

Property TRUST

LANDMARK LAUNCH OF NOVUM

Eupe's 1st Project
in Malaysia's
Capital

Also in this edition:

Eupe's third KL project moving ahead

Exclusive bungalow release at
Cinta Sayang Resort Villas

Welcome Message From The MANAGING DIRECTOR

Milestones are important for every organisation, large or small. They help to set goals and measure progress.

Eupe has just reached a very big milestone in its 30-year history – the launch of Novum, its first high-rise residential project in Kuala Lumpur.

And it shows just how far we've come, as well as how exciting the journey ahead promises to be, for both the company and our growing band of supporters and followers.

Novum was officially launched in March and we have been overwhelmed with the positive response from potential buyers and the public.

More than 300 people came to the launch at the Novum Show Gallery. Sales in the project have been brisk.

In a challenging market, that is indeed a great result.

It shows we are definitely on the right track with our distinctive 'shared value' approach to property development.

'Shared value' is all about taking less in profits so our buyers get more in terms of design quality and investment value.



**DATO'
BEH HUCK LEE**

MANAGING DIRECTOR
Eupe Corporation Berhad

**When completed in 2019,
Novum will comprise
state-of-the-art living in
South Bangsar, one of the
most sought-after locations
in Malaysia's capital.**

It's taken a lot of hard work and planning to make sure Novum achieves the highest standards in iconic design and the best in lifestyle facilities.

And it's been a big learning curve for a company that has until now been focussed on building quality homes in northern Malaysia.

But we've reached our first big goal. And it's only just the start.

The journey now shifts to constructing the project to the highest standards.

Work has already begun on piling works at the Novum site, with major building works scheduled to begin mid-year.

Eupe is working hard to create a pipeline of high-rise projects in Kuala Lumpur that we believe will set new standards in property development in Malaysia's capital.

We're committed to making a big difference in raising the bar on high-quality, stylish property development and we're making good progress.

Stay tuned for more details about the next stage of Eupe's journey to become one of Malaysia's most trusted property developer.



NOVUM

SOUTH BANGSAR

GOING BEYOND YOUR EXPECTATIONS

Gym & Infinity Pool



Novum's
Iconic
Exterior

EUPE LAUNCHES NOVUM AT SOUTH BANGSAR

Major Milestone for Company

Eupe's ambition to set new standards in property development in Malaysia's capital has taken a big step forward with the launch of its first major residential project in Kuala Lumpur.

The Novum model was a focal point of interest at the project's launch

Novum - which is Latin for 'new innovation' - was formally launched on Saturday, 12 March 2016 at the Novum Sales Gallery, nearby the project site in South Bangsar.

More than 300 people attended the launch of Novum to see why its iconic architecture and innovative lifestyle concept will redefine one of Kuala Lumpur's most sought-after precincts.

Sales were brisk at the launch with close to 70 per cent of all Novum units now sold.

"It was a great turnout," Eupe's Head of Marketing and Design, Datin Michelle Gan said.



“It was also great to hear such strong and positive feedback to what we are offering with Novum.”

Novum is Eupe’s first high-rise project in Kuala Lumpur.

“Our aim with every one of our projects is to redefine the location we build in,” Datin Gan said.

“Novum showcases our very distinctive approach to property development and we think the public have responded very positively to it.”

Novum is the first of a pipeline of projects Eupe has planned for Kuala Lumpur.

“We’re confident our core philosophy about giving our buyers the best design, the best quality and the best value will create a lot of excitement here in KL,” Datin Gan said.

Novum is being developed in conjunction with Asthetik Property Group.

When completed in 2019, Novum - with a GDV of approximately RM555 million - will comprise 729 condominiums in three towers of up to 40 storeys.

Potential buyers gather around the Novum model at the Novum Show Gallery.



Members of Eupe's senior team at the Novum launch. From left to right.

