

Property Trust

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Eupe reaps awards bonanza

Parc3 named **best high-rise in Malaysia**

 **EUPE**
Building
Lifestyles
Building
Trust

Managing Director's Message

There's a saying: 'Chop your own wood and it will warm you twice.'

It means if you put in the hard work to achieve your goals, as well as learn the lessons gained from both your mistakes and successes, the rewards will come – in a bountiful way. It's a saying I've reflected on as Eupe attracts a flurry of design and corporate awards in recent months.

As this edition of Property Trust highlights, our Parc3 @ KL South project has been awarded two prestigious awards by PropertyGuru and iProperty - Best Lifestyle High-Rise Development and High-Rise Development of the Year for Malaysia.

Eupe's financial performance has been recognised by The Edge Centurion Club Awards 2022 (highest profit growth over three years by a Malaysian mid-sized listed company). The company was also recently awarded Top 3 (for companies with a market capitalisation below RM1 Billion) at The Star-FIABCI Malaysia Developer Awards.

Each of these awards acknowledges a specific strength of the company. Our iconic approach to home design is turning heads. Our strong financial management is setting the company on a path for sustained expansion. Our national reputation as a trusted, sustainable home developer is growing.

Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad



Dedication Brings Success

Well-deserved success not only comes in multiples. It is also the function of teamwork and dedication behind the scenes. Every award has been the result of the hard work contributed by everyone in the Eupe team. Our staff, like many employees and businesses, were confronted by many challenges to launching and completing projects during the COVID movement restrictions, as well as reaching out to customers.

The awards reflect the quality of our performance as a company during what was an unprecedented time - a fact that I'm very proud of. But we're not stopping there. Next year we plan to launch two of our biggest and most innovative property development projects in the company's history.

Project Pipeline Expanding

We recently purchased 4.8 acres of prime land in Belfield, one of KL's most sought-after areas. While the land is just 2 kilometres from KLCC, the project will not be defined solely by its location. We plan to develop the site into a truly innovative residential experience by drawing on some of the best design and landscaping concepts and ideas in Asia. In doing so, we want to push the boundaries on urban living in a way which gives new life to 'nurturing nature'.

The second project - in Eupe's home base of Sungai Petani, Kedah - follows a similar theme. Edgewater Estate, when completed, will have more than 700 homes, with a vibrant wetlands area at its heart. Commercial and retail spaces will blend in with the development, giving one of northern Malaysia's fastest-growing areas a distinctive new commercial and residential landmark.

"We plan to develop the Belfield site into a truly innovative residential experience by drawing on some of the best design and landscaping concepts and ideas in Asia."

While we're planning more exciting projects, we are also busy launching our latest KL project. This edition of Property Trust features Helix2 @ PJ South which was launched in August this year. Helix2 focusses on the affordable home market in one of KL's fast-growing areas.

It is designed around the concept of resort-style living in the city. In line with our *Shared Value* philosophy, we think this development stands out because it offers much more in the way of design, facilities and conveniences compared to other similar developments.

All up, the total value of the projects we're currently developing is double that prior to the COVID disruption three years ago. This means the Eupe's fire will be burning warmly and brightly well into the future.

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A Year of Recognition

This year marks the year of growing recognition and reward for Eupe's *Shared Value* philosophy.

Over the past 12 months, Eupe has been awarded five awards for our corporate achievements as well as the unique design and value of our KL South development, Parc3.



Group Managing Director Dato' Beh with Eupe management at The Edge Centurion Club 2022 awards

THE EDGE
MALAYSIA
CENTURION Club
2022



Dato' Beh being interviewed on Eupe's success at the Malaysia Developer Awards



The Eupe team celebrating at the Malaysia Developers Awards



Eupe recognised as Top 3 among companies with a market capitalisation below RM1 billion

Eupe itself was awarded the "Highest Growth in Profit After Tax Over Three Years" in the Property sector at The Edge Malaysia Centurion Club Corporate Awards 2022 by The Edge Media Group. We were also recognised as Top 3 among companies with a market capitalisation below RM1 Billion at the Malaysia Developer Awards (MDA) 2022, jointly organised by The Star Media Group and FIABCI Malaysia.

