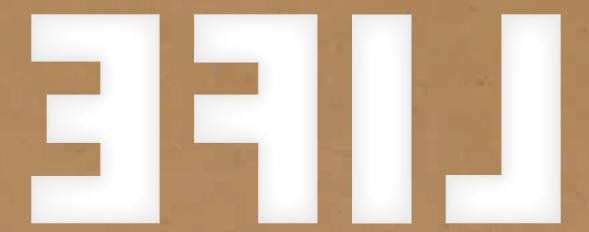




Eupe's Approach to Sustainability & Community 2017





#### Who is Eupe?

Eupe Corporation Berhad began operations in property development and construction in 1986.

Since then it has built more than 22,000 homes in northern Malaysia.

Now it is bringing its **distinctive, award-winning approach to property development to Kuala Lumpur**, with a series of high-rise residential developments in some of the city's most sought-after locations.

Eupe has been a listed company on Bursa Malaysia since 1994.

The name Eupe comes from the combination of the letters 'U' and 'P'. This was the name of United Plantations - the owner of the land on which Eupe built its **first major township** development in Sungai Petani, Kedah in 1986.

Message from the MANAGING DIRECTOR, DATO' BEH HUCK LEE

07 Overview

What is Sustainability?

Eupe's Sustainability Legacy

Our Sustainability Plus Approach

Our Sustainability Plus Principles

Our Sustainability Plus Logo



#### **ADVANCING SUSTAINABLE ECO-DESIGN**

Healthy Air

Iconic Design

Green Community

**Smart Connectivity** 

#### **BUILDING STRONG COMMUNITIES**

Planet Eupe Cultural Events Program

Building Hope Program

Sustainable Sourcing of Materials

Sustainable Business **Practices** 

Reporting and Governance



### IANAGING IRECTOR'S IESSAGE

5, we released Eupe's blueprint for sustainability.

all our approach *Sustainability Plus* because m to set **new directions in eco-design and nunity building** in Malaysia's property sector.

rst version of **Sustainability Plus** set out **clear iples and frameworks** that have been guiding astainability thinking and practice for the past ears.

we're updating it for two reasons.

our sustainability thinking **continues to evolve** expand our footprint into Malaysia's capital evelop new building and design concepts.

nd, we want to demonstrate in this update that we talk about in terms of our sustainability and objectives are being directly translated ction. Too often sustainability is talked about well-meaning phrases, but delivers little in ay of addressing real-world environmental enges, or providing practical, long-term benefits.

company which has been planning and .ng communities in northern Malaysia for 30

years, sustainability is not just a concept for us. It is **built into our DNA**.

We've **pioneered innovative ways and approaches** to create natural lifestyles and strong communities with many of our projects. In 2010, Eupe was the first Malaysian property developer to be awarded the prestigious, globally-recognised **LEED (Silver - Core and Shell category)** accreditation for our residential development Sky Residences.

That is why, in this second edition of *Sustainability Plus*, we show how we are continuing to connect our leading-edge thinking on eco-design directly into the **design**, **planning and construction of our latest projects**.

The following pages outline **Eupe's distinctive** approach to sustainability.

This approach is underpinned by our strong belief that property developers are in a unique position - and therefore have **a special responsibility** - to do more than other sectors to address the many sustainability challenges facing our society.

We have chosen to pursue this distinctive approach - together with the principles and frameworks that are derived from it - because they offer **strong**, **practical benefits for residents** when translated into building design and planning.

Our approach, principles and frameworks also aim to broaden the definition and scope of sustainability in the property sector so the benefits we aim to bring with our **Sustainability Plus** approach flow through not to only our buyers but the broader community.

#### upe and Shared Value

e core of our *Sustainability Plus* philosophy is what we call **Shared Value**.

pe we don't believe in chasing short-term profits at the expense of our buyers. **Shared Value** means us g less so we can **give our buyers more** through better sustainable design, features and facilities.

this approach, we not only create long-term value for our buyers. **Shared Value** also means creating inability benefits for **the wider community**.

•d Value ultimately creates long-term benefits for us as a company. By building a reputation for innovation uality which translates into sustainable value, we aim to attract a strong and loyal following of buyers who our fresh approach to property development.





# OVE

# RVIEW

# What is Sustainability?

Sustainability is a **new way of doing and thinking about business** in today's world.

It means business not only investing in and creating jobs and economic prosperity but also:

- Playing a strong and positive role in helping to address environmental and social issues.
- Being trusted leaders in building healthy, resilient communities by investing in environmental, education and community programs.
- Focusing on long-term benefits for the community, not just short-term profits for the company.

Eupe believes that property development companies, in particular, have a **very important role in leading the way on sustainability**.

The homes they build are where we spend most of our time. Homes are where we create and share **life-changing moments and memories**. They are where we build and nurture our **family and community bonds**.

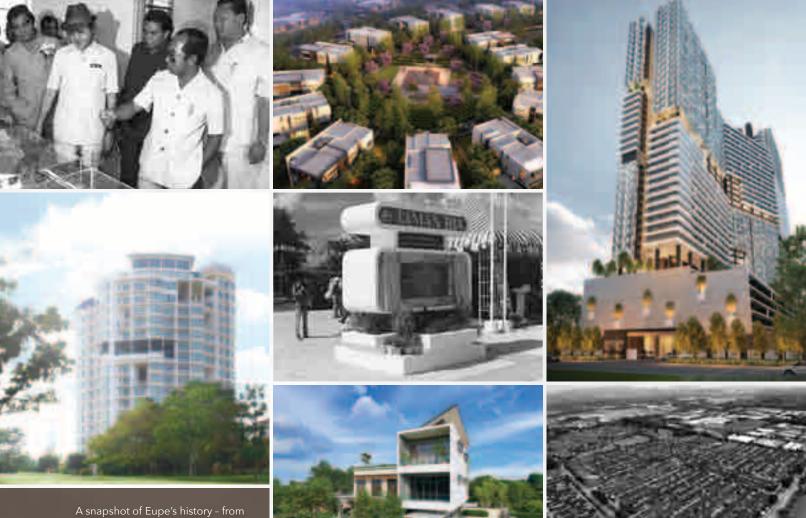
Therefore, the homes that property developers design and build are one of the **most important factors** in building strong sustainability awareness and good practice in the community.