- Mr Eric Choong (Manager of Sales and Marketing)
- Datin Michelle Gan (Head of Marketing and Design)
- Dato Beh Huck Lee (Managing Director)
- Mr Paul Chang (Director of Strategic Projects)

Some of the more than 300 people who attended the Novum launch at the Novum Show Gallery



Eupe sales staff explain the project's key lifestyle and design features to potential buyers



Master Bedroom



Eupe's sales and marketing team at the Novum launch

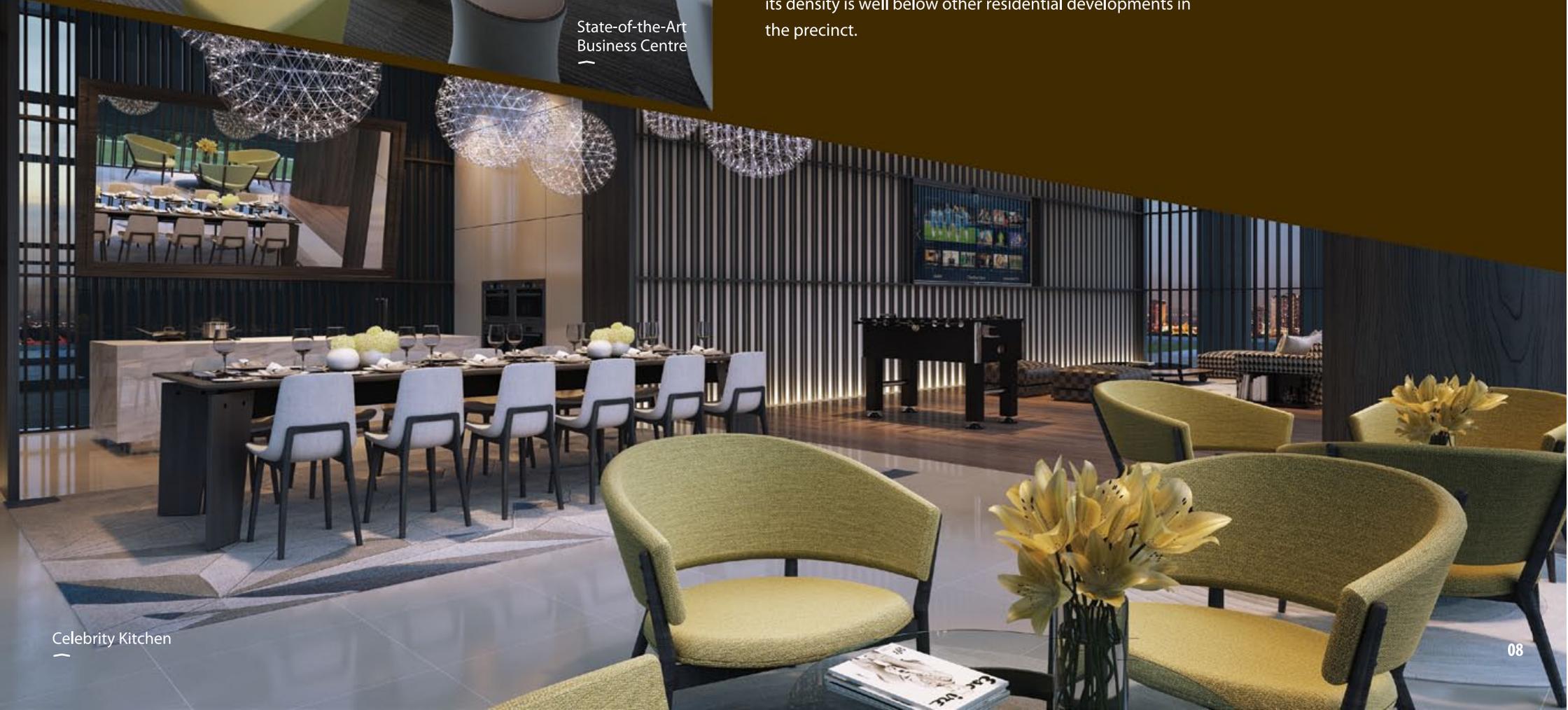


State-of-the-Art
Business Centre

Novum's South Bangsar location is close to major transport routes, shopping centres and conveniences, as well as the heart of KL.

Novum is also a freehold investment opportunity, giving buyers a permanent piece of this exclusive precinct.

Furthermore, the project has also been designed to ensure its density is well below other residential developments in the precinct.