With the MDA awards audited by experts from Bursa Malaysia, the Real Estate & Housing Developers' Association Malaysia (REHDA), the Malaysia Institute of Architects and other recognised bodies, they go a long

way in affirming that Eupe is heading in the right direction.

The awards are also a testament to Eupe's resilience in the face of the COVID pandemic and physical lockdowns over the last two years. Importantly, these awards recognise the growing public appeal of Eupe's unique approach to crafting iconic homes that deliver long-term value for buyers.

Eupe was also nominated as one of the Top 30 Property Developers in Malaysia at The Edge Property Excellence Awards, alongside other big property developers such as SP Setia, Gamuda, IJM Land and Sunway.



THE EDGE
MALAYSIA
Top Property Developers Awards
2022



Moreover, Parc3 was awarded both the Best Lifestyle High-Rise Development and High Rise Development of the Year, beating countless other participating high-rise developments at the PropertyGuru Asia Awards Malaysia. This makes it the 3rd and 4th awards for this ground-breaking project – Eupe's 2nd KL high-rise, residential development.

PropertyGuru twin awards underline the quality of Eupe's architecture and design direction, lifestyle offering, strategic location and technology invested into Parc3. Parc3 will now go on to compete internationally against developers from 11 other nations at the Asia Property Awards Grand Finals in Bangkok, Thailand for the title of 'Best Condo Development (Asia)'.



Best Lifestyle High-Rise Development

Parc3 by Eupe Corporation Berhad



Dato' Beh receiving Parc3's award for Best Lifestyle High-Rise Development



Eupe senior management receiving Parc3's 2nd award - High-Rise Development of the Year



We are truly humbled by your trust in us and support for our *Shared Value* commitment in which we strive to create more value with the homes we build, so we can share more value with all our buyers and stakeholders.

Thank you for making every one of our projects a success! We look forward to surpassing your expectations in creating even more innovative homes that have a positive, long-term impact on lives and lifestyles.

These new award milestones demonstrate that our *Shared Value* philosophy is not a mere idea but a proven promise that we are consistently delivering.



The Eupe team cheering for both of Parc3's awards at the PropertyGuru Asia Awards Malaysia 2022

Eupe emerges from pandemic in good shape

Eupe has outlined its plans for future growth at its Annual General Meeting (AGM) for shareholders.

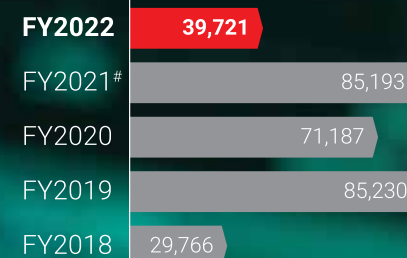
At the AGM, Group Managing Director Dato' Beh Huck Lee told investors the value of all Eupe's current and future projects had doubled since 2020. This paved the way for a return to strong growth for the company.

Dato' Beh said Eupe had emerged from the pandemic in good shape. Gross Development Value (GDV) of Eupe's current and future projects was now RM2.8 billion – up from RM1.4 billion in FY2020. He said pandemic-related delays to projects would continue to have an impact on the Group's financial results this year.

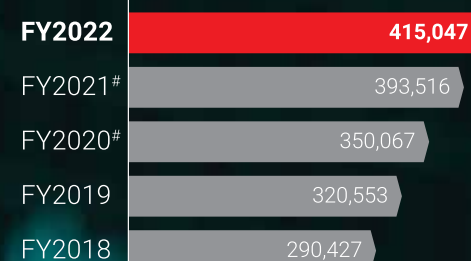
But Eupe expects to return to record levels of revenue and profit in 2024 as current projects are developed and major new projects are launched.