This is why Eupe believes the property sector needs to **go further in setting new directions** for sustainability practice for the wider business community.

That is why we call our approach *Sustainability Plus*.

**Sustainability Plus** means that, as a company, Eupe strives to go beyond conventional requirements and benchmarks on sustainability and set **new and innovative standards and frameworks** that benefit the whole community.





its origins as a township developer in the 1980s to major high-rise developments in 2017





### Eupe's Sustainability Legacy

Over the past 30 years, Eupe has built a strong record of community building and environmental leadership.

We started as a township developer in Kedah in 1986, building communities from the ground up.

We continue to build sustainable homes for thousands of Malaysian families throughout northern Malaysia and more recently in Kuala Lumpur.

All our developments are carefully planned and designed with special features and facilities that bring

Eupe's strong history and commitment to innovative eco-planning and design was recognised internationally in 2012 when we were the first Malaysian property developer to be awarded the globally prestigious **LEED** accreditation.

Sky Residences established **new benchmarks in high-rise green living** with its groundbreaking design to

This innovative design combination creates a **healthier**, more vibrant living environment for residents.

Our Sustainability Plus Approach

Eupe's overall approach to sustainability is to set innovative directions that offer practical benefits for our home buyers and the wider community, rather than relying solely on benchmarks and measurements set by others.

This **innovation-driven**, **self-directed approach** has resulted in a set of consistent principles to guide our sustainability thinking and practices.

These principles in turn allow us to then develop clear frameworks for practical action.

This integrated way of thinking about and delivering on sustainability means our sustainability efforts:

- are thought planned and implemented in a consistent and logical way;
- become part of a company's core business strategy so they have lasting and practical benefits to both customers and the community, as well as the company;
- focus on innovation in property planning and design to solve practical challenges for our customers and other stakeholders, rather than just box-ticking; and
- drive a continuous and consistent trajectory of improvement as we use these innovative principles and frameworks to benchmark our performance, while guiding us to incorporate new sustainability thinking and practices into our business operations.

Bursa Malaysia has released guidelines for companies to help them develop their sustainability strategies and reporting



At the same time, Eupe's self-directed approach, principles and frameworks set out in this document are not meant to ignore or underplay the range of **very good regulatory and prescriptive benchmarks** that have emerged in Malaysia in recent years to improve business sustainability thinking and practices.

Bursa Malaysia has released **a range of guidelines** to help listed companies organise their sustainability thinking, practices and reporting. Our sustainability reporting structures are being reviewed and re-structured to make sure we align with these guidelines.

Malaysia's Green Building Index (GBI) has been a leader in setting out a range of **robust checklists for property developers** to make their buildings more green-friendly.

Eupe's first high-rise residential project in Kuala Lumpur - Novum at South Bangsar - was awarded **GBI certification**. Our eco-design frameworks, particularly our *Smart Connectivity* framework that guides our selection of project locations so they are close to amenities and public transport, also reflects key GBIs benchmarks.





However, we are committed to taking a distinctive approach focused on innovation because we believe that property developers have a **special role and responsibility to go beyond conventional sustainability requirements** that require companies to simply tick a box or adhere to benchmarks that apply to every other sector.

Fast-growing cities such as those in Malaysia face a myriad of **growing environmental**, **social and community challenges**.

These challenges are in no small part because of the rapid increase in the number of property developments and projects that we in the property sector build and sell to the community.

Governments and regulators **can only do so much** to address these issues. They cannot plan, design and build our buildings on our behalf to effectively address all these sustainability challenges.

That's why Eupe believes each property developer - while striving to meet the uniform requirements of good sustainability practice set by external parties - also needs to set and be guided predominantly by their own principles and frameworks.

Eupe's self-directed principles and frameworks have been chosen because they **align with our company's vision and design strengths**, as well as our history of innovation and creativity in eco-design and building strong communities.

At the same time, they give us the impetus to learn **new sustainability skills**, address our potential shortfalls and, in this way, maximise the **long-term, sustainability benefits** of each of our projects for both residents and the wider community.

## Our Sustainability Plus Principles

Our latest *Sustainability Plus* strategy is organised around the **two overarching principles** which were central to our first strategy in 2015.

But we have developed these into clearer and consistent frameworks - with **new ideas and practices** - to make sure our approach offers innovative thinking, **practical benefits and potentially sets new benchmarks for sustainability** In the property sector.



This principle guides us in making sure that every home and project we build is designed with the best and most innovative green design ideas, values and practices. The principle recognises that each of our developments is different so a flexible approach is needed to create homes that maximise natural, healthy living for residents, as well as creating benefits for the broader community.

# Our second principle is **Building Strong Communities**

This principle recognises that sustainability is more than just building homes.

Best-practice sustainability in the property sector needs to be complemented with investments in programs, events and organisations that build wider community interaction and strong community bonds.





# eupe sustainability plus

#### What our Sustainability Logo Means

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

The logo comprises 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 taking a holistic approach to **nurturing the environment and building strong community bonds**.





