

Property TRUST

REACH FOR THE SKY:

Setting New Eco-Design
Benchmarks

Inside this edition:

- | Eupe supports young filmmakers at Tropfest
- | Latest artist's impressions of Novum - Going beyond expectations
- | It's all about you at The Weave - The best in contemporary facilities

 **EUPE** Vol.04
Building Lifestyles, Building Trust APR - MAY 2015

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Welcome Message From The MANAGING DIRECTOR

Eupe has been in business for nearly 30 years.

Over that time we have built more than 20,000 quality homes.

In the process, we've realised the lifestyle dreams of tens of thousands of Malaysians.

In a world of constant change, I consider one of Eupe's biggest achievements to be continuity.

Over the past three decades, our track record as a respected developer in northern Malaysia has been based on an ongoing commitment to strong, traditional values.

These values have trust as their centre.

Trust is not only about good intentions. It's about delivering on what we say we are going to do.

As I've mentioned before in these pages, the world of property development often puts an imbalanced emphasis on short-term profits.

The result is that building trust between the developer and the home buyers is overlooked.



DATO'
BEH HUCK LEE

MANAGING DIRECTOR
Eupe Corporation Berhad

Building trust means paying close attention to the needs of our customers when they tell us what they want from their new home.

It means saying what we mean and doing what we say when we tell potential home and apartment buyers they are getting the best when they invest in a Eupe property.

At the same time, our commitment to building trust means a commitment to progress and innovation.

We've always striven to deliver the best in innovative design and lifestyle solutions rather than just meeting basic benchmarks.

The two key parts of our company – continuity and innovation – are reflected in Eupe's new logo which we've just unveiled.

Our previous logo has served us well for nearly 20 years.

But we decided to update it to reflect the fact that Eupe is evolving in new directions – while staying true to our core values.

Over the next few years we'll be expanding our footprint from our home base in northern Malaysia into Kuala Lumpur.

We'll be creating major new condominium developments in Malaysia's capital that aim to raise the bar on contemporary living.

I believe we will stand out and succeed in a very competitive market because our trust-focussed approach to building innovative lifestyles will set us apart from others.

In short, continuity and innovation has been the two strengths that have defined us as one of northern Malaysia's most respected developers.

And they will continue to define us and our unique approach to property development well into the future.

Continuity and innovation have been the two strengths that have defined Eupe as one of northern Malaysia's most respected developers

This edition of Property Trust showcases our Sky Residences development in our home town of Sungai Petani, Kedah.

Completed in 2010, Sky is not only the first high-rise apartment building in what is one of Malaysia's fastest-growing regional centres.

It was also the first building accredited in Malaysia with the prestigious, international 'green' building standard LEED (which stands for Leadership in Energy and Environmental Design).

Set amongst the tranquil greens of a quiet part of Sungai Petani, Sky Residence's location reflects Eupe's proud legacy as a township developer.

But its ground-breaking LEED accreditation also reflects our continuing drive to set new directions and benchmarks for others to follow.



Building Lifestyles, Building Trust

EUPE'S NEW LOGO

A new look and a new commitment to
Innovation, Sustainability and Trust

The new Eupe logo is a mix of tradition and the new - reflecting the company's commitment to continuity and innovation.

Important elements of the previous logo, including Eupe's colours of blue and red, have stayed the same.

This reflects the fact that the company - despite the changes it is now going through - remains focussed on the same values and principles that have served it well for nearly 30 years.

But we've replaced the red and blue hexagon in the old logo with a simpler shape made up of linked red and blue threads.

This new shape stands for a company that is moving forward together in purposeful new directions.

The new logo also highlights Eupe's key mission and values statement – Building Lifestyles, Building Trust.

Building Hope 与您同心 charity Fair 慈善义卖会



Community Receives

A HELPING HAND FROM EUPE

Over RM 50,000 raised from the Building Hope Charity Fair, organised by Eupe, has been given to local community groups.

The four organisations receiving the donations – an orphanage, a school, an elderly people's home and a group providing dialysis services - are from Eupe's home town of Sungai Petani.





2



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Each of the groups were handed cheques by Eupe for between RM 2,000 and RM 30,000.

Madam Khor Kwee Gaik, the principle of the Happy Retirement Home which received RM 10,000, expressed her thanks to Eupe's staff.

"We appreciate Eupe's support very much", she said.