Celebrity Kitchen



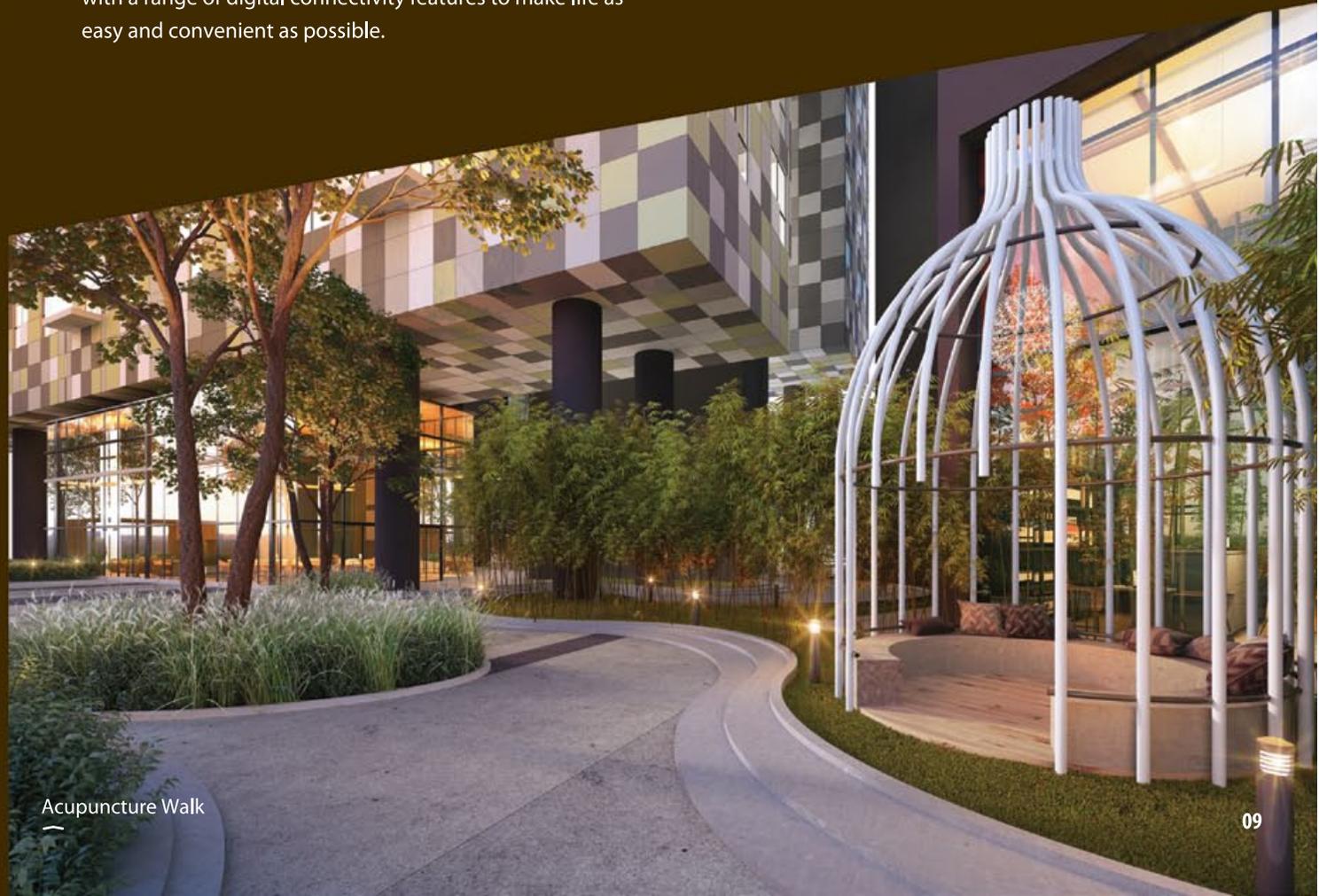
Datin Gan said a key selling point of the project was its carefully thought-out range of innovative lifestyle facilities.

These include:

- a private Celebrity Kitchen to cook and entertain lavishly for your friends and family
- a sophisticated business centre with high-speed internet connectivity to work and study
- a wide range of lifestyle spaces so you can pursue all your fitness and wellbeing needs
- a New Digital Life (NDL) app exclusive to Novum residents with a range of digital connectivity features to make life as easy and convenient as possible.



