



eupe
sustainability
plus

Eupe's Approach to Sustainability & Community

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“We believe in pursuing a holistic approach to sustaining and nurturing the environment and communities. This holistic approach aims to set new benchmarks and directions in sustainability in the Malaysian property sector.”

02

**DATO'
BEH HUCK LEE**

MANAGING DIRECTOR
Eupe Corporation Berhad

From The MANAGING DIRECTOR

At Eupe, we believe that being a property developer brings important responsibilities and obligations. A number of environmental and social challenges are emerging in our cities and towns as our society and economy continues to change rapidly. These challenges mean it is not enough to simply meet conventional sustainability standards and benchmarks. As a developer of high quality homes and communities, we not only have the opportunity to build projects that offer great lifestyles and good investment value for our customers.

We also have an opportunity - as well as an obligation - to make these homes as friendly to the environment as possible. We have an obligation to build homes that promote good health and well-being for those who live in them. And we have an obligation to build communities that foster social bonds that are at the core of a healthy, strong society.

That's why Eupe is committed not just to one sustainability approach or single set of practices. We believe in pursuing a holistic approach to sustaining and nurturing the environment and communities. This holistic approach aims to set new benchmarks and directions in sustainability in the Malaysian property sector. This is the logic and objective behind Eupe's overarching sustainability program – *Sustainability Plus*.

The background is a solid green color with a subtle texture. On the left side, there are several overlapping, curved, light-green shapes that resemble stylized leaves or petals, creating a sense of movement and depth.

Overview...

Overview of

SUSTAINABILITY PLUS

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TY

Eupe's *Sustainability Plus* program aims to meet conventional benchmarks of sustainability and community building - then go beyond them. This means taking an innovative approach to thinking about and planning property development. We focus on planning and building 'green' projects according to leading environmental standards. But we also believe sustainability doesn't stop at planning and constructing environmentally-friendly homes. It is also about building strong communities in and around our residential projects.

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Eupe's heritage as a long-time, leading township developer in northern Malaysia makes us well-placed to understand what is needed to develop strong communities, as well as develop projects that preserve the local environment. We understand that each residential project and community we build is different.

That's why our first aim with our *Sustainability Plus* program is to recognise the unique sustainable challenges and opportunities each new residential project presents. Our second aim is to address them in flexible, innovative ways through a combination of 'green' planning and building practices and processes on the one hand, and strategies and investments to build strong communities on the other.

All this is in addition to the broader contribution to the community Eupe makes as it discharges its responsibilities as a major property developer in Malaysia, as well as a significant employer and taxpayer. For example, Eupe has constructed more than 9000 affordable homes in the Kedah and Penang regions, which have been sold at below cost to lower-income Malaysian families.



eupe sustainability plus

Our SUSTAINABILITY PLUS Logo

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Eupe's *Sustainability Plus* logo reflects the philosophy behind our sustainability thinking.

The logo is comprised of coloured strands that represent the Chinese symbols for the five natural elements - earth (yellow), fire (red), wood (green), metal (white) and water (blue).

The linking of these strands highlights the importance of seeing the environment and the community in an integrated way.

The logo also symbolises the importance of taking a holistic approach to nurturing the environment and building strong community bonds.



Principle I...

Principle I,

SUSTAINABLE DEVELOPMENT


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Eupe believes that developing environmentally sensitive homes creates value both for customers and the wider community. This is why it ensures all its residential developments embody innovative design that sustain and nurture the environment while maximizing community building. We have been leaders in setting new 'green' building standards in Malaysia. Eupe's Sky Residences was the first building in Malaysia to receive the prestigious LEED green accreditation.

We draw on a range of environmental building standards to guide the development of each of our residential projects. How we are guided by them depends on the locational and environmental needs of the project as well as the needs of the residents. However, we adhere strictly to the eight overall environmental design principles that are outlined in the following pages.

