

Property

# Trust

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Building Lifestyles  
Building Trust

## A Milestone in Redefining Affordable Housing

Building Homes for Life with Future-Ready Designs

# Managing Director's Message

When we began operations nearly 40 years ago, Eupe's sole focus was building some of the largest affordable housing township projects in northern Malaysia.

To date, we've constructed more than 25,000 homes. The majority of these have been built for the affordable home segment.

Over the last fifteen years, Eupe has moved increasingly into the middle and higher tiers of the property market, and more recently, designing and building award-winning high-rise residential projects in KL.

But as demonstrated by our 700-home Villa Natura project launched last year in Sungai Petani, affordable homes remains a key part of Eupe's DNA.

In October, we marked another significant milestone in our affordable housing journey when the company celebrated Helix2's 'topping out' (completion of the 42-storey project's highest floor).

*Dato' Beh Huck Lee*

**Group Managing Director**  
Eupe Corporation Berhad



## Rethinking Affordable Housing

Helix2 is our fourth high-rise project in Malaysia's capital and our first in KL that is targeted solely at the affordable housing market.

With Helix2, we bring our many years of experience and expertise in designing and building quality affordable homes to Malaysia's capital.

In the process, we are committed to re-thinking and re-imagining affordable housing to meet new customer expectations and changing market demands.

A lot of this 're-thinking' recognises that housing has become increasingly expensive.

We recognise that many people – particularly first homebuyers - have limited resources to continually invest in bigger and better properties.

That's why we cannot rely on past thinking and methods in designing affordable homes.

Instead of offering houses as short-term stepping stones to another property, developers of affordable

homes need to think long-term and holistically.

Villa Natura, which has sold very strongly, has been a success because we carefully aligned the product with growing demand for affordable homes that combine value, flexibility and design difference.

In other words, we have strived to make Villa Natura a 'home for life'.

*EACH AND EVERY ASPECT OF HELIX2 IS NOT JUST ABOUT MEETING THE CURRENT NEEDS OF BUYERS. THEY ALSO AIM TO ANTICIPATE AND MEET THEIR EVOLVING FUTURE NEEDS.*

## Designing 'Homes for Life'

We've taken a similar approach with Helix2.

Each and every aspect of Helix2 is not just about meeting the current needs of buyers. They also aim to anticipate and meet their evolving future needs.

That's why we've offered a number of features over and above those offered by similar projects.

These include a range of premium-style facilities, energy efficient appliances, virus prevention infrastructure and modular spaces for intimate and larger gatherings.

Helix2 units also offer more space and flexibility to allow buyers to fully utilise their homes as their lifestyle changes.

This approach accounts for the positive market response to Helix2 and its strong take-up rate.

In particular, it shows there is a growing demand for affordable homes that are designed with future adaptability in mind, which, as a result offer lasting value and satisfaction for buyers.

That's why affordable housing will continue to play an important role in Eupe's ongoing growth.

And that's why we will continue to push the boundaries of design and functionality in this segment.

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*Eupe and TCS Construction senior management moments before topping out Helix2.*



# Helix2 Topping Out



*(From left) Dato' Beh Huck Lee & Dato' Ir. Tee Chai Seng, Group Managing Director of Helix2's main contractor*

Eupe Corporation Berhad has reached another significant milestone with the topping out of Helix2 @ PJ South.

Helix2 is Eupe's 4th high-rise project in KL and its first in Malaysia's capital in which is targeting the **affordable housing segment**.

The event - which celebrated construction of the building reaching the top floor- was attended by senior executives from Eupe and TCS Construction, Helix2's main contractor.

Dato' Beh Huck Lee, Eupe's Group Managing Director, said Helix2 continued Eupe's dedication and focus on providing high quality affordable homes.



Since it began operations nearly 40 years ago, the company has built more than 25,000 homes, many of which have been affordable housing projects in its hometown of Sungai Petani, Kedah.

At the event, Dato' Beh highlighted the importance of designing affordable housing that goes beyond conventional approaches.

