
LOFT HOMES.

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Eupe's Corporate Manager of Marketing and Design, Datin Michelle Gan, said the project's Dancing Cubes concept – incorporated into the design of its zero-lot bungalows - gave the overall project a distinctively themed look. 'The cube concept is positioned differently with each of the bungalows and forms an architectural statement that makes every unit a unique work of art', she said.

'The true impact of the cube concept becomes apparent from the street where you see the cubes 'dance' along the streetscape.' The project, also designed around a circular park branching into the development's smaller streets, also places a premium on open concept living. Each of the homes is designed with spacious comfort in mind that can accommodate a range of design and lifestyle options.

'WE WANT RESIDENTS TO FEEL AS THOUGH THEY ARE IN A SANCTUARY OF SPACE, PRIVACY AND CONVENIENCE,' DATIN MICHELLE SAID.

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Cinta Sayang Resort Villas is also immediately adjacent to the 200-acre greens of Cinta Sayang Resort as well as the Carnivall water theme park. This will give residents access to full resort facilities, including an international-class golf course, archery, swimming and tennis.

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The entire development will be encompassed by a gated and guarded perimeter. Homes also come with fibre optic cabling for high speed internet access. Resort Villas was launched in May and has already attracted significant buyer interest.

All 60 homes comprising the project's first stage were sold within the first week of the launch. The second stage of the project is expected to be launched later this year.

FOR INQUIRIES, PLEASE CONTACT  
**04-4414 888**

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# Meet the people behind the Eupe name.

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*How long have you been working at Eupe?*

*Why did you join the company?*

**Ryan:** I joined Eupe three years ago which was straight after I graduated. I like its values and also because it sets very high aims to be the best in everything it does.

**Yap:** I first joined Eupe as an intern in the marketing department. After I finished my internship Eupe offered me a post as marketing executive so I must have done a good job! I discovered I was very interested in property and there's a lot of potential for growth with Eupe. So I took the offer!

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RYAN TAN (left) &  
CHING YAP OOI (right)  
SOCIAL MEDIA MANAGERS  
Eupe Corporation Berhad

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***What does your role as Eupe's social media managers involve?***

**Ryan:** My role is to create a strong online brand presence for Eupe and think of ways to engage with our followers and other people interested in our company. Social media is a good way of keeping track of customer issues and customer satisfaction so that's also a very important part of the role.

**Yap:** With Ryan, my role is co-ordinating Eupe's growing social media activities which includes the company's website, Facebook, Twitter as well as our new mobile app. Social media is becoming more and more important so we need to stay ahead of any online news that may have an impact on the company, as well as share useful information and tips with our customers through our Facebook and Twitter pages.

***Why is using social media so important to Eupe?***

**Ryan:** Social media is great for instant two-way communication between business and the public. It's also the most cost-effective way to reach existing and potential new customers as well as getting direct feedback.

**Yap:** It's the easiest way for us to connect our company with people around Malaysia, especially in Kuala Lumpur where Eupe is moving into with new developments.

***How do you find the news and information to post on Eupe's social media platforms?***

**Ryan:** There are some very good design websites such as Design Ruiz, Web Urbanist and Inhabitat which I always go back to. Onekind Design and Freshome also have a lot of really good content as well.

**Yap:** I do a lot of surfing on the net to find the latest interior or architectural design ideas and concepts from around the world. I also find a lot of good information through Facebook as well as through posts on home design that people like to share.

***What are the key ingredients to a successful social media presence?***

**Ryan:** To generate a successful social media presence, you need loyal followers that enjoy and look forward to your posts. That means you have to spend time looking for and post content that's different and consistently interesting.

**Yap:** I agree, the key ingredients for social media success is the quality of content, as well as consistency of engagement. Good content grabs people's attention. But consistency is just as important to remind people who you are and what you stand for.

***What sort of social media or websites do you follow in your spare time when you're not following property trends and news?***

**Ryan:** I follow quite a lot of social media sites, but I particularly like surfing, travel and movie sites as well as e-newspapers.

**Yap:** I like entertainment and music sites - they're a really good way to relax after work.

# NOVUM

SOUTH BANGSAR

## GOING BEYOND YOUR EXPECTATIONS



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