‘GREEN’ T



A close-up of a human hand, palm up, holding a glowing yellow butterfly and a glowing yellow human figure. The background is dark with some green foliage. The hand is positioned in the center-left of the frame.

The 8 key principles that guide the 'green' planning and design of our projects are:

Selection of construction materials that help residents to reduce energy use and keep household power bills down, as well as reduce their contribution to greenhouse gas emissions.

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Use of appliances that use less water, and the creation of outdoor living spaces and landscapes that can be sustained with recycled water.

Emphasis on eco-friendly master-planning of building form, sunlight and wind orientations to maximize natural sunlight and airflow.

Adoption of environmentally sound construction practices.

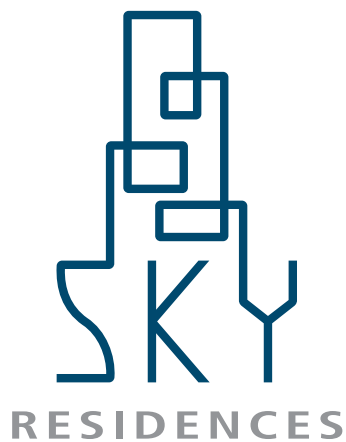


Contributing toward improvement of local public transport to encourage sustainable transport and commuter practices.

Preservation and/or rehabilitation of natural water bodies, plants and other eco-systems that are part of the communities we build.

Encouraging our residents and communities to practice recycling and reduce landfill waste.

Promoting and encouraging sustainable practices among our business partners and suppliers.



Malaysia's First LEED Building

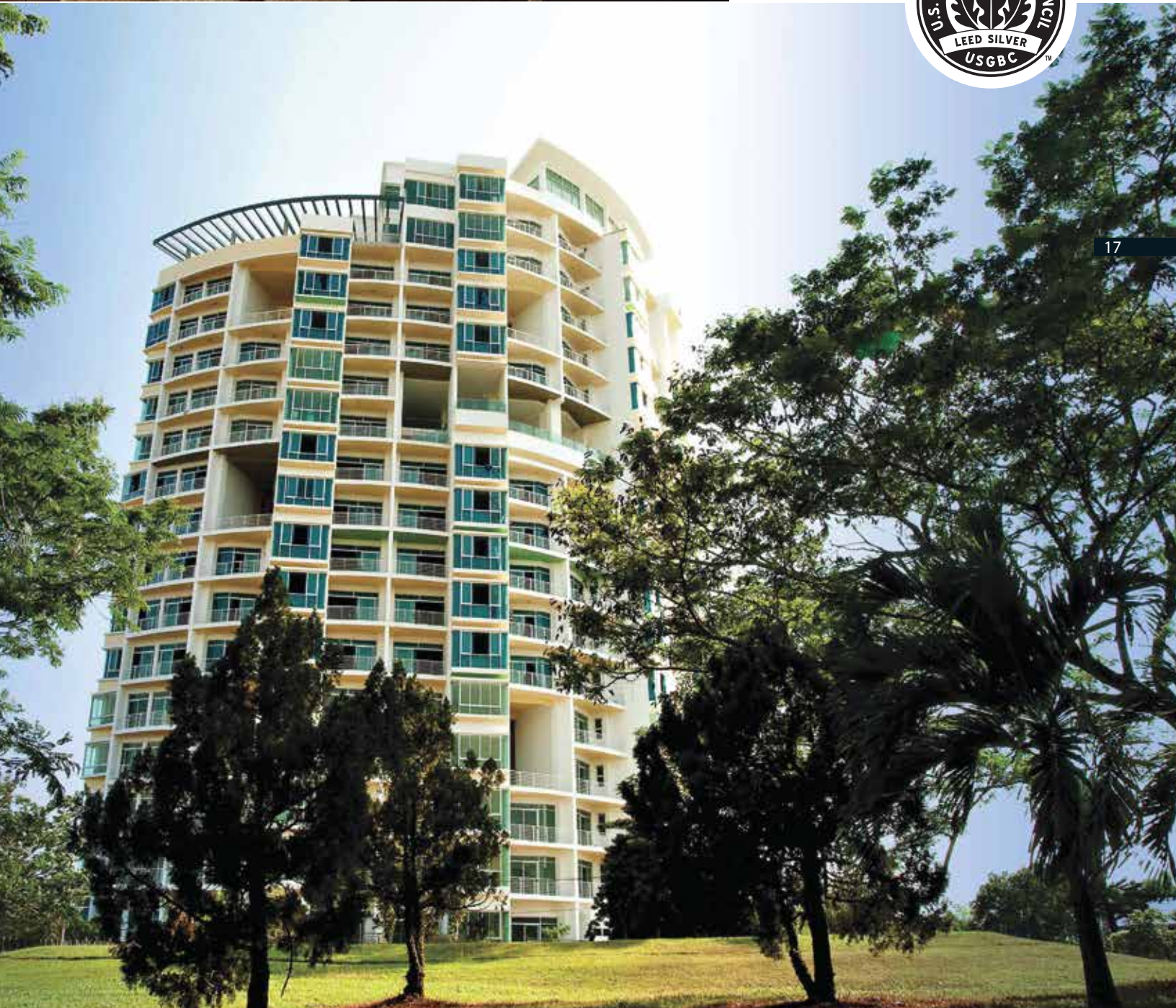
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Sky Residences, built and designed by Eupe in 2010 in Sungai Petani, holds the distinction of being the first LEED accredited building in Malaysia. It is a prime example of the company going beyond conventional 'green' benchmarks and setting new standards for sustainable property design and holistic living in Malaysia.