"In a rapidly evolving economy where housing costs continue to rise, affordable housing remains critical. Developers must add **long-term value** to these homes, not just as short-term stepping stones but as 'homes for life'," he said.

Eupe's Shared Value philosophy guides all aspects of the design of its homes, ensuring sustainable lifestyle and asset value for buyers.

Helix2's **95% take-up rate** reflects the appeal of Eupe's innovative approach, offering premium features such as energy-efficient lifts, virus-prevention technology, and versatile spaces—rare at this price point.

Dato' Beh concluded, "Helix2's success proves the demand for affordable housing **designed with future adaptability in mind** and long-term satisfaction for homeowners."

Construction of Helix2 is expected to be completed by the 4th quarter of 2025.



*Eupe staff and TCS Construction staff celebrating this achievement together.*

# Eupe Receives Double Wins For Affordable Housing



Eupe's Northern and Central teams celebrating two wins at the Property Guru Awards.



(From the left) Senior General Manager of Projects, Simon Sim and Director of Property Development, Tan Ming Siang, receiving the award for Helix2 @ PJ South on Eupe's behalf.

Eupe Corporation has proudly secured two prestigious accolades for its affordable housing projects at the 11th PropertyGuru Asia Awards Malaysia.

The awards recognise excellence in real estate across Malaysia, with the finest developers and projects celebrated for their contributions to the industry.





*Helix2 and Villa Natura (Top right) teams posing with their trophies.*



*(From the left) Director of Property Development, Tan Ming Siang, and Director of Strategic Projects, Paul Chang instrumental to the success of both projects.*

Eupe's Helix2 - the company's 4th KL project - was honoured with the **Best Mid End High-Rise Development (Central)** award, with the judges highlighting the project's innovative design, resort-style communal spaces, and eco-friendly features tailored to the needs of modern urban living coupled with its modest pricing.

In addition, Villa Natura in Kedah was recognised as the **Best Mass Market Landed Development (Northern)**.

The affordable housing development harmoniously blends affordable living with natural surroundings and has further establishing Eupe's leadership in the northern region of Malaysia.

The awards were presented at the PropertyGuru Asia Awards Malaysia gala dinner which took place on 25th October at the St. Regis Hotel, Kuala Lumpur.

# Eupe Bags Sustainability Award Win For Est8



ESGBUSINESS  
AWARDS 2024

Eupe has taken home the **Healthy Lifestyle Product Award (Malaysia)** at the coveted ESGBusiness Awards 2024 for the **second year in a row**.

**Est8 @ Seputeh** won this year's award, following the company's win of the same sought-after award last year for its 2nd high-rise residential project in KL, Parc3 @ KL South.

Est8 was selected for its **innovative design** to connect residents with their natural surroundings, themselves, and each other to create a distinctive "green community."

Est8's facade is designed as an **urban art gallery**, with giant sculptures bringing art to a wider audience while giving residents a sense of belonging and connection to their space.

Est8's atrium also facilitates 'passive ventilation' harnessing fresh natural air through the project extensive Sky Gardens to **reduce reliance on artificial air conditioning**.

Meanwhile, green walls, vertical greens, a 75-metre canopy walk, a herb garden, and an urban farm on the rooftop all form part of the 8,600 square metres of lush landscaping that covers the overall site area. Varieties of local plants **increase the biodiversity** of the area, handpicked to attract local pollinators and birds with herbs and vegetables for resident consumption.



*Daniel Sim, Eupe's Corporate Communications manager, receiving the Healthy Product award for Est8 at the recent ESG Business Awards Ceremony in Singapore.*



For Euphorbia, sustainable design goes beyond just the finished product but starts even during construction. In one example, to prevent landslides due to the sloping area and to minimise noise pollution to the surrounding community, a hand dug caisson method was utilised instead of heavy piling machinery despite additional costs to Euphorbia.