# PRIN

# CIPLE 1

### ADVANCING SUSTAINABLE ECO-DESIGN

#### Introduction

Designing buildings to achieve sustained benefits for the environment and the community requires a way of thinking that is **innovative and holistic**, **yet clear**, **consistent and logical**.

Eupe believes best-practice sustainable eco-design starts with master-planning the overall building concept and its design.

By getting the overall eco-design concept right - informed by a comprehensive understanding of the local conditions, climate and community - each of our projects **perform better from a sustainability perspective** while providing **greater and more** 

Our Four Frameworks for Sustainable Eco-Design Healthy Air



Harnessing and
Optimising Natural
Air Flows to Create
a Healthy,
Comfortable Living
Environment

lasting lifestyle value and comfort for residents.

This **top-down, holistic eco-design approach** allows us to:

- combine new and different approaches that meet the specific environment conditions and sustainability opportunities of each individual project;
- maximise practical, sustainability benefits for residents who live in the homes we design and build;
- make sure good sustainability outcomes have the broadest positive impact on the community; and
- set new sustainability directions in a way that recognises the fast-changing nature of 21st century life and lifestyles and how this is changing and re-defining what is good sustainability and eco-design practice.

This is why Eupe's four Sustainable Eco-Design frameworks are focused not just those on eco-design features that are standard across much of the property development sector.

We believe these core components must be enhanced by **more innovative definitions of sustainability** that recognise, for example, the importance of digital technology and creative, artistic architectural design in delivering positive outcomes for the community.

In short, our Sustainable Eco-Design frameworks are different from conventional guidelines because they are **broader in terms of the sustainability outcomes** we want our projects to contribute to the community.

While creating clear and tangible advantages for residents and community, they also seek to achieve **less tangible yet important benefits**, such as making a positive and inspiring visual impact on the skyline.

They also aim to achieve integrated sustainability outcomes - in other words, they aim to achieve a number of sustainability objectives at the same time.

For example, our commitment to more green spaces in our developments not only creates more natural, sustainable lifestyles (in line with our *Green Community* framework). They also provide a hub to build family and community bonds (in line with our *Smart Connectivity* framework).

More green spaces are also important to cool flows of natural air before they enter and ventilate our high-rise residential projects (in line with our *Healthy Air* framework).

#### Iconic Design



Creating Inspiring
Skylines through
Visual Architectural
and Design

#### Green Community



Linking Nature with the Community through More Sustainable Green Spaces

#### Smart Connectivity



Harnessing both
Physical and Digital
Spaces to Create
and Connect
Vibrant
Communities

# Healthy Air 5

# 'Designing buildings that **promote natural**, **healthy air flows** is fundamental to Eupe's sustainabilty approach.'

One of the most important sustainability considerations for property developers in tropical climates is creating **healthy**, **comfortable environments** for residents.

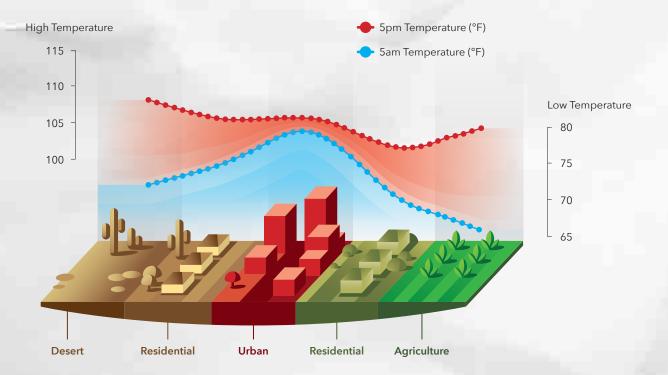
Yet, many residential projects - particularly high-rise towers in urban areas - are based on building designs used in temperate or cold climate countries.

These projects often do not harness natural air flows and ventilation that would otherwise cool the building and reduce the costly use of air conditioners.

Artificial cooling systems like air conditioning can also lead to unhealthy environments for residents, as well as putting more pressure on the environment as well as energy supplies.

This basic design flaw means high-rise buildings form what are called **'heat islands'**, largely because of the heat and energy they give off from the continual use of air conditioners.

These islands of heat contribute to a measurable rise of temperature levels in urban areas that compound naturally-occurring heat in tropical cities like KL.



High-rise buildings in cities contribute to higher temperatures . This makes it important for property developers to **design high-rise homes that harness and cool natural air flows** to create a more natural and healthy living environment.

#### Our 'Buildings that Breathe' Concept

At Eupe, we believe that **significant and lasting benefits in sustainable living** can be achieved by designing and building high-rise residential projects that address this basic design challenge.

That is why we have a legacy of projects that are designed to 'breathe'.

Eupe's 'Buildings that Breathe' concept is simple our buildings are architecturally designed to facilitate the **natural intake of fresh air** into the building which is then circulated throughout using **natural air flows and dynamics**.

The air flows into the building are channelled upwards through atriums and other spaces designed into the building, then distributed throughout all floors through interlocking vents and channels in a process known as 'true cross-ventilation'.

Orientation of the building is also designed to minimise the building's exposure to direct heat as well as maximise exposure to winds and air currents that occur in the precinct.

All these features require **careful planning and modelling**, particularly on wind direction and air flows. It also means giving up space that might be otherwise incorporated as 'sellable space' that would increase the building's density.

But we believe that **long-term benefits for our buyers** far outweigh any short-term gains from selling more floor space.

These benefits include **healthier**, **more pleasant lifestyles** for residents while significantly **reducing the heat footprint** of our buildings.