LEED, which stands for Leadership in Energy and Environmental Design, is a highly regarded, global accreditation scheme. Only those buildings that meet the most stringent and innovative environmental standards and credentials are awarded LEED accreditation. Achieving LEED accreditation for Sky meant creating naturally-flowing living spaces that save on energy usage as well as maintenance costs.

Sky - which contains 88 apartments over 18 levels - was also designed to create a building that positively impacts on the health and well-being of its residents. The building was carefully designed and scientifically tested to harvest maximum levels of light and air from the natural surroundings. This increases healthy air flow and ventilation as well as day-long exposure to natural light to create a more natural, life-enhancing environment. The building was also constructed entirely from non-toxic building materials.







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“Homeowners can step out from their very own backyards into parklands with jogging trails, seating areas and play equipment.”





Homes with PARKS AS GARDENS

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The Astana Parkhomes project, being developed in Euphonia's home town of Sungai Petani, has been masterplanned around the concept of 'houses inside parks'. The entire development covers over 500 terraces and 500 semi detached homes and has also been carefully planned to foster community living and a real sense of 'neighbourhood'.

Homeowners can step out from their very own backyards into parklands with jogging trails, seating areas and play equipment. Pockets of shelters and seating areas are scattered throughout the parks to encourage residents to get to know their neighbours.

All homes have only one frontage towards the road, unlike most conventional houses where entry can be via a back lane. This means children can play safely as there is no vehicle access into the parks and no road to cross to get there.



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Creating an INTEGRATED COMMUNITY

Cinta Sayang Resort Villas has been masterplanned around a central park designed not only to provide an integrated meeting and recreation hub for residents but ease traffic flow.

In addition to the central park area, the Resort Villas project in Sungai Petani includes a linear park with jogging trails and birdhouses.

Units are carefully designed to have large gardens that integrate the indoors and outdoors.





Preserving NATURAL CONTOURS

The Somerset has been planned and designed to blend in with the natural contours of the environment.

The hill in Sungai Petani on which the project is being developed has been largely preserved by minimizing the cutting and thus maintaining the hill's original contours.

Mature trees which could not be kept for the development were transplanted to neighboring plots in an effort to preserve as much of the natural habitat as possible.





