



Property

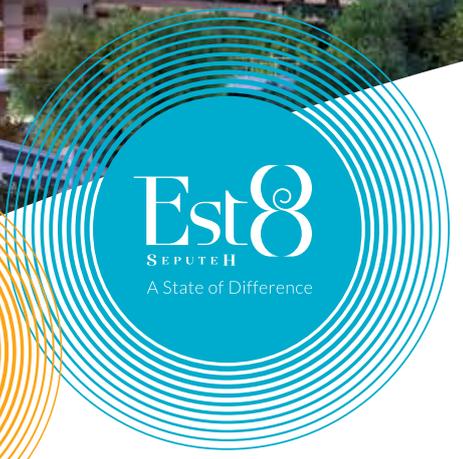
Trust

Vol. 23
2022 | APR - AUG

8-9
Parc3 Instagram
contest **winner**
announced

10-13
Eupe's Charity Bazaar
gives back
to community

14-15
Launch of our
new Sustainability
Strategy




Building
Lifestyles
Building
Trust

Eupe's **new iconic**
projects on the move

Managing Director's Message



We continue to focus on building trust by delivering on the promises we make to our stakeholders.

Regaining momentum

Malaysia, along with other countries around the world, is transitioning from the many restrictions on operating hours, capacity limits, and heightened safety measures that have been so much a part of our lives in recent times.

In short, we are again enjoying the freedom that we took for granted before the global COVID pandemic. As the national economy starts to regain momentum, we're seeing a gradual but positive increase in consumers confidence for the Malaysian residential property sector.

This was evidenced in the strong sales of our third KL project Est8 @ Seputeh which opened for sale at the end of 2021. In just over six months the project's sales have exceeded 90 per cent. This is a truly encouraging result and we thank each and every buyer for the trust they have placed in us. It is a testament that Est8's stylish, immersive facilities with ground-breaking architectural concepts continue to be a distinctive offering in the property market.

Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad



Celebrating major breakthroughs

As Eupe has sought to navigate challenges and uncertainty in the past two years, Est8's successful launch is just one of the major breakthroughs we've achieved. Our commitment to remaining agile and focused on delivering the best outcome for our customers, has helped us grow from strength to strength.

As this issue highlights, a series of upcoming developments in both our home base of Sungai Petani as well as in the Klang Valley are in place that will continue our momentum and significantly expand our commercial footprint.

We are now winning major national awards for our landmark developments. Together with the successful completion and handover of our biggest and most ambitious projects to date – including Novum @ South Bangsar and Parc3 @ KL South that means Eupe is evolving from a company based in northern Malaysia to a national company with national recognition.

All the while, we continue to focus on building trust by delivering on the promises we make to our stakeholders. To mark our transformation, we've committed our company to a new Vision and Mission statement:

A company Vision and Mission statement aims to tell stakeholders what it believes to be its most important priority and objective. Eupe's new statement focuses on what we call *Shared Value*.

'Value' is the positive, long-term impact we want to make as a company. Our aim is to share the value we create with our products and services as widely as possible, not just to the buyers of our homes and our customers who engage our other services.

We want the value we create through our company's operations to support and nurture the community and the environment that we operate in. That's the purpose of Eupe's *Sustainability Plus* strategy which we've updated in recent months to reflect some new directions in eco-design and community building we are now committed to.

For our latest initiatives on driving sustainability, please refer to our latest *Sustainability Plus* copy on our website:

<http://bit.ly/EupeSP3>



Sharing value with the community

In line with our *Shared Value* mission and vision to building strong, sustainable communities, we were very pleased that our Building Hope Charity Bazaar 2022 held in May raised RM100,000.

The charity bazaar involved a number of organisations whose mission is to build more resilient community networks and support those in need and the money raised by the Bazaar will go directly to supporting their many worthy causes. I invite you to read more about the event on Pages 10 - 13.

We hope you enjoy this issue and the many exciting developments occurring within the company as we journey into the second half of the year on a strong note.

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Eupe on the Move

Latest News on our New and Future Projects

Est8

SEPUTEH

A State of Difference

Est8 Takes Off

Est8 – Eupe's third project in Kuala Lumpur – is well on the way to being fully sold.