"It was a very kind-hearted gesture by Eupe's staff to organise the Fair and donate to us and other community groups."

Dato' Beh Heng Teong, the Chairman of Pusat Hemodialisis Beng Siew which received RM 30,000 to fund its dialysis services, said Eupe was setting an example for other companies to follow.

"Businesses rely on the community for their livelihood so they have an obligation to dedicate themselves to the community.

We hope more businesses can practise this approach and contribute more to the society."

The Building Hope Charity Fair, which attracted more than 700 people was held on 20th December at Eupe's headquarters at Wisma Ria in Sungai Petani.

The Fair included family fun activities, food and drink stalls and other fund-raising events and activities.

The event was part of Eupe's Sustainability Program which aims to build stronger communities.

1. Dato' Beh Heng Teong, deputy chairman of Pusat Hemodialisis Beng Siew, accepts a Building Hope cheque from Eupe representative, Mr. Low.
2. Ms. Cheah Lay Lee from Persatuan Kanak-Kanak Khas Sungai Petani being presented with a Building Hope cheque.
3. En. Muhamad Khadapi bin Mohamad Nor from the Sekolah Tahfiz Al-Quran dan Hadith Al-Hafiz with Mr. Low.
4. Madam Khor Kwee Gaik from the Happy Retirement Home with Mr. Low.



Members of the Motion Picture Association gather at the Tropfest finals

TROPFEST
SOUTH EAST ASIA
THE WORLD'S LARGEST SHORT FILM FESTIVAL
FEBRUARY 1 2015
ESPLANADE PENANG

EUPE SUPPORTS TROPFEST

Malaysia's Premier Short Film Festival



Crowds enjoying the 2015 Tropfest SEA finals

Tropfest SEA unearths the best young filmmakers in Malaysia and South-East Asia.

Which is why Eupe was proud to be a major sponsor of Tropfest SEA held at The Esplanade in Penang on 1st February.

Approximately 10,000 people attended the event where 16 finalists vied for the crown of 2015 Tropfest winner.

Tropfest SEA invites emerging filmmakers in South East Asia to make and submit a 7-minute film based on a theme nominated by the organisers.

This year's competition asked entrants to make a short film based on the theme of 'wheel'.

Tropfest 2015 attracted more than 1,000 entrants from Malaysia, Cambodia, Indonesia and Vietnam.



Tropfest SEA judges with Penang Chief Minister Lim Guan Eng



Tropfest organiser Joe Sidek with international guests



Eupe's tent at Tropfest

"It was great to see so much creativity and passion being packed into such short films", he said.

"The very high standard of the short films by 16 finalists underlines just how much filmmaking talent we have in Malaysia and South-East Asia generally."



Internationally acclaimed cinematographer Christopher Doyle speaking at the finals.

Similar Tropfest short-film competitions are held every year in America, Australia and the Middle East, attracting widespread attention from film lovers and filmmakers alike.

It has also become a launch pad for many young filmmakers seeking to make a permanent career in film.

Managing Director, Dato' Beh Huck Lee, said Eupe was thrilled to be part of Tropfest SEA this year, saying it aligned with the company's objective of building stronger communities through major cultural events.



Winners of Tropfest SEA (left to right): Jake Soriano (2nd), Polen Ly(1st), Somchanrith Chap (3rd)



THE WEAVE
Cheras · Kuala Lumpur

It's All About You:

WEAVING IT ALL TOGETHER

at The Weave

The Weave takes its "It's all about you" motto to new heights –
by making it all about what matters to you:

- your family,
- your community,
- your convenience,
- your security.

The Weave will have four lifestyle zones (Active, Healthy, Passive and Leisure)



The Best In Modern Facilities

Leisure Zone

Ground Floor

1. Interlace Garden
2. Children's Playground
3. Pets Gym / Pets Corner

Active Zone

5th Floor

- | | |
|------------------------------|-------------------------|
| 4. 1/2 Olympic Size Lap Pool | 11. Tea & Party Garden |
| 5. Kids Splash Pool | 12. Function Hall |
| 6. Sun Deck | 13. Nursery / Kids Club |
| 7. Jacuzzi & Shallow Pool | 14. Lifestyle Café |
| 8. Playhouse | 15. Entertainment Room |
| 9. Children's Playground | 16. X-Box Games Room |
| 10. Umbrella Deck | |

