



eupe
sustainability
plus

Sustainability for All

New Directions
For A Changing World

Eupe Sustainability Strategy 2022



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From the Managing Director

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Eupe's approach to building sustainable communities, blending convention with innovation, is now attracting industry recognition and awards.

I am proud to present the third edition of **Sustainability Plus** – Eupe's strategy to guide sustainability practices across its business operations and in particular, our property development projects.

Since we released the second edition in 2017, challenges to the sustainability of the world we live in **have become more pressing**. Climate change is intensifying. Our natural eco-systems are becoming more depleted. Our urban centres continue to struggle with increased traffic congestion and air pollution.



Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad



Without doubt, the biggest challenge for all of us has been in the area of **public health**. The global spread of COVID-19 has elevated this basic, yet overlooked aspect of sustainable communities into a major priority.

Government responses to safeguard public health has been far-reaching. It is also incumbent on property developers, because of their all-important responsibility to **design healthy and secure homes**, to make this issue front and centre of sustainability thinking and practice as well.

In this edition, you will see that our **Sustainability Plus** framework has been updated in this edition to reflect this priority in Eupe's project design and show how we have incorporated **COVID-safe ventilation technology** into Est8@Seputeh, our latest KL project.

The other change to our framework reflects another key sustainability issue which can be overlooked – the importance of designing residential projects that give residents a **strong sense of common identity**.

Our **Iconic Design** principle remains central to our **Sustainability Plus** approach because we believe in a world which often highlights difference, property developers can play a real role in building a shared sense of **belonging and identity** for communities through infusing our projects with **iconic architectural design**.

We expanded this principle in this update to include **public art**, whereby we blend our **distinctive architectural design with sculpture** and other art works that go beyond the ordinary. In this way, they not only contribute to shared identity but also **promote mental well-being and imagination**.

At the same time, we remain committed to expanding our sustainability practices that **reduce the amount of natural resources** such as water and energy that we use in our projects and operations. Our buildings are likewise designed to achieve **Green Building accreditation** that reflect leading sustainable design and construction practices.

Together, our **Sustainability Plus** framework seeks to not only address existing sustainability challenges but **anticipate and address** emerging ones, while recognising the pivotal role that property developers have in addressing them.

It is this approach to building sustainable communities, **blending convention with innovation**, that is now garnering Eupe significant industry recognition and awards.

I commend this update to you.

Our 'Sustainability Plus' Approach

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Eupe believes sustainability frameworks and practices by property developers can, and should, be broader

The world is rapidly changing. Existing sustainability and environmental challenges are becoming more pressing while **new challenges are emerging**.

Eupe recognises that effective sustainability thinking and practice require innovative new directions. We also believe **property developers have a significant role in setting new sustainability directions** for the community.

Because home construction consumes large amounts of natural resources such as water, energy and other materials, property developers need to put in place measures that make the most efficient use of these resources, and in turn protect our natural environment.

But property developers, through innovative project design, can also have a major impact in shaping lifestyles and behavior which can have a **major, positive impact on creating sustainable communities**.

Eupe's **Sustainability Plus** framework acknowledges the importance of traditional approaches to property development which focus on resource management. But we also believe that sustainability frameworks and practices by property developers, can, and should, be broader.

Sustainability thinking and practice by the property sectors need to be **more holistic and innovative to address new and evolving sustainability issues** faced by communities in the 21st century.

Property developers have a major role in:

Designing homes that enhance mental well-being

Developing innovative skylines to create a common community identity

Ensuring homes contribute positively to public health as well as the physical well-being of individual home owners

Expanding connectivity into the digital sphere as well as physical spaces

Our *Sustainability Plus* approach combines traditional approaches to property development sustainability with new sustainability directions and principles that seek to advance solutions to these new challenges with innovative project design.

Through this approach we aim to **set new benchmarks for sustainability in the property sector** and encourage others to think innovatively about new ways to build and nurture sustainable communities.



Recognised for its iconic design, Novum won two out of four awards that celebrate its exemplary architecture:

Best High Rise Condo Architectural Design (Malaysia) and Best Condo Architectural Design in PropertyGuru Asia Property Awards 2019



Shared Value = Making Sustainable Living More Accessible

"

Our Shared Value model makes sustainable living more accessible for buyers.