Close to 90% of the project's 821 units have been taken-up by buyers since it was launched only six months ago.

Est8 – a short walk from MidValley shopping and entertainment precinct – has been painstakingly designed to offer buyers an urban haven of serenity, security and style in one of KL's most sought-after precincts.

Its distinctive design and lifestyle concept have been a collaboration between Eupe's award-winning project team and some of Asia's best residential designers.

These include Ministry of Design, a Singapore-based architectural and interior design firm that has also been integral to the design of Est8's Sky Gardens facilities and common areas.

Buyers have responded to the many points of lifestyle and design difference being offered by Est8.

The high take-up rate for Est8 is even more pleasing given that the property market is still emerging from the uncertainties of the pandemic.

The project has been designed with COVID-safe features to safeguard the health and well-being of residents.

Introducing **Helix²**
PJ South

Resort-Living in the Heart of the City

Eupe is also about to launch its fourth KL project – an exciting, resort-style residential development in another of the city's up and coming precincts.

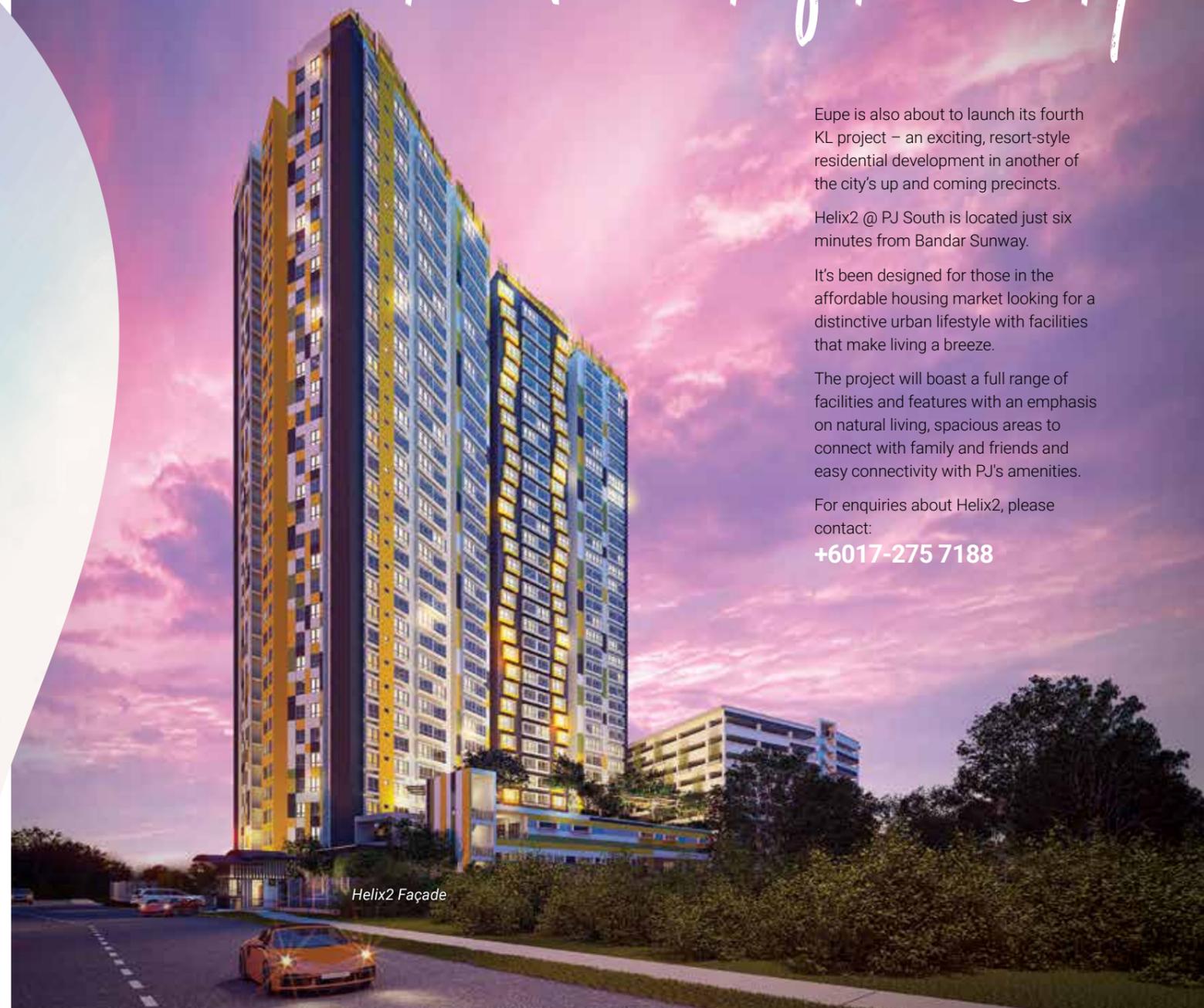
Helix2 @ PJ South is located just six minutes from Bandar Sunway.