#### Our Three Healthy Air Design Steps

#### **External Building Design**



- that is we avoid designing our projects as a single, monolithic block with few openings for natural air to enter the building and circulate. Instead we break up the design of our buildings into separate structures and/or design external façades with openings to create more places for natural air to enter the building, circulate and cool. Shades and fins are also designed into the building façade which are not only aesthetically pleasing, but provide shade and covering to cool the building.

#### **Harnessing Water and Green**



We strategically locate extensive landscape planting, and other 'green' areas, as well as water features, throughout our design. These features are important for a building to breathe because they naturally filter and cool the air as it passes over them before entering or circulating within the building.

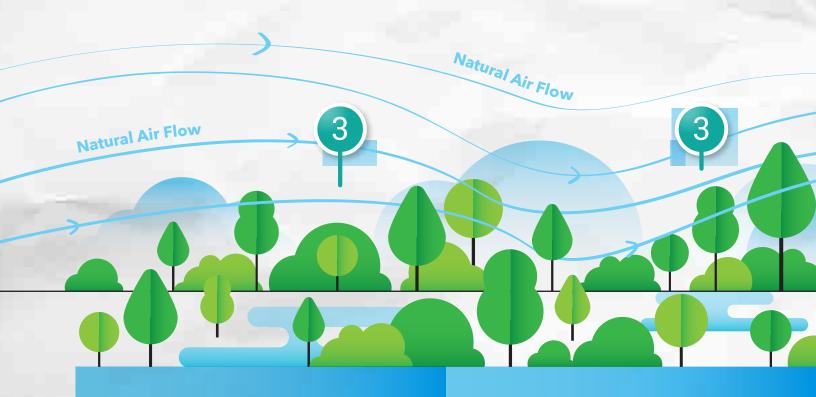
#### **Internal Cross-ventilation**



We design the building's internal structure with extensive cross-ventilation to maximise the natural air that enters and cools the building. Unlike standard ventilation where air enters a space but remains static because there it is not linked to other ventilation spaces, the internal design process we use called 'true cross-ventilation' - links spaces in all floors and units so air can enter and exit, allowing it to move continuously and freely.

# Healthy Air

How our 'Buildings that Breathe' Design Works



1

direction it faces) is designed so it captures the maximum amount of natural air flows and reduces the amount of heat from direct sunlight the building is exposed to.

2

Openings and 'voids' are designed into the building's façade. This increases the amount of natural air that flows into the building.



3

Green areas and water features are strategically located in and around the building to **cool the natural air** as it passes into the building.

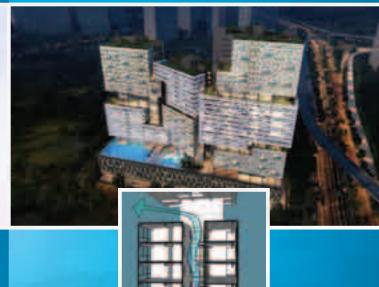
4

The interior of the building is designed to cross-ventilate. That means **numerous air channels and vents** so the natural air circulates.









#### **Designed by Nature**

Parc 3 in Cheras has an extensive natural cooling system designed into the building, using natural thermodynamics, convection and wind-stack effects to draw in natural air and circulate it into all corners of the structure. The key to this open design is the multi-storey opening on the mid floors that form Parc 3's Sky Garden areas.

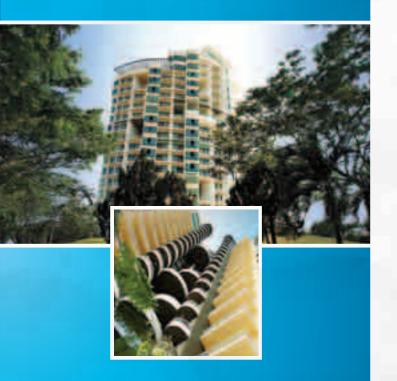
The building has also been designed with extensive green shaded areas at the base of the building, as well as a large atrium, which draws in the outdoor air and cools it down before it moves up through the centre of the building, spreading through and cooling each floor and unit with naturally circulating air.

#### **Cool Building Design**

By designing Novum in South Bangsar around seven smaller blocks to form an urban village cluster, the building creates for itself a number of **openings and spaces** that attract and harness natural air flows.

This breaking up of the design allows more room for open spaces and gardens which increase the building's green areas. These areas in turn cool the air that flows into the building's floors.





## Enhanced Light and Ventilation

The fan shape of the award-winning Sky Residences in Sungai Petani increases the frontage of each unit in the building for **better light** and ventilation.

The building also has increased amounts of green surface to cool air entering the building. For example, the lift lobby is extended to form large open landscaped decks for community activities.

# Healthy Air 5

Examples of our 'Buildings that Breathe' Projects

## Iconic Design

'A key strategic objective for each Eupe project is to use iconic, artistic and inspiring architecture to **visually redefine the precinct** we develop in'.

The Petronas twin towers in Kuala Lumpur, the Tokyo Tower and Singapore's Marina Sands all represent iconic architecture. Each building gives their respective cities not only a highly-recognisable and memorable landmark, but also a strong focus of community identity.





In **fast-growing countries like Malaysia** and in major cities like Kuala Lumpur, many residential developments are being built at any one time.

As a result, the skylines in Malaysia's largest population centres are **constantly changing**. However, many homes and buildings are designed according to very standard designs and specifications.

These buildings provide safe and functional homes. But their lack of design innovation can contribute to urban skylines and landscapes which are drab and uninspiring.