Demand within the community for sustainable homes and lifestyles is rising. Yet designing sustainability features into homes often means additional costs for developers and these costs are passed onto buyers. This puts sustainable living out of the price range of many home buyers.

Eupe is different from other property developers. We do not chase short-term profits at the expense of quality home design and **we create long-term value for our buyers.**

We base all our operations on our **core business philosophy**, which we call **Shared Value**. Eupe's **Shared Value** commitment means **giving our buyers more for less** - more iconic architecture, better lifestyle facilities and more sustainability/eco-design features, at a more affordable price.

Demand within the community for sustainable homes and lifestyles is rising. Yet designing sustainability features into homes often means additional costs for developers and these costs are passed onto buyers. This puts sustainable living out of the price range of many home buyers.

Eupe's **Shared Value** model means **we offer more sustainable innovations and features** in the homes we sell. Examples of how our **Shared Value** approach translates into more sustainable living for our home buyers include:

Parc3 @ KLSouth was designed with large areas of green space within and surrounding the building which are **more than double the area required by planning laws**.

These green spaces provide not only expansive areas for rest and relaxation so the Parc3 communities can connect. They were also designed to **provide extensive spaces that cool air coming into Parc3**, ventilating it throughout using natural, healthy air.

Several of our high-rise projects, including Novum @ South Bangar and Sky Residences in Sungai Petani, have been painstakingly designed with large amounts of space – or 'voids' – between and within their structures. This approach meant sacrificing space that could otherwise be used to construct and sell more units.

Eupe, however, opted for this 'passive' design because it provides a number of **long-term, sustainability benefits for buyers** – namely more space for internal green-friendly areas and recreation areas, while providing space for cool, natural air to enter and ventilate the buildings.

In summary, our **Shared Value** model of constructing homes gives us more scope to design our buildings with more sustainability features, at a price which makes **sustainable living more accessible for buyers**.

Sustainable Frame

Ability Plus Principles & Networks

Our 2 Principles

Eupe's overall approach to sustainability combines benchmarks and measurements conventionally used by the property sector with **our own innovative directions** that seek to broaden the practical benefits of sustainability for home buyers and the wider community.

Our **Sustainability Plus** framework provides us with **consistent principles to guide our sustainability thinking** and practices – as well as drive improvements and innovations.

They allow us to design our products and services to have **lasting and practical benefits** to both customers and the community, as well as the company.

Sustainability Plus is organised around **two main principles** that have been central to our sustainability approach since 2015.

Both principles in turn are **supported by specific frameworks** that guide us in developing clear practices and protocols to support our sustainability objectives.

As environmental and social challenges change and the needs and expectations of our customers and stakeholders evolve, we are continuing to develop these principles – and their practical implementation – with new ideas and approaches to **elevate sustainable living**.



The Moonlight Deck at Parc3

Principle 1 Sustainable Eco-Design

Our first principle guides us to make sure that every home and property project we design and build are embedded with **the best and most innovative green design** ideas, values and practices.

The principle recognises that each of our residential developments is different. That is why we take **a flexible approach** to create homes that maximise natural, healthy living for residents, as well as **create benefits for the broader community**.

Principle 2 Building Strong Communities

Our second principle recognises that sustainability in the property sector is more than just building homes. Best-practice sustainability needs to be complemented with Eupe providing **targeted support and investment** in programs, events and organisations that build wider **community interaction and strong community bonds**.

Principle 1 Sustainable Eco-Design

Healthy Air

Fundamental to sustaining individual and community well-being is natural, healthy, air.

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

Creating homes with special architectural features that **promote natural, healthy air flows** is fundamental to Eupe's 'Healthy Air' approach.

With the emergence of COVID-19 and the risks this and other potential viruses pose to public health, we have expanded this framework to include infrastructure, such as waste water disposal systems, in selected projects that aim to minimise the spread of airborne viruses.

Iconic Design

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 - and its skyline - with **bold and iconic architectural design**.