*Hand dug caissons used for Est8 piling to reduce noise pollution and prevent soil erosion.*



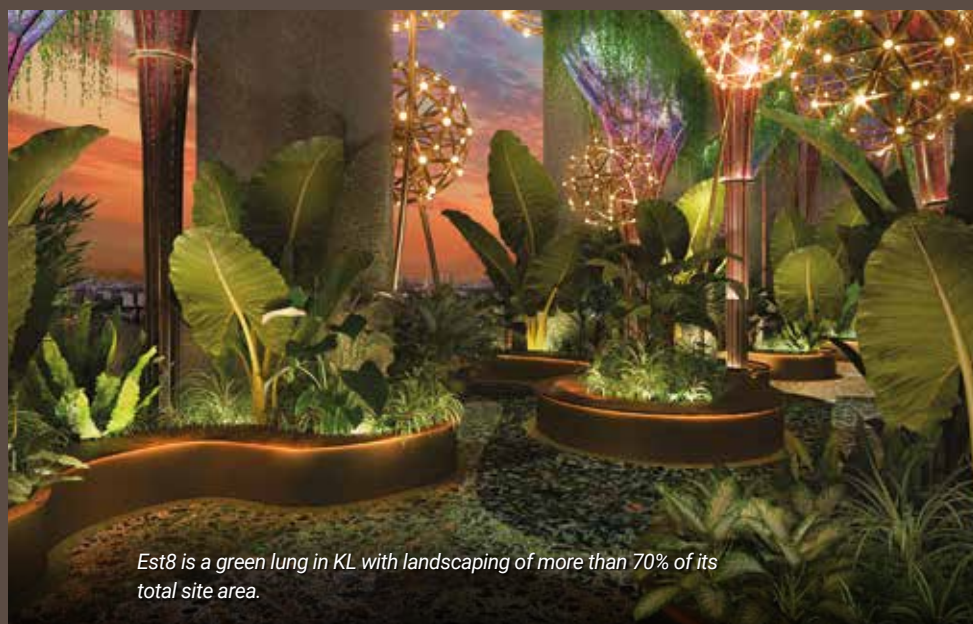
*Cloud Maze, one of Est8's Sky Gardens, has sculptures which function as learn-through-play aids for kids.*

Other notable sustainability features at Est8 include:

- Solar panels installed for renewable energy generation.
- Rainwater harvesters for landscape irrigation and common area cleaning.
- A covered walkway to Mid Valley, one of Malaysia's largest malls, to encourage the use of nearby public transportation.
- An active ventilation system to prevent the spread of viruses.

Est8 will also have its own app for residents to book facilities, pay their maintenance fees, or issue QR codes for guest entry - providing multi-layered digital security and convenience, while eliminating paper usage.

The ESGBusiness Awards 2024 celebrates companies that are leading the way in building a sustainable future. It also highlights businesses that demonstrate outstanding commitment and achievement in environmental, social, and governance practices.



*Est8 is a green lung in KL with landscaping of more than 70% of its total site area.*

# Eupe Wins Top Of Charts Award For The 2<sup>nd</sup> Year



Eupe has again been ranked alongside Malaysia's leading developers at the **Top-of-the-Charts Award** at the **2024 Malaysia Developer Awards (MDA)**.

Eupe **was ranked No.4** among companies with a market capitalisation below RM1 Billion – the second year in a row that the company has been selected for the award.

The Top-of-the-Chart Awards are a **by-invitation-only** award that recognises the best of the best in the property

development field.

Eupe's award win was announced at the MDA gala dinner in J.W. Marriott KL on 18th October, attended by the cream of Malaysia's property development industry.

This award is jointly organised by the International Real Estate Federation, FIABCI, and one of Malaysia's trusted media sources, Star Media Group, to set the benchmark of property excellence with their combined expertise.

Chief Financial Officer, Victor Wong, receiving the award from Nga Kor Ming, Minister of Housing and Local Government.

**TOP-OF-THE-CHART**  
**TOP 10**  
(FOR MARKET CAP BELOW RM1 BILLION)





The Eupe team at the MDA Awards.



The Top-of-the-Charts Award recognises its Top 10 with two main judging criteria.