Passive Zone

14th Floor

17. Hammock Garden
18. Reading Pods
19. Potpourri Garden
20. Family Lounge
21. BBQ Place

Healthy Zone

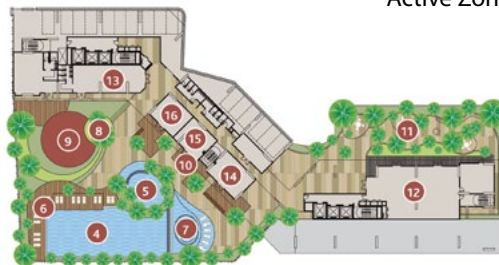
25th Floor

- | | |
|----------------------|---------------------------|
| 22. Floating Sky Gym | 28. Kids Gym |
| 23. Water Lounge | 29. Senior Gym |
| 24. Hydrotherapy Spa | 30. Dance Studio |
| 25. Yoga Deck | 31. Reflexology Foot Path |
| 26. Chillax Corner | 32. Reading Room |
| 27. Tai Chi Lawn | |

Leisure Zone



Active Zone



Passive Zone



Healthy Zone



Stay active and strengthen family ties in the Active Zone – with a 25m lap pool to keep you fit whilst your kids can enjoy the splash pool or playground and your parents the jacuzzi.

Or work out in the Healthy Zone in the sky gym whilst the kids ham it up in their very own kids' gym and the parents in the senior gym/ taichi lawn. Then cool down in the water lounge and hydrotherapy spa.

For some downtime with the clan, head to the Passive Zone to chill in the family lounge and hammock garden. Exchange tales, read stories, enjoy moments of togetherness.

Celebrate community! Get together with neighbours and friends in the many gardens or the BBQ place in the Passive Zone where decks and gardens have been designed with nooks for gatherings. Chill with friends. Chat with neighbours.

Get groups together to stretch at the yoga deck, dance at the taichi lawn, or stroll at the pets corner with furry friends – the list is endless.

And for moments of much needed solitude, escape with a book to the reading rooms and pods which afford moments of quiet reflection.

The Weave's Passive Zone

Whether it's a place to work out, chill, or get together, everything is at your doorstep. Strengthen family ties, get the community together, celebrate life – The Weave has been tailored to make living life to its fullest as convenient as possible for you.

All in a secure environment within an architectural statement in the heart of Cheras. A convenient location with a park just outside and a stone's throw from schools, shopping, medical centres and entertainment. Live in an icon which will weave it all together.

For sales inquiries, please contact:
Brendon Low • 012-646 8861
Danniel Tan • 012-423 6662

NOVUM

SOUTH BANGSAR

Novum's LIFESTYLE INNOVATIONS On Full Display

These are the full set of new artist's impressions highlighting the design quality and lifestyle innovation that will be integral to Eupe's Novum development in South Bangsar.

The 10 impressions complete an impressive picture of a project that will be true to the Latin meaning of its name – 'New Innovation'.

The renderings highlight exactly why Novum will set new benchmarks for urban living in one of Kuala Lumpur's most sought-after suburbs.

The first two artist's impressions (1 and 2) show how Novum will represent the 'New Bangsar' with its iconic, bold architectural design that will set it apart from other residential developments in the area.





Novum's wide range of facilities represent the 'New Lifestyle'

The artist's impressions also highlight the wide range of facilities that will distinguish Novum as a leading edge residential project representing the 'New Lifestyle'.