Condominium Study Area



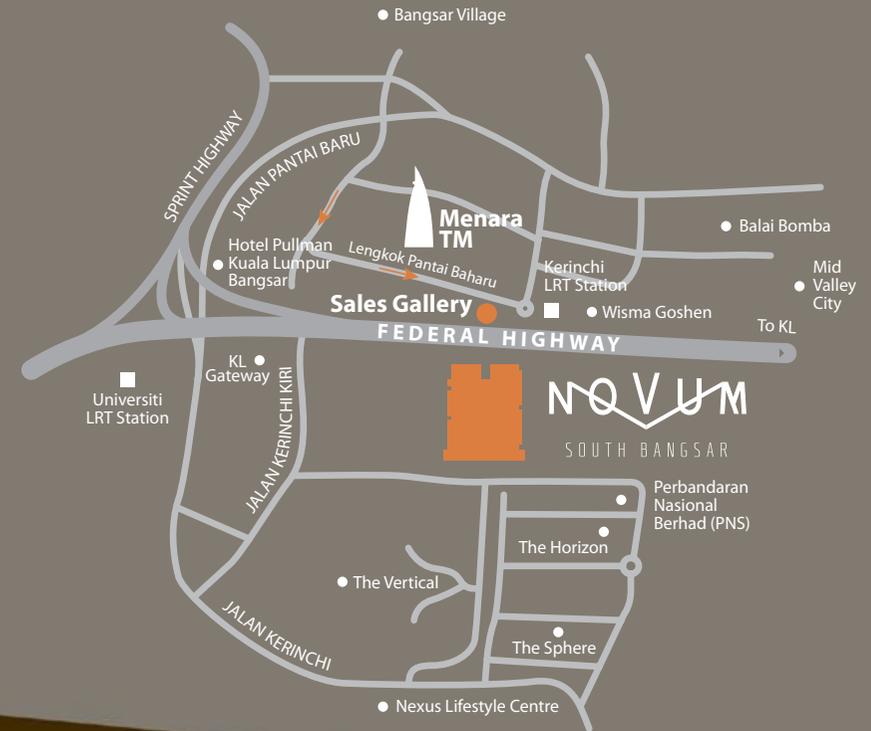
Acupuncture Walk

To discover more about Novum, visit the website at www.novum.com.my,

call **(03) 2202 2200** or

Visit the Novum sales gallery which is **open daily from 10am to 6pm.**

Actual Site :
3°06'49.5"N 101°39'59.6"E
Sales Gallery :
3°06'55.1"N 101°39'59.6"E



Novum Construction Works Begin



Eupe has started construction works for its first-ever project in Malaysia's capital.

Eupe started piling works in December for Novum.

This initial stage of Novum's construction works is expected to be completed by August.

The main building works for the project will commence in May.

Novum's projected completion date is mid-2019.

Eupe Managing Director, Dato Beh Huck Lee, said the start of building works was an exciting moment for Eupe.

“It's a big milestone for Eupe – it's the first tangible step that we're bringing our award-winning approach to lifestyle development from northern Malaysia to Kuala Lumpur”.

WATCH THIS SPACE!

EUPE'S THIRD KL PROJECT IS TAKING SHAPE

Planning for Eupe's third high-rise residential project in Kuala Lumpur is well advanced with details expected to be unveiled in the second half of the year.

The project will be developed on a site in Seputeh – yet another sought-after location in Malaysia's capital where Eupe is developing.

The site itself is in a prime position, adjacent to the Federal Highway and a stone's throw away from MidValley and Gardens and the LRT.

Eupe's Novum project in South Bangsar is also nearby.

Eupe's Director of Strategic Projects, Mr Paul Chang, said design of the Seputeh project is entering the final stages.