Eupe's project pipeline has been boosted by a 4.81-acre land parcel at Belfield, approximately 2km from KL's city centre. With a GDV of more than RM1 billion, it will be Eupe's largest ever project.

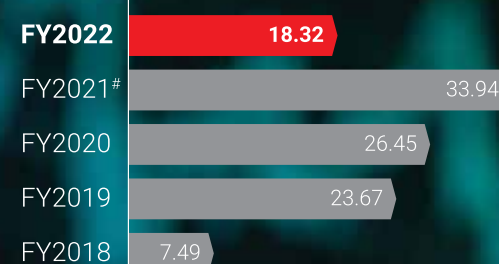
Profit Before Tax ("PBT") (RM'000)



Shareholders' funds (RM'000)



Earnings per share ("EPS") (sen)



[#] included effects from the adoption of the IFRS Interpretations Committee ("IFRIC") Agenda Decision on MFRS 123 Borrowing Costs

Helix²

PJ South

Elevate your life at your new resort home

Eupe unveils its fourth KL project

We are proud to introduce a bold, new concept of urban living for homeowners who aspire to more through our latest KL project – Helix2 @ PJ South.

Helix2 is Eupe's fourth residential project in Malaysia's capital. It's been conceptualised and designed to give you everything to live your best resort life in the heart of the city.

Every feature and facility has been carefully crafted to deliver the best in residential design, lifestyle facilities, location and connectivity – all at an affordable price.

It's all part of our *Shared Value approach* where we are committed to giving our buyers more for less.

Since its launch in August 2022, there's been strong demand for Helix2's offering of smart contemporary, yet flexible home design with distinctive facilities.

Come by our Helix2 sales gallery at Sunway Geo Avenue to find out more about this resort home!

We're open daily from 10am to 6pm

Helix2 Sales Gallery



Helix2 Sales Gallery,
Lot A-01-07, Level 1, Block A,
Sunway Geo Avenue,
Bandar Sunway