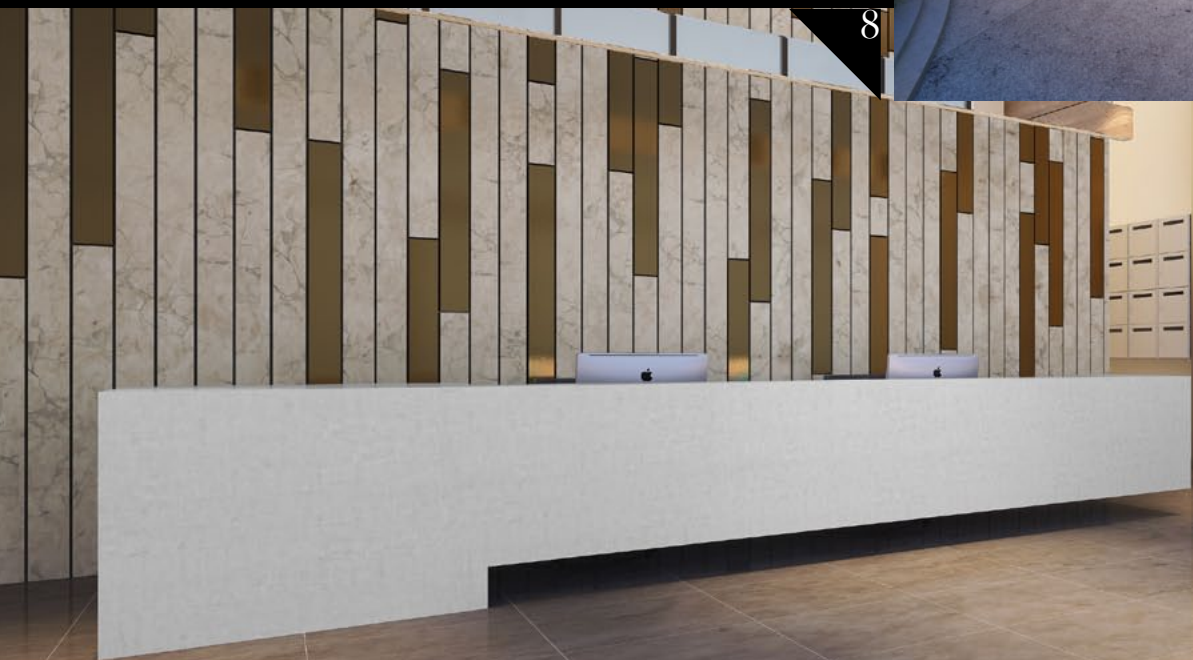
The artist's impressions include stunning vistas of Novum's pool areas (3 and 4); the Celebrity Kitchen (5), the Ground Floor Sunken Sitting Areas adjacent to the Kindergarten and Children's Play Area (6), and the Acupuncture Walk (7), one of the many relaxation and rejuvenation areas available for residents at Novum.



6



7



8



The final three artist's impressions show the quality of design detail and space that will be incorporated into common areas such as the Lobby Areas (8) as well as the Bedroom and Living Room interiors (9 and 10) of each Novum residence.



The artist's impressions highlight why Novum will be an iconic building for the area

Eupe's General Manager, Mr. Nic Foo, said the artist's impressions captured the distinctive nature of Novum as a landmark development for Malaysia's capital.

"The impressions highlight just why Novum will be an iconic building in the area and the detail we have focussed on in order to set new benchmarks for achieving the best in contemporary lifestyle.

We think the pictures speak for themselves."

For sales inquiries, please contact:
Eric Choong • 016-220 4209

NOVUM NOW HAS ITS OWN WEBSITE!

People interested in buying a new residence at, or simply investing in Novum, now can visit Novum's very own website for all the latest news and information.

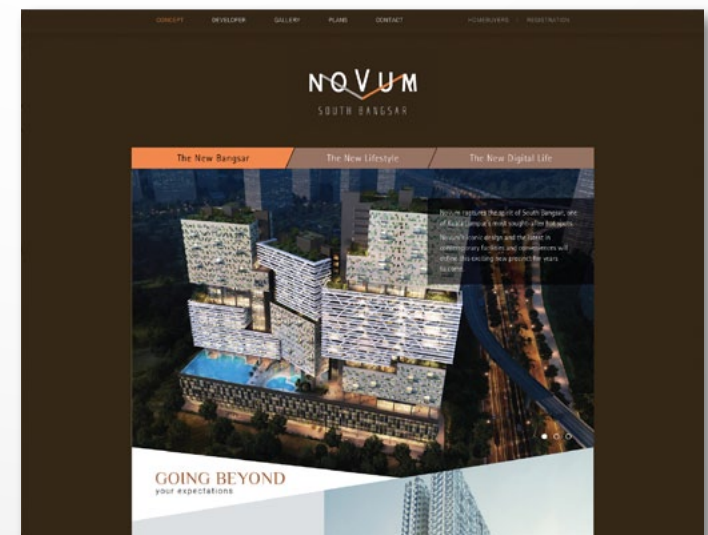
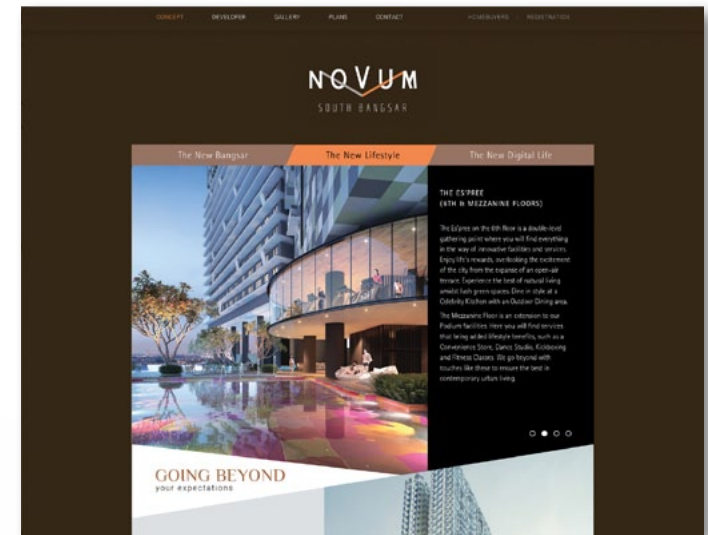
The website includes:

- Artist's impressions of Novum
- Information about its many facilities and design features
- Residence floor plans;
- Buyer's information, including a handy loan calculator; and
- Information about Eupe and its other developments;

You can also use the website to register your interest in buying at Novum, or to receive future updates on Eupe's existing and future property projects.

The website can be found at

www.novum.com.my



OUR MOST POPULAR SOCIAL MEDIA POSTS

Architecture and Design

Warehouse loft gets new lease of life with great use of a glass roof and light well.

<http://weburbanist.com/2015/02/19/sunken-sky-courtyard-light-well-suspended-in-warehouse-loft/>

Ever thought about living in a 'see-through' house? Take a look at this beautiful and boldly open design that still lets you keep your privacy.

<http://weburbanist.com/2014/10/28/transparent-home-glass-dwelling-puts-urban-life-on-display/>

Elegant yet simple Taiwan house shows how 'Asian minimalism' is done!

<http://www.home-designing.com/2014/12/taipei-home-showcases-asian-minimalist-influences>

Beautiful house in the Arizona desert – inspired by geometry and the vast, natural spaces around it.

<http://freshome.com/2015/02/13/visionary-courtyard-house-piercing-the-deserts-of-arizona/>

Sustainability

Yet another eco-friendly, 'zero emission' house – this one's from Norway

<http://www.architecturendesign.net/the-zero-emission-house-by-snohetta-zeb-pilot-house/>

Don't throw your toilet paper rolls away! Here's some creative ideas to décor your home with 'toilet roll' art.

<http://www.architecturendesign.net/30-homemade-toilet-paper-roll-art-ideas-for-your-wall-decor/>

New innovative glass roof tiles that help make your home energy-efficient.

<http://freshome.com/2014/12/17/solar-heating-just-got-stylish-innovative-glass-roof-tiles-for-energy-efficient-homes/>

Secluded, sprawling Colorado cabin a perfect showcase for combining natural wood and rustic design.

<http://www.home-designing.com/2015/01/gorgeous-colorado-cabin-secluded-among-the-trees>

Interior and Decor

Japanese gardens are designed to relax the mind. Here are some great tips for you to create your own Zen haven.

<http://freshome.com/2015/01/22/how-to-create-your-own-japanese-garden/>

Create a welcoming atmosphere in your living area with these marvellous sofa concepts.

<http://www.home-designing.com/2014/11/21-relaxing-living-rooms-with-gorgeous-modern-sofas>

Don't have a big budget for designing your living room? Here are some tips to style up your living at an affordable cost.

<http://www.architecturedesign.net/15-ideal-designs-for-low-budget-living-rooms/>

Eupe Projects

A place to live and play - Cinta Sayang Resort Villas - one of the Eupe's premier projects in Sungai Petani.

<http://eupe.com.my/project/cinta-sayang-resort-villas/>

Luxury living immersed in nature at Hillpark Residences

<http://www.sunrisemanner.com/>

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THE EUPE APP
IS NOW AVAILABLE AT THE APP STORE

www.fastcoexist.com

www.architecturendesign.net

www.weburbanist.com

www.home-designing.com

www.icreated.com

www.inhabitat.com

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.

If you have a design and decor web link you'd like to share with us, please let us know via our Facebook or Twitter sites.