Eupe believes that buildings should be more than

just bricks and mortar. They should be **infused with creativity and art** to give residents and the wider community alike richness, joy and delight. Iconic architecture is also important because it helps create a **common focus of identity and pride** for the community as a whole.

This is why Eupe dedicates more investment and focus on designing its homes and residential buildings to make creative and memorable architectural statements.

Our aim is not only to create a comfortable, high-quality living environment for our residents, but to redefine every precinct we develop in with **bold building design**.







# Designed to Inspire

#### Internal Building Design

Our commitment to **memorable, inspiring design** also extends to the internal design and features of our buildings.

We design many recreational and garden features to double as works of art and creativity.

This means they are not just places of physical relaxation and recharging - they provide focal points for visual and mental inspiration.

### Iconic Design and Shared Value

Creating iconic design often means additional design challenges as well as more cost, compared to designing standard buildings. It also means we allocate more open space for artistic and creative design rather than using this space to add to the density of our residential buildings.

As part of its **Shared Value** strategy, Eupe believes the **extra investment** is important because innovative architectural design provides residents and the broader community with **long-term visual benefit**.









#### Our Iconic Design Approach in Practice

# NOVUM

SOUTH BANGSAR

#### Villages In the Sky

Novum in South Bangsar - Eupe's first project in KL - has been designed as unique 'villages in the sky' to stand out in a dense urban environment.

The overall architecture approach, with its **creative** and distinctive façade, aims to create a landmark on the Bangsar skyline, similar in visual impact to the nearby TM tower.

Novum's unique, pixelated façade is inspired by QR-code.

This artistic representation of digital code represents the modern digital life, contrasted with Novum's fluid lines that highlight the **building's** inspiration from nature.



#### **Designed by Nature**

Parc 3 in Cheras is marked by a distinctive architectural and artistic approach to parks and gardens. Design features that weave green and natural themes into the building's façade and internal structures are aimed at creating a memorable landmark in this emerging precinct.



Representations of tree branches have inspired the lattice that encases the **building's roof garden** and key facilities such as the gym and state-of-the-art business centre.

Golden 'fins' encircle the building - while doubling as shades to **deflect and reduce tropical heat** on the building.

The overall structure is **like a wave** to give the artistic impression that the building is 'designed by nature'.

The artistic boundaries of Parc 3 are pushed further by the building's atrium. Water features, art sculptures, sinuous bridges and curved sitting areas all add to a **unique design inspired by natural experience**.









## Streetscape of Dancing Cubes

The up-scale residential development of 200 mainly semi-detached homes in Sungai Petani has been master-designed around a 'dancing cube' concept.

A cube structure has been designed into each unit in a different way, making each home not only a unique structure, but a work of art.

The units create **an inspiring streetscape** where the cubes "dance" in unison across the face of the façades of the street.





# Green Community &

'We **interpret nature in innovative and creative ways** so that gardens and green spaces are at the heart of the lifestyle experience we create for our buyers.'



However, some residential projects view green spaces as just another 'facility' with which to market their project.

Other residential projects incorporate only the minimum amount of green space required by planning guidelines.

As a result, green spaces are often poorly-designed and are not integrated naturally into the lifestyle experience of residents.

Eupe believes sustainability practice in the property development sector should take a **deeper approach**.

That is why we design our residential projects carefully and innovatively so that **green areas are** the central feature of our projects.

That is why we:

- allocate much more green space and other recreational and relaxation areas - up to double the amount - than required by planning regulations;
- employ the best landscape and green design experts to give each of our projects the most innovative and sustainable green facilities;
- infuse our green spaces and recreation areas with art and other creative designs so they not only provide for physical well-being but also food for the mind and soul;
- ensure our green areas provide other sustainability benefits, such as being a central part of our 'Buildings that Breathe' ventilation design that cools our buildings naturally as well as contributing to the iconic design of the projects we create.





### Our Green Community Approach in Practice

## Homes with Parks as Gardens

The project, which is being developed in Eupe's home town of Sungai Petani, has been masterplanned around the concept of 'houses inside parks'.

This means the **spacious parks** that are part of the development have been designed to **flow directly into the gardens and living spaces** of Astana's approximately 1,000 homes.

In effect, every homeowner is able to step out from their very own backyards into parklands with



jogging trails, seating areas and play equ

Pockets of **shelters and seating areas** are throughout the development's parks to exresidents to get to know their neighbours

The development's focus on parks also **r** safety and security as there is no vehicle the parks and no road to cross to get then

This means parents are able to keep an e children within the confines of their hon











#### Three Gardens Within a Park

Parc 3 sets new directions in residential development in merging urban with nature.

Three innovative parks have been designed into the heart of the development to complement **the 33-acre Taman Pudu Ulu public park** just across the road.

The three parks are different from each other in terms of their individual concept but together, they have been designed to provide **the best in integrated, nature-inspired relaxation** on the doorstep of residents.