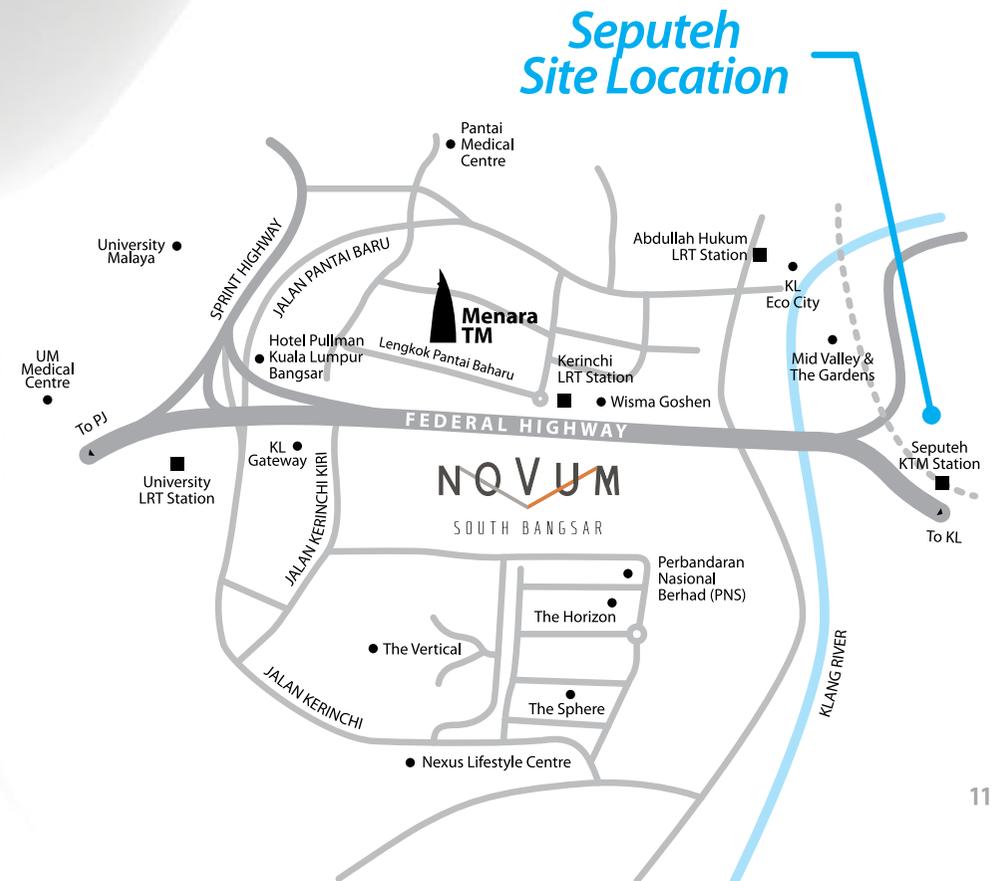
In line with Eupe's award-winning design philosophy, the project will redefine the location it is being built in, and in the process, set new benchmarks in architectural design and lifestyle concepts for Kuala Lumpur.

Mr Chang, who is heading Eupe's design team for the Seputeh project, said the design was aimed at bringing the best in sustainable living to KL.

"We incorporated a range of world-class, innovative lifestyle features, inspired by the concept that we want residents to be immersed in a restful yet invigorating environment of private and community gardens," Mr Chang said.

"We want it to be an urban sanctuary yet with all the facilities and conveniences that define a modern life".

"We think everyone will see exactly why Eupe is raising the bar on contemporary living when we unveil the design for this ground-breaking project".



EXCLUSIVE RELEASE OF RESORT VILLAS BUNGALOWS

A limited number of exclusive bungalows are now open for sale at Cinta Sayang Resort Villas, Eupe's innovative, resort-style development in Sungai Petani.



The bungalow's architecture is contemporary, distinctive yet subtle

All are unique in design and all have a minimum of 6 bedrooms and 5 bathrooms.

The bulk of the bungalows are open to Cinta Sayang Resort Villa's central park which is a landmark feature of the project.

The design emphasis with each of the bungalows is on wide airy spaces to allow for plenty of natural ventilation and light.

The use of skylights, and openings to bring in the outdoors are also a feature.

Kitchens provide for indoor and outdoor dining to facilitate entertaining or just to chill in the garden.

Dining areas open into garden spaces for alfresco gatherings and parties.

The openness of the interior space allows for versatility in the use of space. Ceilings are kept high and openings are kept large.