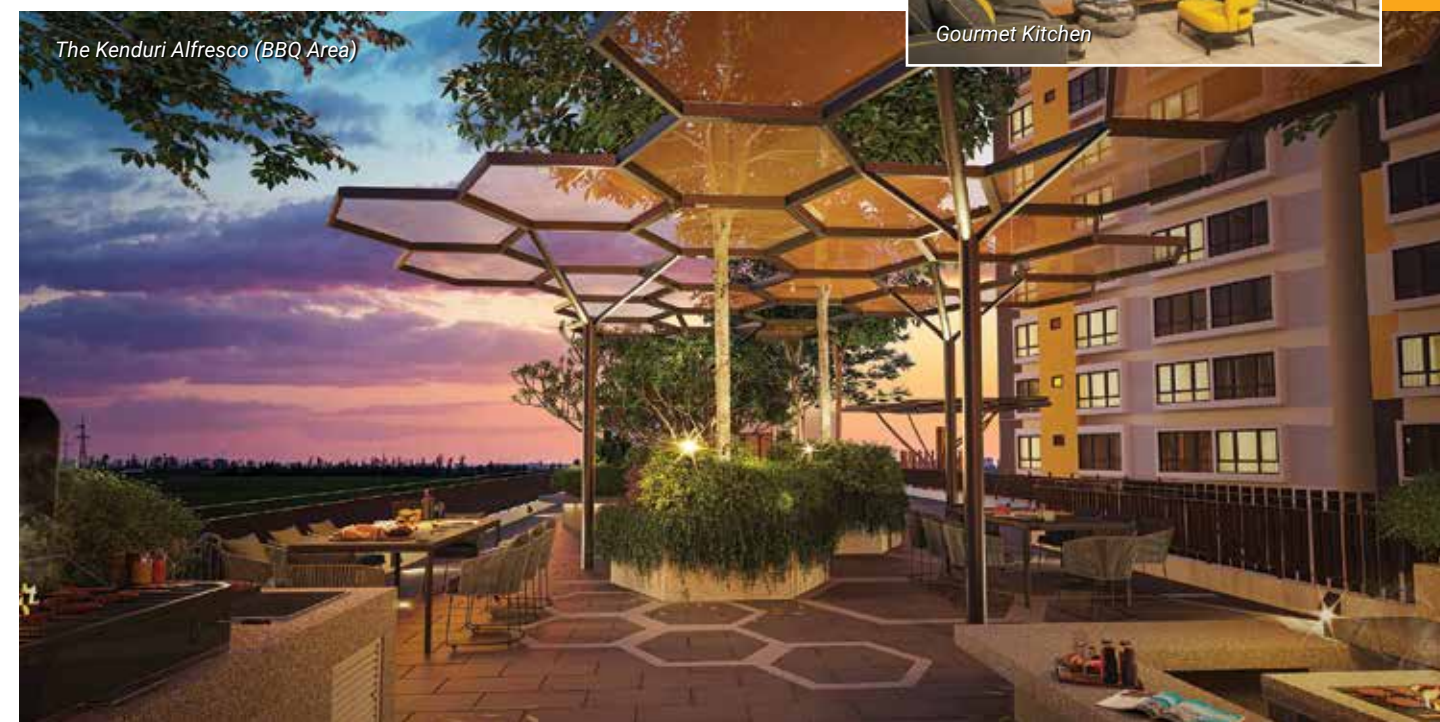
Spiral Staircase

DNA, the inspiration behind Helix2

The helix is a spiral strand that makes up our body's DNA. These unique, double spiral strands are the inspiration behind Helix2's overall distinctive architectural design.

Its striking façade mimics the curves of the DNA strand. Helix2's facilities deck is also designed as an artistic statement modelled after the unique DNA concept.

To offer you a luxe experience, the Spiral Staircase, a signature feature of Helix2's lobby, welcomes you to a memorable arrival experience. At the top of the steps, hexagon-shaped glass canopies mimick natural foliage - just one of the premium design touches that set Helix2 apart.



The Kenduri Alfresco (BBQ Area)

A new resort home to elevate your life

With its award-winning design and unique range of premium facilities, Helix2 will elevate your life and lifestyle to the best in resort-style living.

From the moment you enter Helix2, you'll know you have arrived in style. A spacious drop-off lobby inspired by the luxe interior and style of a five-star resort hotel welcomes you and your guests.

Your privacy and security is also a priority, with a three-tier security system to keep you and your loved ones safe.



Sky Garden



Gourmet Kitchen

Your holiday home, everyday

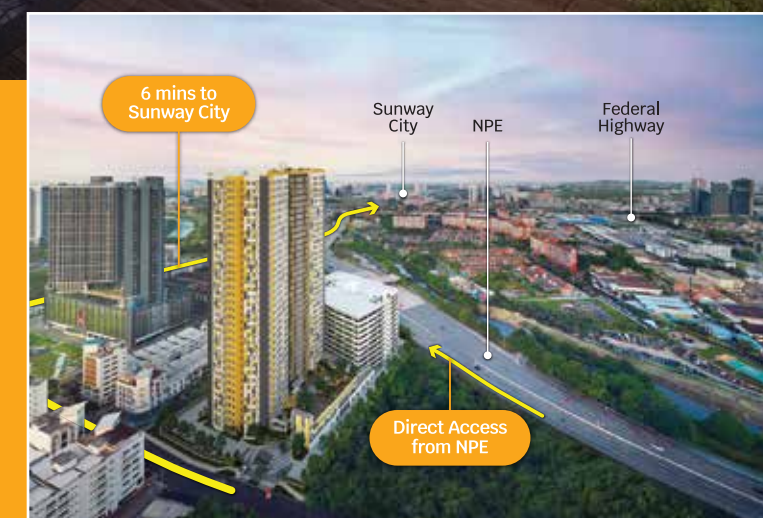
At Eupe, crafting iconic homes is ingrained in our DNA. With Helix2, you can enjoy real resort-style conveniences and facilities that make fun and relaxation a breeze.