We have expanded this framework to include public art such as sculptures to embed iconic and inspirational living throughout the design of our buildings. This art often has both a functional as well as aesthetic purpose.



Smart Connectivity

In a world that is increasingly fast-moving, busy and congested, connecting residents so **life is more convenient** is a key role and responsibility for every property developer.

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

That is why 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** which are closely connected to key facilities and transport links; innovative digital space to connect residents to **more digital services and conveniences**, as well as **more physical spaces** within our projects so residents can readily connect with friends and family.



Green Community

Gardens and green spaces that make our projects natural living are at the heart of the lifestyle experience we create for our buyers.

To create these **nature-inspired communities, we allocate much more green space** and other recreational and relaxation areas - up to **double the amount** - than required by planning regulations.

We also employ the best landscape and green design experts to give each of our projects the most **innovative and sustainable** green facilities.

The expansive green spaces provide natural areas to connect residents with nature as well as peaceful havens to recharge their mental and physical well-being.

Principle 2 Building Strong Communities

Planet Eupe Cultural Events



Building Hope Program



Sustainable communities are strong communities that **assist those less fortunate**.

That's why our Building Hope Program is focused on 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.

Sustainable communities are also those that create shared experiences and **build community interaction**.

That's why our *Planet Eupe Cultural Events* program invests in events and organisations that provide **cultural experiences such as music, dance and film events** that bring people together through community experiences.





Our Sustainability Plus logo



eupe sustainability plus

Eupe's *Sustainability Plus* 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).

As such, it reflects the philosophy behind our sustainability thinking.

The linking of these strands on the logo highlights **the importance of taking a connected approach** to nurturing the environment and building strong community bonds.



Meeting Co Ben

Conventional checkmarks

Developing Our Sustainability Reporting Standards

While pursuing new sustainability directions in property development, Eupe combines this approach with meeting regulatory and other mainstream sustainability benchmarks that are commonly used by other businesses.

As part of its statutory obligations to Bursa Malaysia, Malaysia's regulator of publicly-listed companies - Eupe compiles a **Sustainability Report** each year.

The report focuses primarily on the way Eupe manages its use of natural resources, such as water, energy as well as construction materials such as wood, steel and concrete, in order to **minimise the environmental footprint** of its property projects.

United Nations Sustainable Development Goals (UNSDGs)



SUSTAINABLE DEVELOPMENT GOALS

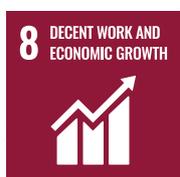
To this end, it organises its Sustainability Annual Report around meeting a number of **UN Sustainable Development Goals**. These goals have been developed by the UN so that businesses in particular can **harmonise their key sustainability objectives to meet common environmental and social goals**.

In addition to its *Sustainability Plus* framework, Eupe has selected five of these Goals to **guide its approach to sustainability benchmarks** and practices. They are:



Good health and well-being:

Ensuring healthy lives and the promotion of well-being for all at all ages



Decent work and economic growth:

Promotion of sustained, inclusive and sustainable economic growth as well as full, productive and decent employment



Industry, innovation and infrastructure:

Building resilient infrastructure, promoting inclusive, sustainable industrialisation and fostering the integration of innovative technologies



Sustainable cities and communities:

Making neighbourhoods and cities inclusive, safe, resilient and sustainable



Responsible consumption and production:

Promotion of resource and energy efficiency as well as sustainable infrastructure to reduce future economic, environmental and social costs

Green Certification



Eupe also, where practical, seeks certification of its buildings from reputable, independent groups that set **national benchmarks** for excellence in 'green' building design, construction and liveability.