Open layouts allow for versatility of space and function use



Kitchens, opening to gardens and beyond, allow for both indoor and outdoor dining



Bathrooms are luxuriously appointed and designed so that in most cases, no one has to share





Dining spaces spill outside to provide the perfect setting for alfresco parties

The overall design of the bungalows is contemporary and modern, with clean lines and practical layouts.

To merge with the Cinta Sayang Resort Villa's unique dancing cube streetscape concept, the bungalows have been designed to blend in yet stand out.

All in all, these bungalows balance stylish subtlety with statement-making.



For sales inquiries,
please call
(+604) 441 4888

or email
sales@eupe.com.my

Linear park

Cinta Sayang Resort Villa's Very Own Sanctuary

As some of the units in Cinta Sayang Resort Villas are near a busy thoroughfare, Eupe has introduced a private linear park to create a natural buffer to separate the homes from the road.

Behind the fencing of the development this lushly-landscaped park has jogging/walking trails, trees, birdhouses and benches.

Immediately accessible from the units, the park provides a private exercise area for residents that can't be seen from the nearby roads.

OUR MOST POPULAR SOCIAL MEDIA POSTS

Eupe News and Projects

Eupe says a 'big thank you' to everyone for the overwhelming public response to the launch of Novum last Saturday (12 Mar 2016). Nearly 70 per cent of Novum units have been sold - a great result for Eupe's very first project in KL.

Just 3 days to go til Novum's official launch this Saturday (12 March)! Novum = Fitness and wellbeing. Novum offers a spacious 50 metre lap pool and floating gym overlooking KL's skyline. Lifestyle and serenity spaces too for all your wellbeing needs.

Join us at the official launch of Novum in South Bangsar on 12 March 2016, Saturday! Novum is iconic. Novum has all the state-of-the-art lifestyle facilities. Novum is a freehold investment opportunity in one of KL's most sought-after locations.

Novum takes a big step forward to reality! Piling works have begun on the South Bangsar site with the main building works beginning in May. Stay tuned for more progress as Eupe's first-ever project in KL take shape



Sustainability

Eupe See how Singapore is turning a disused rail line into a new 15km long park to rival New York's famous Highline park.

Find out more on:
<http://bit.ly/1O6IMZm>

This bike path is paved with solar panels to create renewable energy 'on-the-go'

Read more on:
<http://bit.ly/1PFHJBI>

Why throw away your plastic bottles when you can turn them into something ingenious for your home!

View more at:
<http://www.designrulz.com/design/2015/10/ingenious-ways-to-recycle-plastics/>



Architecture and Design

These extraordinary home designs are all at the cutting edge of contemporary living.

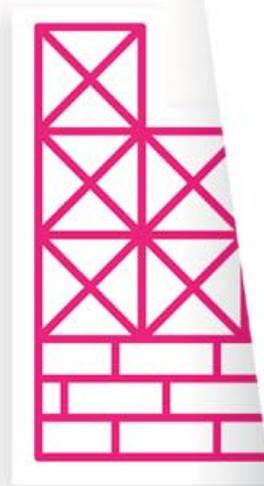
<http://bit.ly/1MeRbYK>

Here are the most incredible architecture designs for 2015 – as judged by ‘The Best Building of the Year’ award.

<http://bit.ly/1OuanTv>

Check out this unique hunting lodge in Norway, set amid stunning natural landscapes.

<http://bit.ly/1Kq7kdj>



Interior and Decor

Check out these amazing dining room design and décor ideas in white and wood.

<http://bit.ly/1nLTfCu>

Here are some great ideas to create a fun and comfortable nursery for your kids.

Read more on:

<http://freshome.com/modern-nursery-ideas/>

This Paris apartment combines rustic charm with the best in French contemporary style.

Find out more on:

<http://freshome.com/apartment-saint-paul-paris/>



Property News

Avoid these 10 common mistakes when applying for a housing loan.

Read more on:

<http://www.propertyguru.com.my/resources/mortgage-guide/top-10-reasons-your-loan-application-was-rejected>

Houses prices in Malaysia continue to rise despite economic uncertainty. Is now a good time to invest in new property?

Find out more on:

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

All the facts and figures you need to know about Malaysia real estate market for the 1st half of 2015. Report focuses on 4 key markets: KL, Penang, JB & Kota Kinabalu.