REACHING FOR THE SKY

Eupe Sets New Benchmarks For
Environmental Design

Overlooking the lush greens of a tranquil precinct in Sungai Petani is one of northern Malaysia's most distinctive and innovative buildings.

Eupe designed, built and completed Sky Residences as the first high-rise apartment building in Kedah's major population centre in 2010.

Sky Residences, which includes 88 apartments over 18 levels, also holds the distinction of being the first LEED accredited building in Malaysia.

LEED is a highly regarded, global accreditation scheme that recognises only those buildings that meet the most stringent and innovative environmental standards and credentials.

LEED stands for Leadership in Energy and Environmental Design.

As Eupe's Managing Director, Dato' Beh Huck Lee said, Sky Residences was designed from the ground up to be an iconic development not just for northern Malaysia, but the whole of the country.

"Sky was designed to set new benchmarks for sustainable property design and holistic living in Malaysia.

People are now wanting much more from property developments, over and above a convenient lifestyle environment and a sound investment.

With climate change and depleting natural resources becoming more important in the public mind, property developers need to offer more in terms of sustainable development and design.

Malaysia is catching up on a lot of sustainable trends around the world.

But these standards are always being raised so as property developers, we need to continually seek out and set new benchmarks."



The sun setting over Mount Jerai, as viewed from the 18th floor of Sky Residences

Striving for LEED accreditation not only meant creating naturally-flowing living spaces that save on energy usage as well as maintenance costs.

Sky was also designed to create a building that positively impacts the health and well-being of its residents.

Thus, the building was carefully designed and scientifically tested to harvest maximum levels of light and air from its natural surroundings.

This increases healthy air flow and ventilation as well as day-long exposure to natural light.

This in turn means a more natural, life-enhancing environment.



The open reception relies on natural airflow instead of air conditioning to cool it

The building was also constructed entirely from non-toxic building materials.

Being adjacent to the golf greens of Cinta Sayang Golf Course, part of Eupé's Cinta Sayang Resort, means residents have access to a wide range of physical fitness and well-being facilities, including walking and bike trails, a swimming pool and spa as well as equestrian, golf and archery facilities.



"Property developers often overlook that the best path to a healthy life is a healthy home", Dato' Beh said.

Acres of golf greens just outside Sky Residences.

"The industry needs to recognise we all have a responsibility as property developers to make health and well-being not just an add-on to home design, but a central focus."

Dato' Beh said people still ask him why Eupe set out to make Sky one of the most environmentally friendly buildings in Malaysia.

"My answer is why not?"

We've always endeavoured to be at the forefront of innovative property developments so it was logical to take sustainable building design innovation a big step further."



An oasis of calm on the 18th floor, Sky Residences

WHAT IS LEED ACCREDITATION?

LEED (Leadership in Energy and Environmental Design) is an internationally-recognised rating system for the design and construction of environmentally friendly buildings and homes.

The LEED system originated in the United States in the 1990s with the aim of promoting and recognising the best in sustainable property development and 'green' lifestyles.

Its environmental standards, which cover most aspects of the construction, design, maintenance and operation of buildings, are developed and monitored by leading design and construction experts.

LEED accredited buildings and neighbourhoods can now be found in more than 30 countries around the world.

Well-known LEED accredited buildings include one of the world's tallest skyscrapers: Taipei 101 in Taiwan, the Empire State Building in New York, and the Park Ventures business and luxury hotel complex in Bangkok.

To find out more about LEED accreditation and LEED projects around the world, go to