The three parks are:

#### CENTRAL PARK

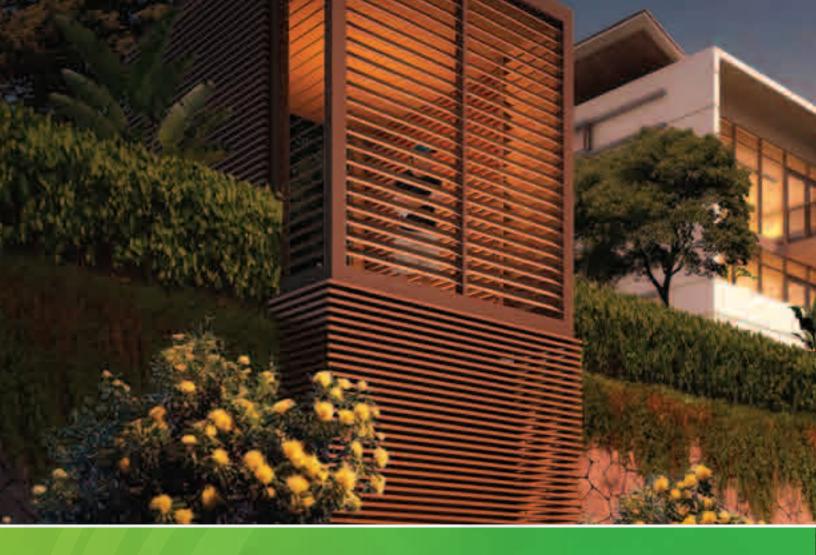
A 40,000 square foot, multi-level open space of greenery that provides the hub for Parc 3's lifestyle facilities as well as playing an important role in cooling down air in and around the building, and thus contributing to the building's 'Healthy Air' benefits.

#### SKY PARK

A **haven of nature-inspired greenery** that looks out to the sky and surrounding city, complete with columns wrapped with creepers and canopies.

#### MOONLIGHT DECK

At the very top of Parc 3, a secluded garden and observation deck - **inspired by other famous high-rise gardens** - provides commanding 360-degree views of the surrounding precinct, Taman Ulu park and the KL city centre skyline.





#### **Head of the Dragon**

Eupe's Somerset development in Sungai Petani is a premium residential project comprising a limited number of spacious homes designed around **extensive roof gardens**.

The concept that defines the project is one of **natural openness**, where the interior and exterior areas merge seamlessly into one another like the flow of chi.

The development, which is now moving into its

second stage, is situated on a hill just outside Eupe's Cinta Sayang Resort which gives residents of Somerset access to its **200 acres of golf and recreational areas**.

Cutting into the hill has been minimised to maintain the **natural contours of the land**.

These natural contours, allowing the homes to **perch above the surrounds**, give the development its signature name, Head of the Dragon.











## NOVIM

SOUTH BANGSAR



#### **Expansive Green Spaces**

A central feature of the Novum is a **60,000 square foot urban park** designed as a centrepiece of the project.

The urban park will house a myriad of green spaces and facilities for residents' enjoyment.

It will also feature plants and shrubs carefully selected to promote local bird population, further enhancing the natural **appeal and ambience** of the park.

Sky courts and sky gardens increase the green ratio of the development beyond the required planning requirements.

Importantly, the **expansive green space allocation** - like Parc 3 - plays a key role in cooling down the natural air inflows that enter the building.



## Smart Connectivity → ←

'Connecting residents with their families and friends as well as the world around them so **life is more convenient** is a key role and responsibility for every property developer.'

In a world that is increasingly fast-moving, busy and congested, creating **new ways to connect individuals and families to** the people, services and places they enjoy is becoming even more important.

This is particularly the case in **fast-growing cities** and regions in Malaysia where the pace of change and growing challenges in getting from one place to another can lead to community bonds being frayed.

That is why it is important for property developers to carefully plan and create homes and communities that **encourage shared experiences and positive interaction** between families, friends and colleagues.

Careful planning and design to make sure **people are connected to their work and community** is also a key role for property developers in fostering a sustainable society.

We take an innovative, **multi-faceted approach** to designing our residential developments to make individual and community interaction and linkages **easier**, **safer and reliable**.

We look at connectivity through the lens of **three** separate yet linked levels, namely:

- Premium Locations
- Innovative Digital Spaces
- More Physical Spaces

### Premium Locations

We choose premium locations for our projects not only because they mean **greater investment value** and returns to our buyers.

Locating our developments in premium locations also means the homes we build are closer to valued community facilities that **connect people and maximise lifestyle convenience**.

Our project locations are chosen because they have **convenient and close access** to:

- public transport and major road links;
- shopping and entertainment facilities;
- schools and other community facilities like hospitals and health centres; and
- parks and gardens



### Innovative Digital Spaces

The internet has transformed the way we live. Billions of mobile phones, computers and other digital devices now talk to each other and share information in ever-changing ways to make our lives **more connected** and convenient.

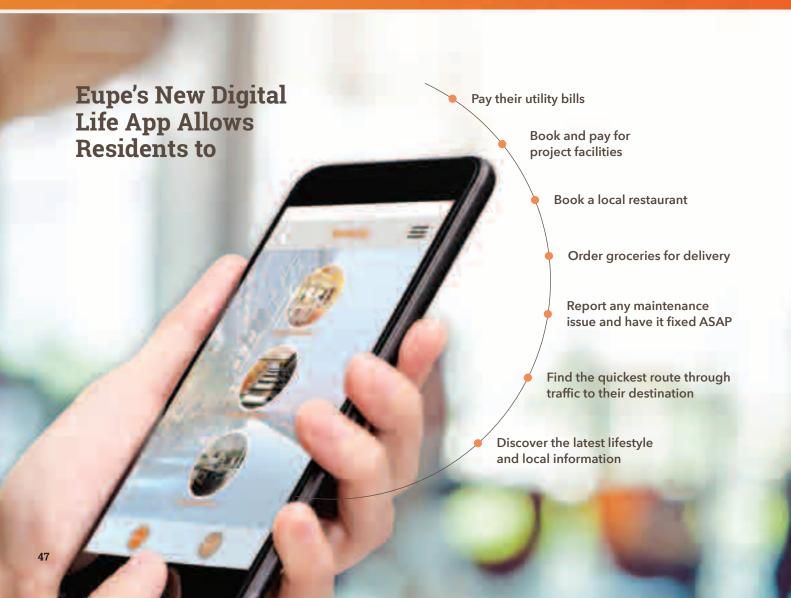
This is opening up many **new opportunities** for property developers to build digital technology into their projects.