It's been designed for those in the affordable housing market looking for a distinctive urban lifestyle with facilities that make living a breeze.

The project will boast a full range of facilities and features with an emphasis on natural living, spacious areas to connect with family and friends and easy connectivity with PJ's amenities.

For enquiries about Helix2, please contact:

+6017-275 7188



New Land for More Iconic Projects

In Sungai Petani

Eupe has also been busy securing its future growth in Northern Malaysia.

The company has purchased a 120-acre parcel of prime land in Sungai Petani.

The land, which is nearby civic offices and medical facilities, will be developed as a distinctive residential and commercial precinct, servicing one of Northern Malaysia's fastest-growing regions.

Planning is now underway to develop the site, with the commercial stage of the project expected to be launched in the second half of next year.



The land in Sungai Petani earmarked for residential and commercial development.



In Klang Valley

Eupe is not only busy launching new projects in KL. It is also acquiring new land to develop more award-winning projects in Malaysia's capital.

It recently acquired a 4.8-acre parcel of land in Belfield. With KLCC nearby, the acquisition is in keeping with Eupe's strategy to locate its developments in the most sought-after locations.

Work is now underway by Eupe's award-winning design and project team to design yet another iconic project which – like Eupe's previous KL projects – will aim to redefine the precinct with iconic architectural and lifestyle design.



The prime 4.8-acre Belfield land recently acquired by Eupe.



 **Parc3 Instagram Photo Contest**



We've got our Winners!

Eupe's 'A Shot In The Parc' Instagram contest which invited residents of the new completed development to enter photos of their favourite Parc3 locations – attracted almost 700 entries!

A huge thanks to our amazing Parc3 owners who participated. It was truly incredible to see Parc3 through the eyes of our proud owners and how special their new Parc3 home is to them.

The winners have now been announced. Congratulations to all of them!

Check out the amazing winning photos!

GRAND PRIZE

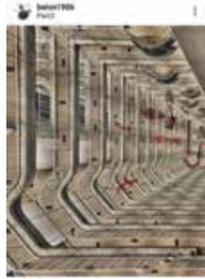


allanfong Parc3

Liked by **eupecorbhd** and 4 others

allanfong "A ray of light guiding the flying seeds, spread its wings, fluttering & falling from the sky, the spring has finally arrived." #parc3 @eupecorbhd

1st PRIZE



mizzlann Parc3

Liked by **eupecorbhd** and 51 others

mizzlann Symmetrical perfection everywhere I see, it's like a piece of art #parc3 @eupecorbhd

2nd PRIZE



sk.stan Parc3

Liked by **eupecorbhd**

sk.stan Parc3 Moonlight deck become the new lighthouse that beacon us back home! #parc3 @eupecorbhd

3th PRIZE



q.tong Parc3

q.tong Catching the sunset is our daily activity at #parc3

The three parks here provide a spacious green garden for kids running and chasing. @eupecorbhd

4th PRIZE



wenyfong Parc3

Liked by **eupecorbhd** and 3 others

wenyfong Modern amenities, Urban location, Sophisticated style. #parc3 by @eupecorbhd

5th PRIZE



mrward22 Parc3

Liked by **eupecorbhd** and 20 others

mrward22 Shine bright like a sun. A golden sun. #Parc3 by @eupecorbhd #corridos #staircase #interiordesign

6th PRIZE



mizzlann Parc3

Liked by **eupecorbhd** and 51 others

mizzlann Symmetrical perfection everywhere I see, it's like a piece of art #parc3 @eupecorbhd