NOVUM

SOUTH BANGSAR

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Connectivity to ENHANCE SUSTAINABILITY





“Our first two major residential projects in Kuala Lumpur will showcase our unique ‘green’, community-building approach.”

Eupe’s first two major residential projects in Kuala Lumpur will showcase our unique approach of combining ‘green’ building design and construction with innovative ways to build stronger, connected communities. Novum in South Bangsar will comprise more than 700 condominiums while The Weave in Cheras will comprise 330 condominium units.

Both will be designed and built according to the standards prescribed in the Green Building Index (GBI) – an internationally recognised framework of environmental building and management principles. The GBI standard will mean the two projects will be highly recognised for their energy efficient design and construction, their proximity to public transport, their use of environmentally-friendly construction and fit-out materials as well as their high indoor environmental quality.

Novum and The Weave will also feature Eupe’s New Digital Life app which will provide residents with a digital platform to source community information, like lifestyle, traffic and recreational news as well as book shared spaces and facilities. Over time, we aim to expand the connectivity features of the New Digital Life app so residents can monitor their energy efficiency and learn ways they can make their household energy use more sustainable.

Weaving COMMUNITY & FAMILIES Together

The Weave is all about being 'people-focussed'.

All The Weave's facilities and functions have been conceptualized to 'weave' together a contemporary lifestyle with four key factors in mind.

- Design for Family
- Design for Community
- Design for Convenience
- Design for Security

A major eco-friendly feature of The Weave are water-efficient fixtures in each residence. Annual water savings from these fixtures will be close to 10.5 million litres - the equivalent of four standard Olympic-sized swimming pools.

The Weave's Community-Focussed Facilities

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LEISURE ZONE

Ground Floor

- Interlace Garden
- Children's Playground
- Pets Gym / Pets Corner

ACTIVE ZONE

5th Floor

- 1/2 Olympic Size Lap Pool
- Kids Splash Pool
- Sun Deck
- Jacuzzi & Shallow Pool
- Playhouse
- Children's Playground
- Umbrella Deck
- Tea & Party Garden
- Function Hall
- Nursery / Kids Club
- Lifestyle Café
- Entertainment Room
- X-Box Games Room

HEALTHY ZONE

25th Floor

- Floating Sky Gym
- Water Lounge
- Hydrotherapy Spa
- Yoga Deck
- Playhouse
- Chillax Corner
- Tai Chi Lawn
- Kids Gym
- Senior Gym
- Dance Studio
- Reflexology Foot Path
- Reading Room

PASSIVE ZONE

14th Floor

- Hammock Garden
- Reading Pods
- Potpourri Garden
- Family Lounge
- BBQ Place



“Water savings from The Weave’s water-efficient fixtures will be close to 10.5 million litres a year.”



THE WEAVE
Cheras · Kuala Lumpur



Principle II...



Principle II,

BUILDING STRONGER COMMUNITIES

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Eupe's second sustainability principle is a commitment to the development of strong, sustainable communities. In particular, Eupe strives to make each community it invests in a better place because we are there. We live in a fast-changing world where community bonds can easily fray. That's why it's important as a property developer to plan and create environments that encourage shared experiences and positive interaction.

We go beyond normal planning requirements in all our project planning to create innovative spaces and facilities - such as parks, playgrounds and community hubs - where residents can come together and enjoy quality time and experiences while enhancing physical and mental well-being. We are also very conscious of the potential of digital communications to increase connectivity to bridge the increasing gap between individuals resulting from increasingly busy lifestyles and distance.

That's why specially-designed mobile apps and other software that connect residents to services, information, as well as each other, will become an increasingly important part of what Eupe's residential projects offer. In addition to these community-building practices embedded in our project planning and design, we have also three specific programs to achieve our objective of building stronger, sustainable communities.



“It’s important as a property developer to plan and create environments that encourage shared experiences and positive interaction.”



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Trusted NEIGHBOUR PROGRAM

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With the Trusted Neighbour Program, Eupe directs a proportion of its residential project investment into improving the amenity and safety of surrounding neighbourhoods.