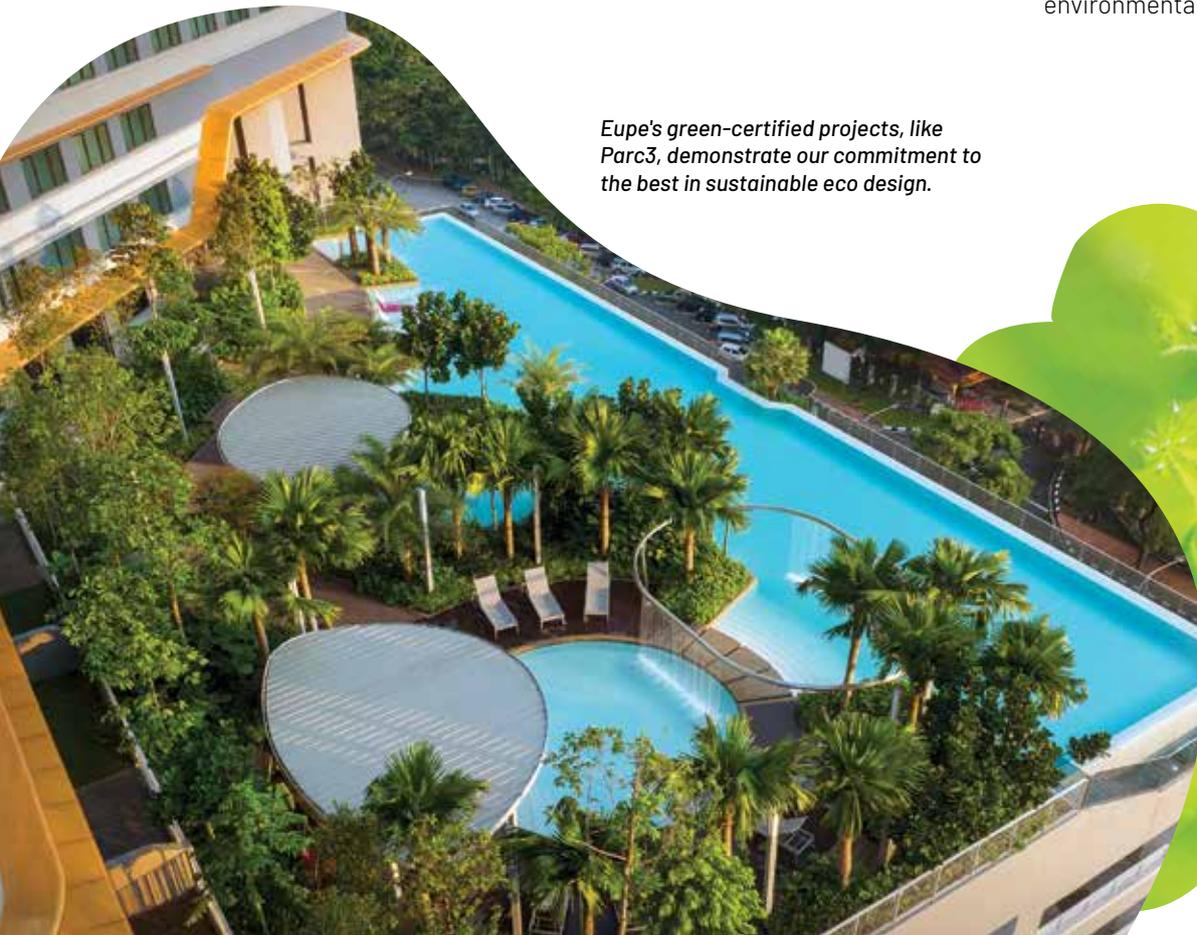
Eupe's key projects in KL, Novum @ South Bangsar and Parc3 @ KL South have each been **awarded green certification**, having incorporated a range of **green and energy efficient features and practices**, from the project design stage through to every aspect of project construction.



Novum was awarded the **Green Building Index ("GBI")** certification level. GBI certification focuses on **increasing the efficiency** of residential buildings, in terms of resource use, including, energy, water or construction materials, while **harnessing positive environmental impacts** of the building for the benefit of its inhabitants and its surroundings.

Parc3 was given the second highest **Gold Rating from GreenRE**. GreenRE sets detailed parameters and measurable indicators to guide the design, construction and operation of buildings that result in their increased **enhanced energy effectiveness** and overall environmental performance.

Eupe's green-certified projects, like Parc3, demonstrate our commitment to the best in sustainable eco design.



Resource Efficiency Targets



Central to its efforts to meet its UN Sustainable Development Goals and achieve 'green' building certification, Eupe measures its use of natural resources and other materials used to construct its projects, and **sets targets** that aim to reduce this use over time.