7th PRIZE



jteock Parc3 Condo

Liked by **eupecorbhd** and 28 others

jteock When your home feels like an oasis far away from the city @eupecorbhd #parc3

8th PRIZE



jteock Parc3 Condo

Liked by **eupecorbhd** and 28 others

jteock When your home feels like an oasis far away from the city @eupecorbhd #parc3

9th PRIZE



sk.stan Parc3

sk.stan Parc3 Moonlight deck become the new lighthouse that beacon us back home! #parc3 @eupecorbhd

10th PRIZE



sk.stan Parc3

sk.stan Parc3 Moonlight deck become the new lighthouse that beacon us back home! #parc3 @eupecorbhd

11th PRIZE



jteock Parc3 Condo

Liked by **eupecorbhd** and 28 others

jteock When your home feels like an oasis far away from the city @eupecorbhd #parc3



Building Hope for our communities



Continuing Eupe's longstanding commitment to help build stronger communities, Eupe recently held its second Building Hope Charity Bazaar in Kuala Lumpur.

The event was a big success, raising RM100,000 for participating charity organisations.

The several hundred people who attended were treated to an array of merchandise on offer by participating charities and community groups.

These included handicrafts, baked goods, food and beverages, gift items, as well as a myriad of family-friendly fun-fair games and even a booth providing haircut services.

More than 25 booths represented various community groups and non-governmental organisations.



Dato' Beh Huck Lee, Eupe's Group Managing Director, participating at one of the game booths.



The strong turnout and visitors at Eupe's Building Hope Charity Bazaar.



Eupe staff showing visitors their limited-edition jute bag and umbrellas with hand-drawn design by its Director of Group Sales & Marketing, Datin Michelle Gan, that was sold at the bazaar.

The Charity Bazaar was the latest event in Eupe's *Sustainability Plus* programme that aims to build more resilient communities by funding a range of worthy community-building projects and assist organisations whose mission is to support those in need.

Close to RM70,000 of the Bazaar's proceeds were raised by NGOs who participated in the Bazaar with booths and other attractions. A further RM30,000 raised for the event, including from Eupe employees who also had booths at the Bazaar, will be donated back to all the participating NGOs.

The 17 charity organisations which benefitted from the proceeds are:

- Autism Café Project
- Bohomys
- Charity Right Malaysia
- Dignity For Children Foundation
- Food Bank Malaysia
- Generating Opportunities for Learning Disabled (GOLD)
- Gerai OA
- Helping Hands Penan
- Living Hope Global
- Pusat Jagaan Rumah Juara
- Pusat Kreatif Kanak-Kanak Tuanku Bainun
- STAND (Skills, Talents, Acceptance, Needs, Destiny)
- SuperMum Bakery
- TASK Angel
- The Lost Food Project
- WWF-Malaysia
- Yayasan Sunbeams Home

"Kindness is a gift everyone can afford to give."

Merchandise sold at the booth by Dignity For Children Foundation.



Merchandise sold at the booth by Yayasan Sunbeams Home.

A volunteer at Gerai OA's booth selling crafts by the Orang Asal of Malaysia to revive and revitalise heritage crafts.



Helping Hands Penan's booth received tremendous support from visitors at the bazaar.



Students from Dwi Emas International School, who pledged a percentage of proceeds to charity, promoting their merchandise to visitors at the bazaar.



Volunteers at Generating Opportunities for Learning Disabled (GOLD)'s booth selling homemade cookies



Merchandise sold at the booth by Gerai OA.



Visitor trying his luck at the game booth.



Volunteers from Rumah Juara packing rojak mamak at their booth.



Merchandise sold at the booth by Eupe Corporation Berhad. All proceeds sold at Eupe's merchandise booth were channelled back to charity.



Food Bank Malaysia's booth selling household items.



A youth's commendable efforts in providing free haircut services to raise funds for charity.



A WWF volunteer sharing information about its cause with a visitor.



A family enjoying the Nintendo game booth together.



We are grateful for the event's strong support and turnout, particularly from our business partners who generously supported these organisations to sell their products and promote their causes.

Thank you to everyone!