Read more on:

<http://www.knightfrank.com.my/news/malaysia-real-estate-highlights-1h2015-07439.aspx>



JOIN US ON

THE EUPE APP
IS NOW AVAILABLE AT
THE APP STORE

RIDING FOR HOPE

Horse-riding at Cinta Sayang Resort gives disabled children a memorable experience

A group of disabled children are getting a special experience with horse-riding classes to help them build their physical skills as well as their confidence.

The Riding for Hope program, which started late last year, offers therapeutic horse-riding programs for children at Eupe's Cinta Sayang Resort (CSR) in Sungai Petani, Kedah.

Supported by Riding for the Disabled Malaysian Association, the program is run by Club North Horse Therapy and held every two weeks at the CSR's Equine Centre.

Eupe donates the Centre's facilities free of charge for the Riding for Hope program.

Therapeutic riding is one of the treatment and recovery options for people with disabilities.

Benefits include improved body balance and strength, stimulating blood flow as well as increasing confidence and focus.

Seven children with disabilities have joined the program which was officially launched at the Equine Centre in February by Eupe Managing Director Dato' Beh Huck Lee and Senator Dato' Dr Mashitah Ibrahim.

Eupe's support for the therapeutic riding classes is part of Eupe's Building Hope initiative, which - as part of the company's wider *Sustainability Plus* program - aims to support worthy community groups.



**eupe
sustainability
plus**



EUPE PEOPLE

MEET THE PEOPLE BEHIND THE EUPE NAME

MR NG KEE CHYE

CHIEF FINANCIAL OFFICER
Eupe Corporation Berhad

What does your role as Chief Financial Officer at Eupe entail?

My primary role at Eupe is to enlarge and sustain the Group's financial base and other corporate resources to drive the company's expansion. My other important responsibility is to develop the best internal systems, so the company has strong governance and manages risks effectively. Attention to detail across the company, being alert to and identifying new business growth as well as cost-saving opportunities are also key tasks of my role.

What was your career experience before joining the company? How did you become a CFO?

I am an accountant by profession. I hold a Bachelor in Accounting (Honours) and am a member (Chartered Accountant) of the Malaysian Institute of Accountants (MIA) since 1992. I joined Eupe as the Chief Financial Officer early last year, after being CFO of three public-listed property development companies, including Land & General Berhad. I began my career as an Auditor with one of the Big Four accounting firms, before moving into the manufacturing sector as well as hospitality, leisure, property development and construction sectors with two large diversified groups in Malaysia. I have more than 25 years of experience in professional accountancy as well as financial and risk management, business evaluation and strategic planning.

What are the biggest challenges in being a CFO?

A CFO needs to strike a strong balance between managing a company's business risks on the one hand and pursuing good business opportunities on the other. This is particularly the case when market conditions are challenging. That means you need to read the market ahead of time. You need to control those factors and risks within the company's control. For those areas beyond its direct control, you need to take action to reduce whatever risks and challenges these might present.

As someone with a finger on the pulse of the property sector, what's the outlook for the Malaysian property market?

The property sector is challenging at the moment and the property cycle is getting shorter and shorter. For many of us who have gone through and seen many cycles, we know that both the good and bad times don't last forever. So you need to plan for whatever comes along. When the economy recovers and things get better, people will buy and invest so there will be another rush to buy then. During tough times, you must prepare for the return of good times and vice versa.

Will property continue to be a sound investment in the longer-term. What are the opportunities and risks that buyers and investors should be looking out for?

Property is still considered the nucleus of wealth creation because it continues to generate wealth. Property has always been a good hedge against inflation. When inflation goes up, for example, share prices can go down, but when there's inflation, labour and building costs go up, so property prices will go up too. That's why people say property is a must-have component of any retirement and investment portfolio.

The most important advice for property buyers is they should only buy property within their means. They must know when to invest, know when the property is mature enough to be sold off and when to invest again in another property.

What do you enjoy doing in your spare time?

I've always believed in "Work Hard & Work Smart", and to balance that you also have to "Play Hard & Play Smart" too. I enjoy playing football, badminton and bowling with my family and buddies when I have the time, especially over the weekends. Watching movies and reading magazines are the other things I like to do to relax.