- There's **The Rooftop**, a multipurpose viewing deck equipped with a Fitness Garden, Tai Chi corner, reflexology paths, swing seats and hammocks for rest and relaxation.

- Slow the pace of life by heading to the **Sky Garden**, crafted specially for you to enjoy the views of the cityscapes and escape the busyness of life.
- **The Living Room**, an expansive space with a theatre, games area and a lounge for you to 'chill' with your loved ones. A work and study space offers you peace and quiet to work and reflect.
- **The Gourmet Kitchen** to entertain small groups of families and friends in luxe style.
- **'The Kenduri Alfresco'**, an open-air garden deck with BBQ facilities and a space large enough to organise open houses – a luxury you find only for landed homes – to celebrate culture and community living.
- Dive into the fun at **The Aqua Precinct**, Helix2's water world of fun, fitness and relaxation comprising swimming and wading pools, spacious decks and sunken lounges, fringed by lush landscaped greens to provide you ample shade.



Pool Area



Urban conveniences a short ride away

Just six minutes away from Sunway City, Helix2 has all the urban conveniences nearby – shopping, entertainment, food and transportation – connecting you to where you need to be within minutes.

Visit our Sales Gallery today!

LUXURY HILLTOP LIVING

A Home Built on Prosperity & Abundance



This new phase of Somerset comes in 3 types: the Courtyard House, the View House (Junior and Signature) and the Track House.

With the development located 100 feet above road level, the Courtyard House sits at the highest point of the hill with spacious, open living and dining areas spilling into the decks and gardens beyond. The design facilitates natural ventilation and lighting. The rooftop extends out to a generous courtyard for dining under the stars. Seven rooms and six bathrooms make it a perfect fit for multigenerational living.

The Junior and Signature View House collection come with six bedrooms and five to six bathrooms respectively. The extremely limited Track House is built with five bedrooms and bathrooms for slightly smaller families. Terraces and green gardens, built along the natural contours of the land, flow into the unit to allow for alfresco entertaining and dining.

Beyond the enjoyment of their private gardens, residents can also unwind at the 200-acre golf greens of Cinta Sayang Resort and the other resort facilities provided with Cinta Sayang membership which is attached to every home purchase.

COURTYARD HOUSE

2 STOREY LUXURY BUNGALOW



A luxurious hilltop view with resort facilities – The Somerset is Eupe's luxury northern project and its returning with its next phase.

This gated enclave of 2-storey mansions is situated on the highest point for miles, overlooking Cinta Sayang Golf & Country Resort and connected to the North South Highway, providing access to Penang, Alor Setar and Thailand.

VIEW HOUSE (JUNIOR)

2 STOREY LUXURY BUNGALOW



VIEW HOUSE (SIGNATURE)

2 STOREY LUXURY BUNGALOW



TRACK HOUSE

2 STOREY LUXURY BUNGALOW





Marvin Lee

Director of Finance,
Cinta Sayang Resort

Meet The People Behind Eupe

What are your roles and responsibilities in Eupe? How long have you been working here?

I joined the Eupe Group in June 2021. My current job title is Director of Finance and I'm in charge of Eupe Golf Recreation & Tour Sdn Bhd and Eupe Golf Management Berhad, with responsibilities for all financial activities and operations including budget and business plans, monthly revenue forecasts, cash flow management, debtor collection, creditor monitoring and profit and loss statements.

What's your proudest professional achievement?

I worked as part of the finance team in an ultra-luxury resort and helped to fully set up the resort's finance operation flow and accounting system which also included various license and tax applications. Because of that, the resort's operations were a success and the revenue received was more than we budgeted for.

If you could pick up a new skill in an instant, what would it be?

A leadership skill

Name one thing on your bucket list.

Travelling around the world with my family, worry-free without concerns for finance.

Share with us your favourite quote, or a quote that resonates with you.

"If you think you can, you can!". Never give up despite the challenges. Think positively when stepping out of your comfort zone.