Eupe has set a range of targets - to be **achieved by 2025** - that include reductions in construction material waste, general waste generation and resource consumption.

In regards to resource efficiency and waste targets which have been set for its KL projects, Eupe aims to **reduce steel and concrete wastages** to no more than 10% and 3% respectively per project by 2025. Eupe also aims to ensure that reused aluminium formwork products and materials is increased to more than 2% of a project's total material cost, in order to reduce the use of wood for building formwork. Finally, the **use of recycled steel reinforcement** is targeted to exceed 10% of the total value of project materials by 2025.

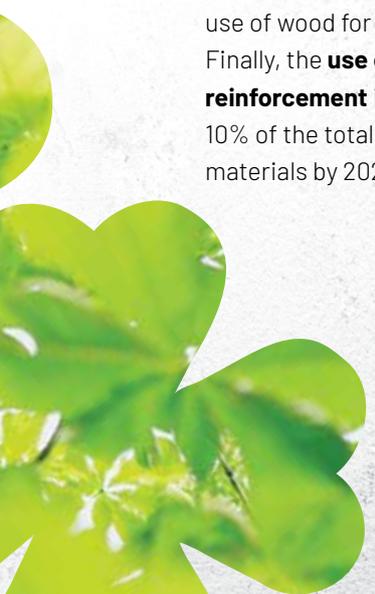
Paper, plastic and glass used at construction sites will be segregated and weighed for recycling. Eupe also actively **monitors electricity, diesel and water usage** at construction sites to ensure that usage is minimised.

In terms of its Northern projects, Eupe aims to **reduce the overall building construction waste** by 5% and **electricity consumption** in construction workers' housing by 5% by 2025.

Eupe's KL and Northern offices will continue to monitor ongoing recycling segregation and will track and monitor electricity consumption intensity and maintain a minimum reduction rate of 2% per year till 2025.

Eupe's hospitality arm, Cinta Sayang Resort, also aims to **measure and recycle fuel waste and recyclables** such as paper, plastic and glass on a quarterly basis and fully recycle all of the batteries used in golf buggies and other vehicles. The consumption of total utilities such as electricity and water will also be maintained below 18% of Cinta Sayang Resort's annual revenue.

Eupe strives to reduce carbon footprint by adopting greener usage of construction materials.



Building a Sustainable Workforce



Eupe is not only focused on its outward impact towards society but also on the team that realises its efforts by **setting long-term targets** for **sustainable economic and productive employment**.

Eupe believes in **continually growing and innovating** and is dedicated to see **12 hours of training annually** on average per employee and achieving 70% of **employee engagement in training and development** by 2025 for Eupe's Northern and KL offices as well as 100% for Cinta Sayang Resort.

Eupe also aims to **cultivate a healthy and authentic work culture**, setting the goal for its turnover rates at less than 25% and achieving a score of 70% or greater for its **employee satisfaction surveys** by 2025.

Eupe wants to ensure that employees not only speak but **embody Shared Value** beyond the boundaries of their work and targets **6 hours of CSR participation** per employee annually while providing at least 4 hours of employee engagement activities each year by 2025.

Training programmes to continuously upskill our employees





Team building initiatives and employee engagement activities to enhance employee morale



Keeping our workforce equipped with the latest skills by providing social media training

Award Recognition of Sustainability Plus



Eupe's unique approach to sustainability has **attracted growing industry and public recognition.**

The company's maiden two KL projects - the designs of which are embedded with **Sustainability Plus** principles - have both **won sought-after awards that recognise their innovative eco-design** and commitment to sustainable value for buyers and the community.

Parc3 @ KL South was awarded iProperty's 2020 Best Sustainable High-Rise Project. In 2019 Parc3 was also Highly Commended for Best Landscape Architectural Design in PropertyGuru Asia Property Awards (Malaysia) for its **My Home Garden** community gardens (detailed on page 48).



At The Edge Property Excellence Awards 2021, Novum was recognised as the development that has created greatest value creation for its buyers

The Edge PEPS Value Creation award trophy



Eupe management and staff accepting two prestigious awards at the 2019 PropertyGuru Asia Property Awards for its first two KL developments.