NOVUM

SOUTH BANGSAR

GOING BEYOND YOUR EXPECTATIONS

Novum will push **innovation** and **creativity** in residential development to new limits.

Choose from a range of luxurious urban suites from 1, 2 and 3 bedrooms to dual-keys, each designed to provide **spacious comfort** and flexibility.

And it's a **freehold** investment opportunity, giving you a permanent piece of this exclusive precinct.

Visit us at the NOVUM SALES GALLERY

No. 21, Jalan Pantai Jaya, Pantai Baharu, 59100, Kuala Lumpur.

Open from 10am-6pm daily
(to visit us after office hours,
please call for an appointment)

State-of-the-Art
Business Centre

Celebrity Kitchen

Novum is the NEW BANGSAR

Novum will capture the spirit of **South Bangsar**. Its iconic design and proximity to the best Kuala Lumpur can offer in entertainment, dining and shopping will define this exciting new precinct for years to come. And it's a **freehold** investment opportunity providing a permanent piece of this exclusive location.

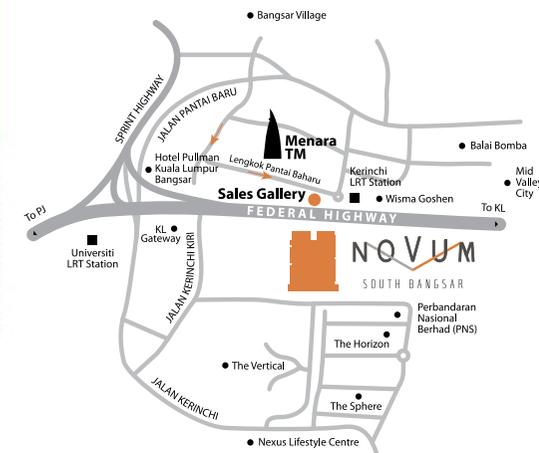
Novum is the NEW LIFESTYLE

Novum's lifestyle facilities reimagine 21st century living. From quiet spaces to refresh and relax, a **celebrity kitchen** to entertain in style, a **50m lap pool** and **floating gym**, as well as a state-of-the-art **business hub**, Novum will represent a new apex in city living.

Novum is the NEW DIGITAL LIFE

Novum will bring residents the best in **high-speed connectedness** and convenience to enjoy the very best in digital life. Novum will also have its **very own app** so residents can book Novum's facilities, pay their bills and access the latest in lifestyle information.

Visit the Novum website to discover more about this exciting lifestyle concept at www.novum.com.my
Sign up to receive Eupe's own magazine Property Trust by visiting Eupe's website at www.eupe.com.my
This exciting project is being developed in partnership with Asthetik Property Group.



For sales enquiries, please call us at:
+603-2202 2200



A project by:
EUPE BANGSAR SOUTH DEVELOPMENT (JV) SDN BHD (0227642-T)
Novum Sales Gallery:
No. 21, Jalan Pantai Jaya, Pantai Baharu, 59100, Kuala Lumpur.
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T. +603-7981 7878 • F. +603-7989 2878

Developer's license no: 14163-1/1-2017/0958(L1 - Validity: 17/11/2015 - 16/11/2017 - Advertising & Sales Permit no: 14163-1/1-2017/0958(P) - Validity: 17/11/2015 - 16/11/2017 - Approving authority: Dewan Bandaraya Kuala Lumpur - Ref no: BP 51 OSC 2014 1883 - Land tenure: Freehold - Total units: 654 units - Built up: 64731 - 1,44184 - Expected date of completion: Nov 2019 - Land Encumbrances: N/A - Selling price: RM 720,000 - RM 1,725,000 - Type of Development: Serviced Apartment
All information contained herein (including specifications, plan measurements and illustrations) are subject to amendments without notification as may be required by the authorities or the developer's consultants and is not intended to form and cannot form part of an offer or contract. All measurements are approximate and illustrations are artist's impressions only. The descriptions of the specifications of building materials are merely general descriptions and may vary according to the types of units, which will be specifically provided in the Sale and Purchase Agreement

EUPE Property



Actual Site : 3°06'49.5"N 101°39'59.6"E
Sales Gallery : 3°06'55.1"N 101°39'59.6"E