For the Seri Astana project in Sungai Petani, Eupe relocated, or built new houses for squatters, as well as carried out works on the local waterway to prevent floods around the township and village area. For the Taman Ria Jaya development, also in Sungai Petani, the company contributed financially to the building of a new local mosque, and as part of its Taman Ria Padang Serai project Eupe upgraded the neighbourhood road network adjacent to the development.

Under the Trusted Neighbour Program for the proposed Cheras residential project in Kuala Lumpur, Eupe plans to build guard posts in various areas to improve community safety and ensure the security of the surrounding neighbourhoods.





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Planet Eupe Cultural Events

Music and culture are an important way of bringing people together to celebrate common interests, as well as a bridge to understanding and appreciating cultural differences. The Planet Eupe program focusses on investing in music and cultural events that provide memorable, shared experiences for communities. The program focusses on investing in international-class cultural and music events in northern Malaysia, which is often bypassed, by such events. Planet Eupe also focusses on encouraging and supporting young Malaysian cultural and music talent to achieve greater heights.



“Planet Eupe programs focus on investing in music and cultural programs that provide memorable, shared experiences for communities.”



Planet Eupe Cultural Events

Planet Eupe Music Fest

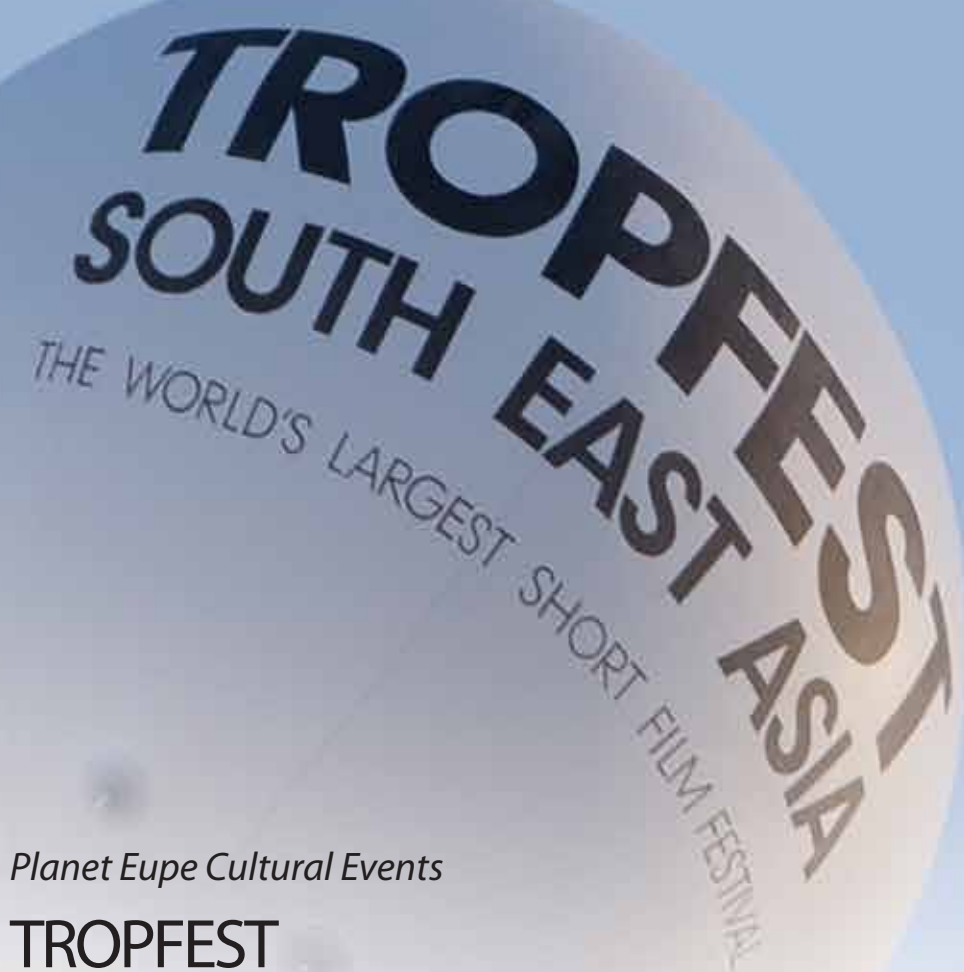
A Whole New World

Planet Eupe Music Fest - organised by Eupe in March 2014 - was one of the biggest entertainment events ever held in northern Malaysia. The six-hour fest, which showcased some of Asia's biggest music stars, attracted more than 12,000 people. It was organised by Eupe to say 'thank you' to the people of Kedah for their support of the company since it began operations in 1986.

The Fest was also organised to show that northern Malaysia - which is often bypassed by major music and cultural acts - could successfully attract and host international stars of the highest calibre. It included a one-hour set by arguably the biggest name in Asian entertainment, Wang Lee Hom, as well as performances by Taiwanese electro-pop songstress Jeannie Hsieh and acclaimed Korean boy band U-KISS.

The Fest also featured Yuna, one of Malaysia's biggest entertainment exports, as well as a host of up-and-coming Malaysian music talents and the Malaysian Hip Hop dance finals.





Planet Eupe Cultural Events

TROPFEST SEA (2015)

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

Eupe was proud to be a major sponsor of Tropfest SEA held at The Esplanade in Penang on 1 February 2015. Approximately 10,000 people attended the event where 16 finalists vied for the crown of 2015 Tropfest winner.

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