THE EDGE
MALAYSIA
*Top Property
Developers Awards
2020*

THE EDGE
MALAYSIA
*Top Property
Developers Awards
2021*

THE EDGE
MALAYSIA
**Property Excellence
Awards 2021 | Winners**

Rm **THE EDGE** - PEPS
MALAYSIA
**Value Creation Excellence
Award 2021 | Non-Residential**



NOVUM

SOUTH BANGSAR

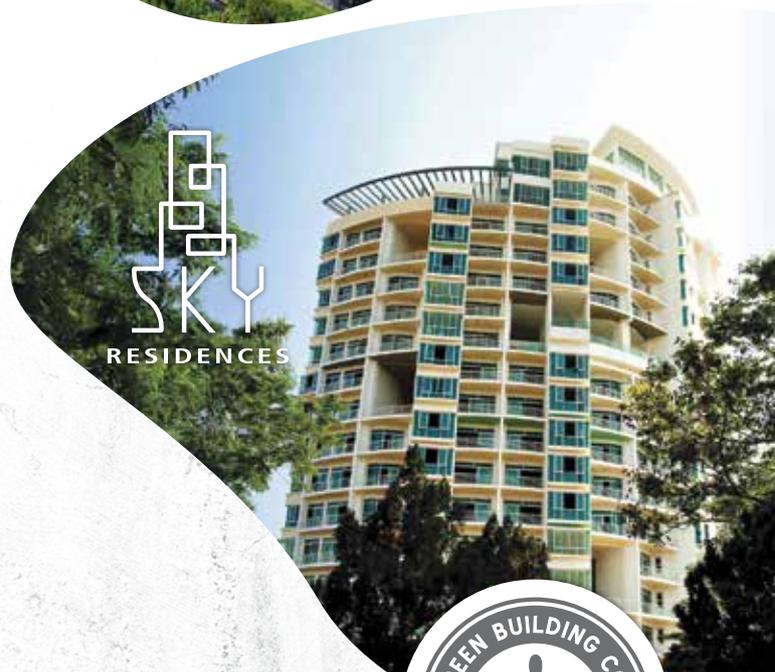


In 2021, Novum @ South Bangsar was awarded The Edge's PEPS Value Creation Excellence Award.

Growing recognition of Eupé's distinctive approach to sustainability in Malaysia's capital builds upon its ground-breaking approach to eco-design in northern Malaysia.

In 2012, Eupé's Sky Residences – the first high-rise residential building in Sungai Petani – was awarded Leadership in Energy & Environmental Design (LEED) Green Building Certification.

Sky Residences was the **first residential project in Malaysia to receive the globally-prestigious certification.**



Parc 3

KL SOUTH



Sustainability Plus Su

in Practice
**Stainable
Eco-Design**

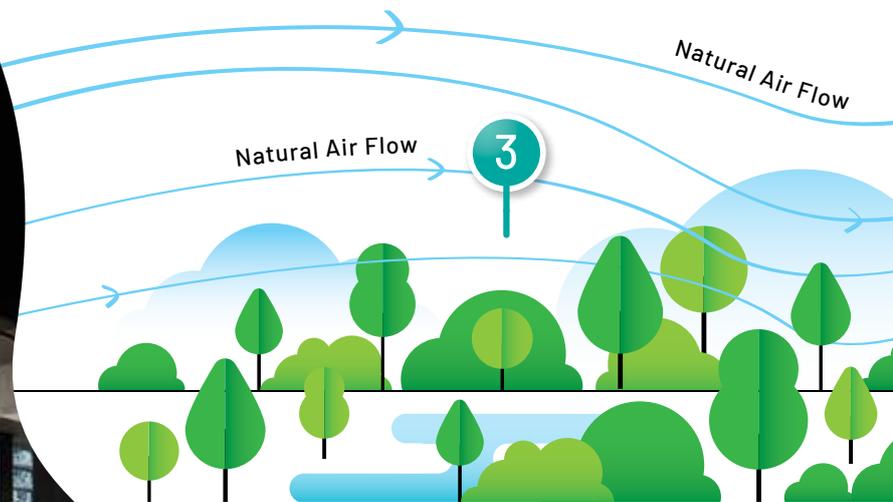
Healthy Air

Our 'Buildings that Breathe' Concept

A number of Eupe's projects incorporate our **"Buildings that Breathe"** concept – an innovative architectural design to harness the intake of natural fresh air into the building which is then circulated throughout using **natural air flows and dynamics**.