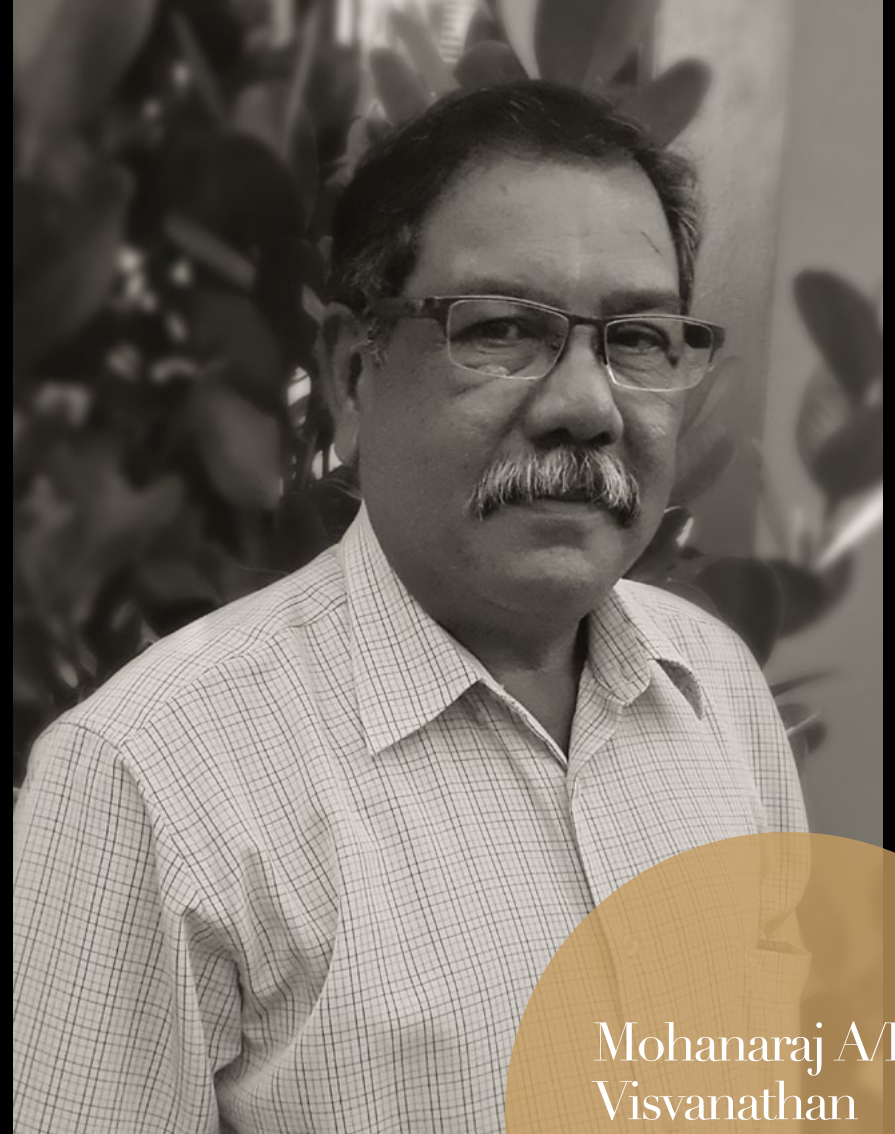
www.usgbc.org/leed

EUPE PEOPLE

MEET THE PEOPLE BEHIND THE EUPE NAME.

How did you become a landscaper with Eupe?

Mohan: I've been in this role for five years now. I started off with the Air Force as a technician. I was there for 22 years before I retired. I went back to work and tried a few things and then was offered a position at Eupe. At the time, I only had a basic knowledge of landscaping and gardening. Up until then my experience in the field had been basically helping to keep the grounds at the Air Force bases I was stationed at neat and tidy. Everything I've learnt about landscaping, plants and gardens I've learnt during my time at Eupe. Now it has become my passion and my hobby.



Mohanaraj A/L
Visvanathan

SENIOR LANDSCAPE
SUPERVISOR
Eupe Corporation Berhad

Do your friends and neighbours come to you for gardening and landscaping advice?

Mohan: Yes, they do. Mostly their questions are about which plants are best for indoors or outdoors. Or they want specific advice about planting, or how to water plants the right way. The best advice I can give to them is to make sure the soil is good. Without good soil you can't get very far. With the right soil, anything is possible!

The other important thing to remember is that you have to be passionate about your garden. You need to spend time maintaining it properly. Do things step by step, not rush it. It's about enjoying yourself.

What's your favourite project at Eupe?

Mohan: They all have their unique features. Eupe makes a big effort to make sure the landscaping and outdoor environments they create really add value to their projects. I'd say my favourite landscaping project is at Cinta Sayang Resort Villas. The project is still being constructed but the landscaping being developed there is really unique. The standout feature will be the Eugenia Polyantha trees on both sides of the entrance road. In five years' time the trees will be huge and give the entryway to the homes a truly majestic feel.

What's your idea of a dream garden?

Mohan: I don't have space for a garden at home so I look at Eupe's landscaping projects as my 'garden'. I think my dream garden would be simple. Some hardy shrubs running along the walls, some palm trees for shade. Some good lighting to enjoy the space at night. A simple place to relax and enjoy!

NOVUM

SOUTH BANGSAR