1. Assessment of Eupe's financial performance including revenue, profitability, financial stability and sustainability for the last 3 years.
2. Assessment of Eupe's architectural design, creative digital innovation and sustainability initiatives.

A key highlight for Eupe's financial performance were major increases in both revenue and pre-tax profit for the company in FY2024 while sustainable, innovative solutions remain at the heart of Eupe's projects.

Initiatives embedded in recent projects include lifts that use momentum and gravity to conserve energy, sterilisers in swimming pools that use UV rays rather than chemicals and drainage

systems that prevent the spread of airborne viruses.

Eupe's sustainability initiatives work together to create an environment that enriches homeowner health and lowers the cost of maintaining the building just by living in it.

Responding to the MDA accolade, Dato' Beh Huck Lee, Eupe's Group Managing Director said, "We are very grateful for the win. I'm thankful to my team and fellow colleagues in Eupe who deserve this recognition for giving their best. But we must continue to innovate and not rest on the success of the past if we are to continue to set new benchmarks and make a lasting difference in the property sector."

The Star's coverage of the 2024 Malaysia Developer Awards can be found here:

<https://www.starproperty.my/pullout/mda-2024>

# Eupe Set to Expand on The Back of Strong FY2024



Eupe held its 2024 Annual General Meeting (AGM) on 22nd August in Kuala Lumpur, where the Group reported strong financial growth and outlined its future plans.

Group Managing Director Dato' Beh Huck Lee told the meeting that the company achieved a **68% increase in revenue to RM340.2 million** in 2023/24 and a **56% rise in pre-tax profit to RM57.8 million**.

Strong sales of Eupe's latest projects - namely Est8 @ Seputeh, Helix2 @ PJ South, and Villa Natura in Sungai Petani - were highlighted as the key reasons for this strong performance

With the company's unbilled sales exceeding RM710 million - equal to 2.1 times the Group's annual revenue

- the company is well-positioned for continued success.

The AGM emphasised other key achievements in 2023/24, including a dividend increase to 2.2 sen, the recognition of prestigious design awards like the FIABCI World Gold Winner, and a **record RM135 million in revenue from the Northern Property Division**.

With a robust financial foundation, Eupe is set for its next stage of sustainable growth.

Dato Beh told the AGM: "We are equipping the company with the capabilities and resources for it to grow faster yet sustainably in this next stage of expansion."



Eupe's 2024 Annual Report to shareholders.

# Flow Together, Glow Together.

On 28th September 2024, Eupe hosted the Pose-itive Wellness event at The Flow Studio in Bangsar, attracting a diverse group of up to 30 participants eager to escape the pressures of daily life and enjoy a calming atmosphere focused on well-being. It can be a struggle for individuals to find time to unwind, making this event an important opportunity for relaxation and self-care.

The Pose-itive Wellness event was structured around guided mindful activities divided into three different sessions: Flow Slow Yoga, Flow Sculpt Mat Pilates, and Yin Yoga. The intimate setting allowed for a calm experience, accommodating participants of all skill levels, particularly beginners.

This event highlights Eupe's commitment to **raising awareness about holistic wellness** among its buyers and supporters by encouraging their participation in yoga and Pilates activities. Invitations were extended to Eupe's Klang Valley purchasers, the Seputeh community - home to Est8 @ Seputeh, one of Eupe's KL projects - and the general public.

The first session, Flow Slow Yoga, offered a gentle vinyasa flow focused on form and alignment, accompanied by relaxing tunes. This session aimed to promote mindful movement, helped participants connect their breath with movement while fostering resilience, discipline, and mental clarity.



Participants stretching on yoga mats following the instructor's lead.

Next was Flow Sculpt Mat Pilates, a lively class focused on building core strength. Incorporating hand weights, this session featured an intense full-body workout, pushing attendees to challenge themselves through a flowing sequence of Pilates exercises that toned and sculpted from the inside out.

The event wrapped up with Yin Yoga, the perfect class for a balanced practice. This healing session nurtured the mind and body, ideal for those looking to release tension and improve flexibility. Participants found relief in long, deep poses that targeted the hips, lower back, and spine, providing a soothing escape to the stresses of daily life.