Sustainability in a Changing World

The world has changed in many ways in recent times.

So have the social, environmental and community issues that concern us all.

COVID-19 has put the spotlight on health and well-being, particularly how we can safeguard our health in our homes, as well as the wider community.

More extreme weather events, such as floods, remind us of how fragile our world can become if we neglect caring for our environment.

Eupe takes great pride in developing new and innovative ways of creating sustained value for our buyers, as well as protecting the environment, while investing in and strengthening the communities in which we operate.

Meeting New Challenges

We recently released the latest edition of Eupe's sustainability strategy – *New Directions for a Changing World* - that guides our company in everything we do.

Our *Sustainability Plus* strategy aims to not only meet conventional benchmarks in sustainability. It aims to go beyond them by setting new benchmarks to nurture the world we live in.

Our *Sustainability Plus 2022* strategy outlines our vision and principles on how we aim to achieve these important goals in a post-COVID world.

The document highlights how we achieve these commitments in practice, with our award-winning residential projects that merge natural living with iconic design and lifestyle innovation.

Importantly, the strategy outlines how sustainability is at the heart of Eupe's *Shared Value* mission and vision – which aims to share widely the value the company creates with all its stakeholders.



Setting New Directions

The revised strategy outlines new sustainability directions for Eupe in two key areas:

- Recognising public art – which are featured prominently in the design of Eupe's KL projects – as a key part of its *Iconic Design* principle.

- Safeguarding the health of our buyers through incorporating COVID-safe design features into selected projects – part of Eupe's *Healthy Air* eco-design principle.



eupe
sustainability
plus

The strategy highlights how Eupe is not only setting new directions in property sector sustainability, but how it also meets conventional benchmarks mandated by the government and sustainability groups.

There's now growing public and industry recognition of the distinctiveness of Eupe's approach to sustainability. Last year, Eupe's Parc3 @ KL South won the iProperty Development Excellence Award's (iDEA) Best Sustainable High-Rise Development award.

You can download a copy of the strategy at:

<http://bit.ly/EupeSP3>



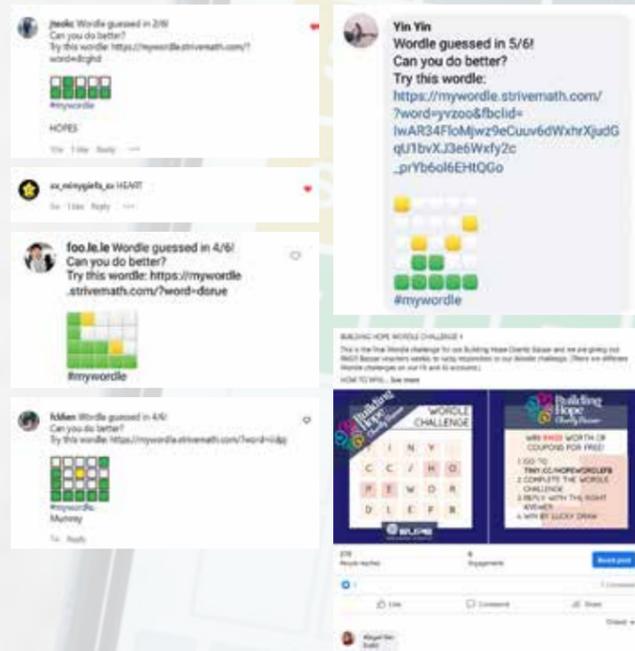
The Wordle Hype

The Wordle craze has taken the world by storm. Those yellow and green squares have become bragging rights – who can solve the word of the day with the least number of guesses?

Eupe has jumped on board the Wordle bandwagon with our own Wordle contest on our social media platforms for our followers to win Building Hope Charity Bazaar coupons.

Here are our contest winners!

1. jteokc
2. xx_minygiefaxx
3. foo.le.le
4. Yin Yin
5. fckken
6. Abigail Sim



Property Trust Edition Contest

We are running a special Wordle contest for our Property Trust readers. **First three readers** to email us the correct answer for the Wordle challenge below will each win a high-quality serving board from Aino made from 100% Acacia wood.



Special Wordle

How to join?