Similar Tropfest short-film competitions are held every year in America, Australia and the Middle East. It has also become a launch-pad for many young film makers seeking to make a permanent career in film.



“Eupe was proud to be associated with an event which is such a successful launch-pad for many young film makers.”







Building HOPE PROGRAMS

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Eupe also raises and directs financial and other support to worthy, one-off community projects and programs, in order to create more opportunities and better facilities for those in need.

Examples include:

Eupe's Building Hope Charity Fair, held in December 2014, which raised close to RM 50,000 to support the activities of local community organisations and charities in Sungai Petani.

The construction of the Triple Wisdom Hall, a 10-storey hall and residential complex in Jalan Pangkor, Georgetown, which was completed in 2013 and undertaken on a 'no profit' basis.

Providing needy students with funds and other support to help further their education.

“Eupe raises funds for, or invests directly in a range of worthy projects to build stronger communities.”



Building Hope Charity Fair logo

Building Hope Programs

Building Hope Charity Fair



The Building Hope Charity Fair was organised by Eupe staff in December 2014 and attracted more than 700 people.

Over RM 50,000 was raised from the Fair through family fun activities, foods and drink stalls and other fund-raising events and activities. Organisations that received proceeds from the Fair included an orphanage, an elderly people's home, a local school and a group providing dialysis services. All provide important community services in Sungai Petani, Eupe's home town.



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Building Hope Programs

Community Support

Activities are organised on a regular basis to support the community and involve as many of Eupe's employees as possible.

Activities have included :

- Visits to local Charity Homes to distribute food in Sungai Petani
- Participation in the House Build Project as part of the International Habitat Day 2011 (via the construction of 3 homes in Sungai Korok, Alor Setar)
- Annual contributions to a local dialysis centre in Sungai Petani
- Annual donations to various schools in Sungai Petani
- The construction of the Triple Wisdom Hall Penang (project management and construction of a 10-storey charity centre run by a Buddhist temple at no profit in 2013)

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Building Hope Programs

Eupe's Continuing Education Fund



Eupe gives out scholarships to eligible students annually.

Eupe's Continuing Education Funds (ECEP) program provides young Malaysians from lower-income families with targeted educational assistance so they have every opportunity to become tomorrow's leaders. This assistance takes the form of scholarships and payment for other educational costs.



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