Would you rather go back in time, or be transported to the future?

I'd like to be transported to the future for new challenges and experiences.

If you could star in a movie with any famous actor/actress, who would you choose as your co-star?

Andy Lau

What's your most treasured memory?

The annual CNY dinners with my family. They're filled with lots of happiness, warmth and fun.

What advice would you give to your teenage self?

To cherish every moment in life because time is precious and priceless.

If I handed you a plane ticket right now to anywhere in the world, where would you go?

I would travel to Switzerland with my family, as it's chilly and cool.

Eupe has a new website to serve you better!

Eupe has revamped its corporate website!

The new and improved website is more user-friendly and reflects our growing national reputation as a company focused on building trust, innovation and sharing value. The website contains all you need to know about Eupe, including our history, business operations and for the savvy investor, our financial performance.

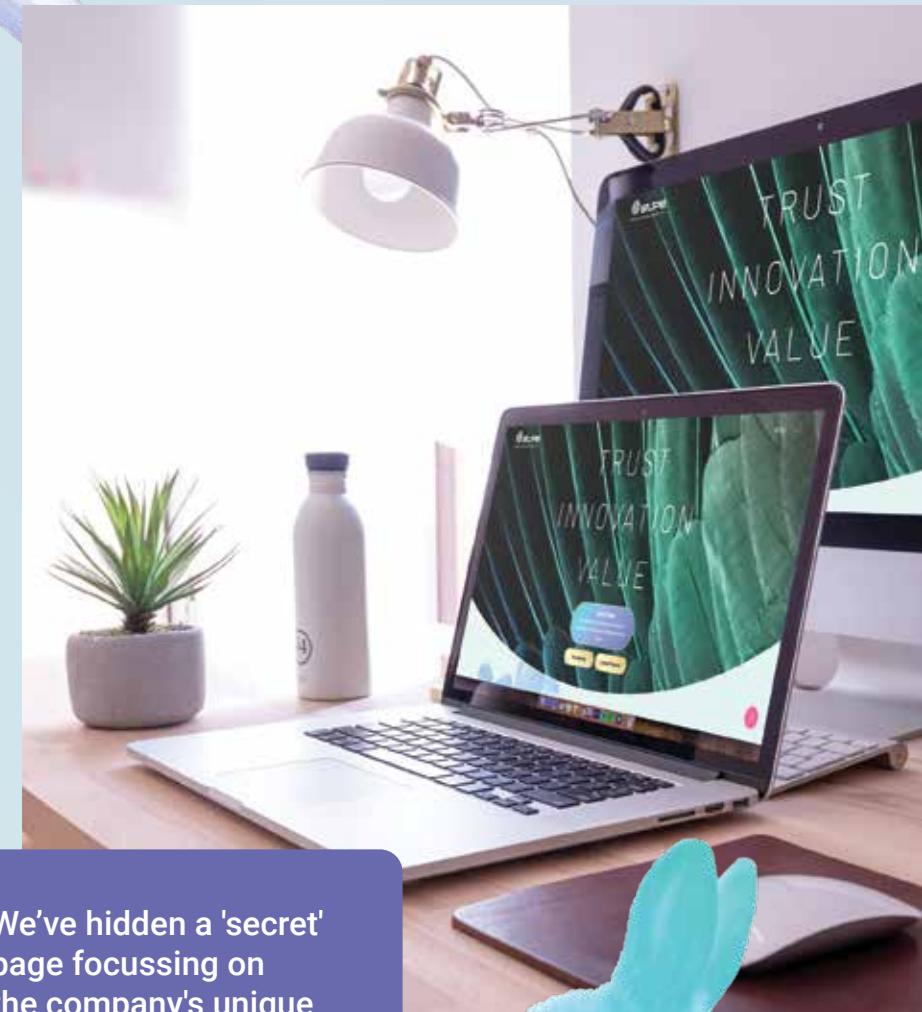
The new website has been designed with nature as its central theme. The design features specially-chosen flora and fauna whose attributes reflect Eupe's values.