We are pioneering ways to embed digital technology into our projects.

All high-rise residential projects in Kuala Lumpur will have the Eupe New Digital Life app.

The app, which is exclusive to our residents, allows them to use their smart phone or iPad to conveniently pay their utility bills, book and pay for use of project facilities as well as giving them access to convenient lifestyle and community information.

But this is just a start. Digital technology is moving rapidly and we are committed to designing the latest in **digital innovation into our future projects** so residents can connect with the community around them more easily.

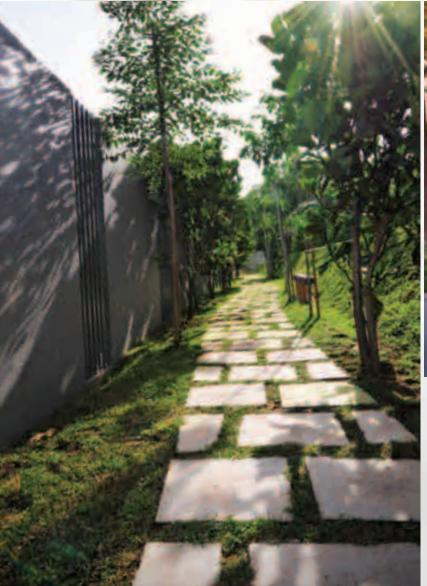


### More Physical Spaces

We go beyond normal planning requirements to create bigger and more innovative spaces and facilities within our projects - such as relaxation spaces, internal parks, playgrounds and community hubs.

These are the places where residents can come together and enjoy quality time and experiences with their family, friends and neighbours, while **enhancing physical and mental well-being**.







Linear Park - Cinta Sayang Resort Villas a sanctuary of jogging and walking trails. trees. birdhouses and benches





# PRIN

# CIPLE 2

## BUILDING STRONG COMMUNITIES

#### Introduction

Sustainable communities are strong communities that promote **shared experiences**, build community interaction and assist those less fortunate.

Property developers need to look beyond the conventional 'four-walls' approach to sustainability whereby sustainability practices and benefits are directed only to the residents who buy and/or live within their projects.

That is why the second principle of our **Sustainability Plus** strategy involves Eupe investing in strengthening the wider community through community events that help to build **sustainable bonds, as well as supporting worthy organisations** that help those in the community who are in need.

Eupe's **Building Strong Communities** principle in turn focuses on two key frameworks that allow us to target our investments in the wider community in a **clear, focused and consistent way**.

#### Planet Eupe Cultural Events



Sponsoring and investing in **cultural events** that promote and encourage shared community experiences.



#### Building Hope Program



Sponsoring and investing in worthy community groups that provide support to those who are disadvantaged as well as providing direct assistance to those in need.

Our Two
Frameworks
for Building
Stronger
Communities













## Planet Eupe Cultural Events

Cultural events like **music, film and dance** are universal ways to express happiness and hope. They provide a platform for people to put aside differences and focus on **common aspirations and interests**.

That's why Eupe invests in important cultural events that **bring people together** and build stronger, sustained community bonds.







## Planet Eupe Cultural Events Planet Eupe Music Fest 2014

On 1 March 2014, Eupe staged one of the **biggest entertainment and cultural events** ever held in northern Malaysia.

The Planet Eupe Music Fest, held at Eupe's The Carnivall water park in Sungai Petani showcased some of the **biggest and best music acts in Asia**.

These included one of Asia's most popular entertainers, Wang Lee Hom, Taiwanese electro-pop sensation, Jeannie Hsieh, Malaysia's biggest international star Yuna, as well as acclaimed Korean boy band U-KISS.

Eupe organised and hosted the Fest, to show the world that Kedah, which is often bypassed by major events, could successfully host a world-class entertainment event. The Fest was also a way for the company to say 'thank you' to the Kedah people for **their support of the company** throughout its 27 years of operation.

More than **12,000 people attended the six-hour Fest**, which also showcased a number of
Malaysia's best emerging music and dance
acts, including the Malaysian finals of the
International Hip Hop competition.

The costs of the tickets for the Fest were **subsidised by Eupe**.

More than 1,000 tickets were also given away to local schools as awards for student excellence, as well as to underprivileged music fans.



## Planet Eupe Cultural Events Euroasia Strings Competition 2016

With Eupe as the major sponsor, the 2016 Euroasia Strings Competition aimed to unearth the **best young classical musical talent in Malaysia** as well as Asia.

The competition attracted a total of **more than 300 musicians** from around Malaysia and as far afield as Japan.

The Competition comprised two stages - the first stage involved preliminary competitions held across Malaysia, in **major cities and regional centres**.

The second stage involved the winners of the preliminary competitions performing in the Competition's **national finals** in Kuala Lumpur.













## Planet Eupe Cultural Events Tropfest SEA 2015

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

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

It has also become a **launch-pad** for many young film makers seeking to make a permanent career in film.

Eupe was a major sponsor of Tropfest 2015 which

attracted **more than 1,000 entrants** from Malaysia, Cambodia, Indonesia and Vietnam.

**More than 10,000 people** attended the finals in Penang where 16 finalists vied for the crown of 2015 Tropfest winner.

Similar Tropfest short-film competitions are held every year in America, Australia and the Middle East, **attracting widespread attention** from film lovers and film-makers alike.