1. Go to <http://tiny.cc/ptwordle>
2. Complete the Wordle challenge
3. Email us the correct answer at corpcomm@eupe.com.my (with subject title: Wordle - PT #23)
4. Winners will be notified via email

Meet The People Behind Eupe

Louis Ong
Sales Executive



What is your role and responsibility in Eupe? How long have you been with the company?

I've worked in Eupe for 7 months now. My responsibilities include pursuing new sales prospects for Est8 @ Seputeh and our upcoming project in PJ South, as well as setting up appointments with potential clients via Zoom or physically in the Sales Gallery. I listen to the needs of my clients, handle any concerns they may have, negotiate deals and of course, close sales.

With Malaysia moving out from COVID restrictions, share with us plans for your next adventure!

My next adventure is to do the things I have never done before! For example, learn how to swim, finish a book in one week, and travel to places that I have never been before.

What are three words most used to describe yourself?

Ambitious, Motivated and Enthusiastic!

What are the top two pieces of advice you would give your younger self who just graduated?

- i) Learn to be more patient and persistent with everything in life.
- ii) Start investing in your knowledge particularly in finance and business.

What's your favorite cheesy love song?

'Fly Me to the Moon' by Frank Sinatra.

Would you rather stay in or go out on a Friday night?

Stay in and enjoy quiet moments reading books and listening to classical old music.

Out of the four seasons, what's your favorite one?

Spring, because it symbolises a new year in the Chinese calendar.

Where would you relocate if you were to leave the country?

I would say China, because China is a strong and competitive country in the world now. It would be a great opportunity for me to experience China's competitive market.

If you could only teach three things to your future child, what would it be?

I would teach my children about managing their finances and cash flow because this may not be taught in school.

I would teach my children about critical thinking and problem-solving skills. This would help build their confidence and equip them with keen observation skills, to come up with smart solutions that solve problems in a competitive world.

Last but not least, I would say leadership. Leadership skills would allow my children to have control over their lives and the ability to make things happen. Leadership also instils confidence, teamwork and communication, and to work with others to help them do well in everything.

How do you deal with a stressful environment?

I'm sure everyone experiences stressful situations, and this quote resonates with me, "if you can't change a situation, change your mindset". To me, that means being negative or stressed out won't change anything unless I change my mindset and really look at the problem to find a way to solve the issues I'm facing.

An Auspicious Lifestyle of Abundance



COURTYARD HOUSE

2-STOREY LUXURY BUNGALOW

Land Area | Built-up Area | From
89'x103' | 54'x49' | 7,530sf

TRACK HOUSE

2-STOREY LUXURY BUNGALOW

Land Area | Built-up Area | From
90'x70' | 48'x51' | 5,186sf



VIEW HOUSE

(SIGNATURE)

2-STOREY LUXURY BUNGALOW

Land Area | Built-up Area | From
69'x136' | 30'x70' | 3,742sf

VIEW HOUSE

(JUNIOR)

2-STOREY LUXURY BUNGALOW

Land Area | Built-up Area | From
68'x125' | 38'x63' | 4,699sf



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eupepropertynorthern



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Shares Ramadan blessings with children



The Cinta Sayang Resort team is committed to making a difference in the lives of children through corporate social responsibility initiatives.

With Ramadan being a time for giving, the team at Cinta Sayang Resort shared the spirit of the fasting month by hosting a special banquet for underprivileged children.

The 23 children and seven teachers from the charity organisation Pertubuhan Kebajikan dan Rumah Anak-Anak Yatim dan Miskin Al-Taqwa were thrilled to be treated to a scrumptious buffet spread to break the fast.

Cinta Sayang also gifted *duit raya* to the children as well 'care packages' of food for the organisation.



ELEVATE YOUR LIFE

AT YOUR NEW RESORT HOME

at Petaling Jaya South Business District

Helix²

PJ South

Your Resort Home

- 6 minutes to Sunway City
- From RM346k*
- Low density only 500 units
- 36-month construction period

- Monthly repayment from RM1,350*
- 2-4 bedrooms
- 2-3 individual carparks
- Direct access from NPE

* Terms & conditions apply

The latest project by award-winning developer Eupe Corporation Berhad



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helix2.com.my

Helix2 by Eupe
 Helix2 Sales Gallery



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