To get you up to speed on all things Eupe, there's a snapshot of all of our latest news and events at the top of our home page, along with links to our awards and projects (click, hold, and drag the titles in the 'Latest News' box for quick access to your favourite articles).

The new website also highlights our support to a range of community organisations, as well as our new mission and vision statement. Dive through any copy of Property Trust – Eupe's magazine - you may have missed, browse our sustainability philosophy and achievements, and meet the team behind your iconic homes.

The website also features a 'Delivered as Promised' section, highlighting how the quality of Eupe's projects not only match what we promise our buyers, but often exceeds it. Accompanying this is feedback from proud Novum and Parc3 residents delighted with their Eupe purchase.

Let us know what you think as we refine our online experience to serve you better.



We've hidden a 'secret' page focussing on the company's unique relationship with, and inspiration from nature. Can you find it?



CNY Special



Photo by **Gathering Beauty**

2023 is the year of the rabbit and we're giving you a way to hop into Chinese New Year by making your very own bunny decorations.

Materials:

A pair of scissors. The patterned square on the next page of this magazine/Your own square piece of paper.

Instructions:

We've got a step-by-step video here



<https://bit.ly/3V82Brb>

to make this as easy as possible. Do note that the video does it with the colour on the inside (Meaning only the ears are coloured). Start with the coloured side up to have a bunny with a patterned body and white ears.

Source:

Gathering Beauty



<https://bit.ly/3PDbtE9>

Splash Crafts



<https://bit.ly/3YAqlc>



Sharing the inspiration of art with our buyers

Chinese New Year 2023 'Angpows'

Every year, we take pride in giving out our Chinese New Year 'angpows' that are meticulously hand-drawn and designed personally by Datin Michelle Gan, Eupe's Director of Sales, Marketing and Design. Our 'angpows', with their vibrant colours and meaningful design elements, have been very well-received by our buyers and customers.

Blooms of chrysanthemums embellish this year's 'angpow' design in gold. The chrysanthemum is an important flower in the Asian culture. It represents longevity, vitality, and perseverance – a resilient flower that blooms in the autumn when most withers; in the brightest of colours in the most difficult environments.

Hidden amongst these golden blooms, six little children frolic – one in each "packet". They remind us of the beauty of dreaming without boundaries, as children do. Catching stars and sailing through the skies on blooms, among butterflies and under light of the full moon – the children represent an affinity for nature that is often lost in our modern world.



Eupe's 2023 Calendar

This year's Eupe calendar – which we give to our buyers, partners and supporters - features a selection of paintings and illustrations by Datin Michelle that have been woven into the communal spaces of our completed projects, as well as our ongoing communications with buyers and the community.

Her art invites us to celebrate imagination, and the power and freedom that our imagination brings. They are whimsical yet full of hope. Datin Michelle's artworks are often accompanied by poems and quotes that urge us to celebrate the magic and joy

that is often forgotten amidst the worries and distractions of everyday life.

Her work showcases why Eupe is different. We believe in sharing the value we create as a company and making the mundane magical through the imaginative spaces that we design into the homes we build.

As you flip through the calendars every month, we hope you will be inspired by the hope, wonder and joy they seek to convey – and be reminded that all of us can rise above the ordinary, if we take the time to listen to our dreams.

Helix²

PJ South

Your Resort Home

ELEVATE YOUR LIFE AT YOUR NEW RESORT HOME

at Petaling Jaya South Business District

- Monthly repayment from RM1,500*
- 2-4 bedrooms
- 2-3 individual carparks
- Direct access from NPE

- 6 minutes to Sunway City
- From RM421k*
- Low density only 500 units
- 36-month construction period

* 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



Another exciting project by: **EUPE CORPORATION BERHAD (377762-V)** | Under its subsidiary: **EUPE PJ SOUTH DEVELOPMENT SDN BHD (777341-A)**

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