## Planet Eupe Cultural Events All Things Malaysian 2016

Eupe was proud to be a major sponsor of All Things Malaysian (ATM), a street festival extravaganza that was one of the **key** attractions of the 2015 George Town Festival.

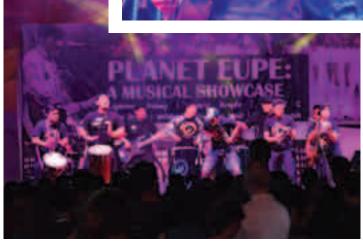
ATM celebrated the best of Malaysia and was held in Penang's oldest heritage streets. It attracted **more than 60,000 people**.

ATM showcased traditional to contemporary arts, food, films and performances allowing locals and tourists alike to share **Malaysia's unique culture**.

It included free screenings of classic Malaysian and South-East Asian feature films, food vendors and stalls offering the best in traditional Penang street cuisine as well as contemporary dance performances, workshops and art exhibitions.

The highlight of the seven-hour event was the Planet Eupe Musical Showcase, featuring some of Malaysia's **best and brightest musical performers on stage**.













Building Hope Program
Building Hope
Charity Fair

The Building Hope Charity Fair was organised by Eupe staff in December 2014 and **raised over RM50,000** 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.











#### **Triple Wisdom Hall**

Eupe undertook the construction of the Triple Wisdom Hall, a **10-storey hall and residential complex** in Jalan Pangkor, George Town for **Buddhist monks**.

The project, which was completed in 2013, was **undertaken on a 'no profit' basis**.

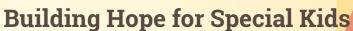




#### **Support for Education**

**Eupe's Continuing Education Funds** (ECEF) 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.



Staff from Eupe, as well some of the company's building contractors, joined together to give a helping hand to a group dedicated to **assisting special kids**.

Persatuan Bantuan Pendidikan Kanak-kanak Khas - based in Eupe's home town of Sungai Petani - assists children with autism, Down syndrome, Attention Deficit as well as those with learning and speech difficulties.

Eupe organised five of its contractors to carry out **much-needed repairs** to the group's premises.

Eupe also **donated cash**, stationery as well as a refurbished computer to the community group.







## FUTURE DIRECTIONS

Eupe's commitment to best sustainability practice means **continuous improvement** to our sustainability thinking and practices.

This in turn means consistently setting and committing to new sustainability goals and objectives.

Eupe's goal is to update its **Sustainability Plus** strategy every two years.

With each update, we will set out how we have adhered to, or improved on our current guidelines and frameworks, as well as set out **new directions** that push us to improve our overall sustainability practices and performance.

The following are areas of sustainability practice that we are committed to evaluating fully with a view to incorporate into our next update of *Sustainability Plus*.

#### Sustainable Sourcing of Materials



Property developers are **intensive users of natural resources** to build their projects. Wood, water and a range of metals are just some of the components that need to be sourced in large quantities to construct a property project.

The means a range of **potential impacts** on natural environments from which these components are sourced.

So the onus is on property developers who want to minimise the direct and indirect environmental impacts of their projects to think of ways of using materials that are sourced in an environmentally-friendly way.

At the same time, locating and purchasing sustainable natural resources to build a home usually incurs **higher costs**. This potentially means higher costs for home building and higher purchase prices for home buyers.

In developing economies like Malaysia, where the scope for home buyers to pay more for sustainable homes is more limited, we need to **strike a balance** between building practices that help to preserve our natural resources while making sure housing remain affordable.

To this end, Eupe will review its sourcing policy for building materials to set down **clear guidelines on how it will source building materials** across its projects that strike an appropriate balance between sustainability and home affordability.

A number of independent guidelines exist to assist businesses to source materials such as avoiding rare timbers or using water in the construction process in a sustainable way, and these will form the basis of our sustainable sourcing review.

This area will be incorporated as an additional framework into our **Advancing Eco-Design** set of our **Sustainability Plus** principles.



#### Sustainable Business Practices

Eupe deals with many **suppliers, contractors and other businesses** - along with its many customers - throughout its operations.

We are committed to **ethical business practices** with all these stakeholders not just because it is a good thing in itself.

Strong ethical business behavior and standards build trust and support and provide a strong foundation for future business growth.

Eupe has in place a **Whistle-Blowing Policy** which provides a confidential mechanism for anyone with concerns about the ethical behavior of any Eupe employee or contractor to report these concerns directly to the Group Managing Director.

But we also recognise that as our business expands, we need to codify ethical standards across all our business operations to improve and enforce our commitment to **best-practice business behavior**.

We will review and put in place **new protocols and standards** that build upon our existing ethical standards and adequately reflect the growing scope and complexity of our relationships with suppliers, contractors and customers.

This area will be incorporated as an additional framework into our **Building Stronger Communities** set of **Sustainability Plus** principles.



## Reporting and Governance

While Eupe is committed to setting new directions in property development sustainability practices we also recognise that there are **expectations and requirements** for all companies to report publicly on their sustainability efforts in a uniform way.

Uniform reporting allows for basic sustainability standards to be set for the business sector. It also allows for companies and the wider community to **compare sustainability practices** between companies.

Bursa Malaysia, as part of its commitment to **improving sustainability practice and compliance** in Malaysia, has set down key areas of reporting requirements for publicly-listed companies.

These include how a company's operations impact on the environment, how a company's products enhance the well-being of their customers and the broader community, how a company is enhancing the skills and growth of its employees, as well as a company's procedures for internal reporting and oversight of sustainability.

In its next Annual Report to shareholders, Eupe will align with these standard reporting guidelines, in addition to highlighting the innovative activities that it is taking as part of its *Sustainability Plus* approach.