This Pose-itive Wellness event not only provided a platform for relaxation but also reinforced **Eupe's dedication to fostering a healthier community**. The positive feedback from participants highlighted the event's impact on their well-being, making it a successful addition to Eupe's community engagement efforts.

As Eupe remains dedicated to promoting wellness and community involvement, attendees can look forward to **future events** that focus on health and mindfulness. Keep an eye on Eupe's social media pages for updates on upcoming community engagements.



Yin Yoga participants posing at the end of the session.



Participants focusing on core exercises.



Participants in action during Flow Sculpt Mat Pilates session.

# Nature's Gym: Unlocking the Benefits of Outdoor Workouts

In today's fast-paced world, finding balance can feel like an uphill battle.

Many of us turn to fitness to relieve stress. But did you know that **where you work out** can have a big impact on your mental and emotional well-being?

Outdoor workouts offer a unique blend of physical exercise and emotional rejuvenation that a gym setting often can't match.

Exercising outdoors allows you to connect with nature, offering a break from the screens and artificial lighting that dominate our lives.

Studies have shown that spending time in nature **reduces hormones responsible for stress**.

The sounds of birds, the rustling of leaves, and the feeling of sunlight on your skin work together to create a sensory experience that soothes the mind.

Outdoor workouts come with another bonus. By opting for nature-based exercise, you're **reducing your carbon footprint**.

Gyms often consume a large amount of energy, from lighting and air conditioning to running machines that require electricity.

Additionally, working out in nature means you're not burning fossil fuels driving to a fitness centre.

So next time you're feeling overwhelmed, step outside and let nature be your gym.





*Ilyana*  
Executive, Sales  
and Marketing

# Meet The People Behind Eupe

## What are your roles and responsibilities in Eupe?

I manage Eupe's Northern project social media channels to maintain brand awareness and share information with our customer database. I ensure show houses are clean and ready for visits, oversee event logistics, and organise booths for roadshows.

## What inspired you to pursue a career in Sales and Marketing?

I'm inspired to pursue a career in sales and marketing by my passion for creativity and consumer behaviour. I enjoy crafting product positioning strategies and find the psychology of purchasing decisions fascinating. Networking and building relationships also enhance my fulfilment in this field.

## Can you share a hobby or activity outside of work that helps you recharge?

Some of my favourite hobbies are cooking, baking, and spending time outdoors. I enjoy fishing or gardening to reconnect with nature.

## How do you like to spend your weekends or days off?

On weekends, I visit my parents' house to cook and bake. Afterwards, I unwind with movies, books, or shows, and spending quality time with my family.

## Do you have any travel plans or dream destinations you'd love to visit?

My dream destinations are Bali, Indonesia and New Zealand.

## What's one thing you've always wanted to learn?

I'm eager to learn a new language. I'm also passionate about mastering new culinary skills. Who knows - maybe one day I'll open a café.

## What's your go-to comfort food?

Tom Yum makes for great comfort food!

## What's the best gift you've ever received and why?

Graduating with a Bachelor of Business Administration (Honours) in Marketing with first class honours feels like a blessing, allowing me to make my parents proud.

## If you could learn a new language overnight, which one would you choose?

One of the languages I'd choose to learn is Mandarin. Knowing the language would be a great advantage in dealing with Chinese customers.

## What's a movie or book that you could watch or read over and over without getting bored?

The 2015 movie of Cinderella.

## What's a skill you think everyone should learn?

Everyone should learn effective communication.

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The latest project by award-winning developer Eupe Corporation Berhad



The Edge - Highest Growth in Profit After Tax Over Three Years (Property)



The Edge - Top 30 Developers in Malaysia 2020 - 2023



Star - FIABCI Rising Star Award



The Edge - PEPS Value Creation Excellence Award 2021 (Non-Residential)




FIABCI World Prix - World Gold Winner Residential High Rise



FIABCI Malaysia - Winner Residential High Rise



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