Multiple openings and voids that underpin Novum's 'Building that Breathes' concept



1

Building orientation (i.e. the 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.

Air flows are channeled upwards through atriums and other spaces designed into the building, then distributed throughout all floors through interlocking vents and channels in a process called '**true cross-ventilation**'.

Designing buildings that “breathe” so our residents can enjoy a healthier and more natural lifestyle is a key part of Eupe’s philosophy to **promote sustainable well-being and community health**.

How our “Buildings that Breathe” design works:



2

Openings and ‘voids’ are designed into the building’s facade. This **increases the amount of natural air** that flows into the building. In Parc3, the grand atrium facilitates true cross-ventilation.

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

That means **numerous air channels and vents** so the natural air continually circulates into all floors and units.

Eupe's 3 Healthy Air Design Steps

External Building Design



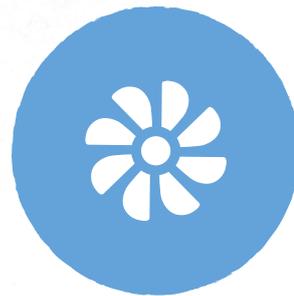
Our buildings minimise 'massing' - that is we avoid designing our projects as a single, monolithic block with few openings for natural air to enter the building and circulate. Instead we break up the design of our buildings into **separate structures** and/or design **external façades with openings** 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 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**.



The open design at Parc3 promotes healthy flow of natural air

Parc3 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 Parc3'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.

The building is carefully designed with **cross-ventilation** so the flow of clean, cool and healthy air is maximised in every unit, creating a more comfortable, natural living environment.

NOVUM

SOUTH BANGSAR

High spaces and vast, expansive areas are incorporated into Novum's design to promote air flow



Lush landscape and pocket gardens add to green spaces in Novum

Spacious communal areas for residents' comfort and enjoyment



By designing Novum 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.

Since the project was launched, we have made even further improvements to Novum to enhance its unique 'healthy air' offering.

An additional 1,400 sq m of green space was created by replacing the standard tarmac for part of the fire-appliance access road with **Turf Pro**. This additional green space will provide **more communal space** for residents and **help cool the building**.

Eupe designed, built and completed Sky Residences as the first high-rise apartment building in Kedah's major population centre in 2010.

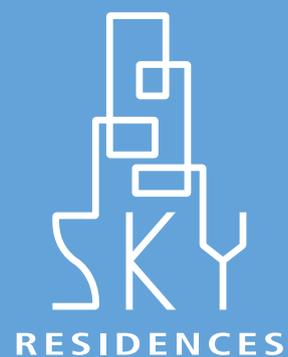
Sky Residences, which includes 88 apartments over 18 levels, also holds the other distinction of being the **first LEEDS accredited building in Malaysia.**

LEEDS is a highly regarded, global accreditation scheme that recognises only those buildings that meet the most stringent and innovative environmental standards and credentials.

The building was carefully designed and scientifically tested to harvest **maximum levels of lights and air from the natural surroundings.**

This **increases healthy air flow and ventilation** as well as day-long exposure to natural light.

This in turn means a more natural, life-enhancing environment. The building was also **constructed entirely from non-toxic building materials.**



Sky Residences was designed to harness a range of positive health and environmental benefits for its residents.



COVID-19 Safe Features

Est8

SEPUTEH

A State of Difference

To adapt new homes to the realities of COVID-19, we incorporated a myriad of COVID-safe features into Est8's designs. These include:



An innovative wastewater system in every unit designed to curb the spread of airborne viruses and other germs.



Hand hygiene stations located throughout Est8.



Facility design that enables socially-distanced interaction.

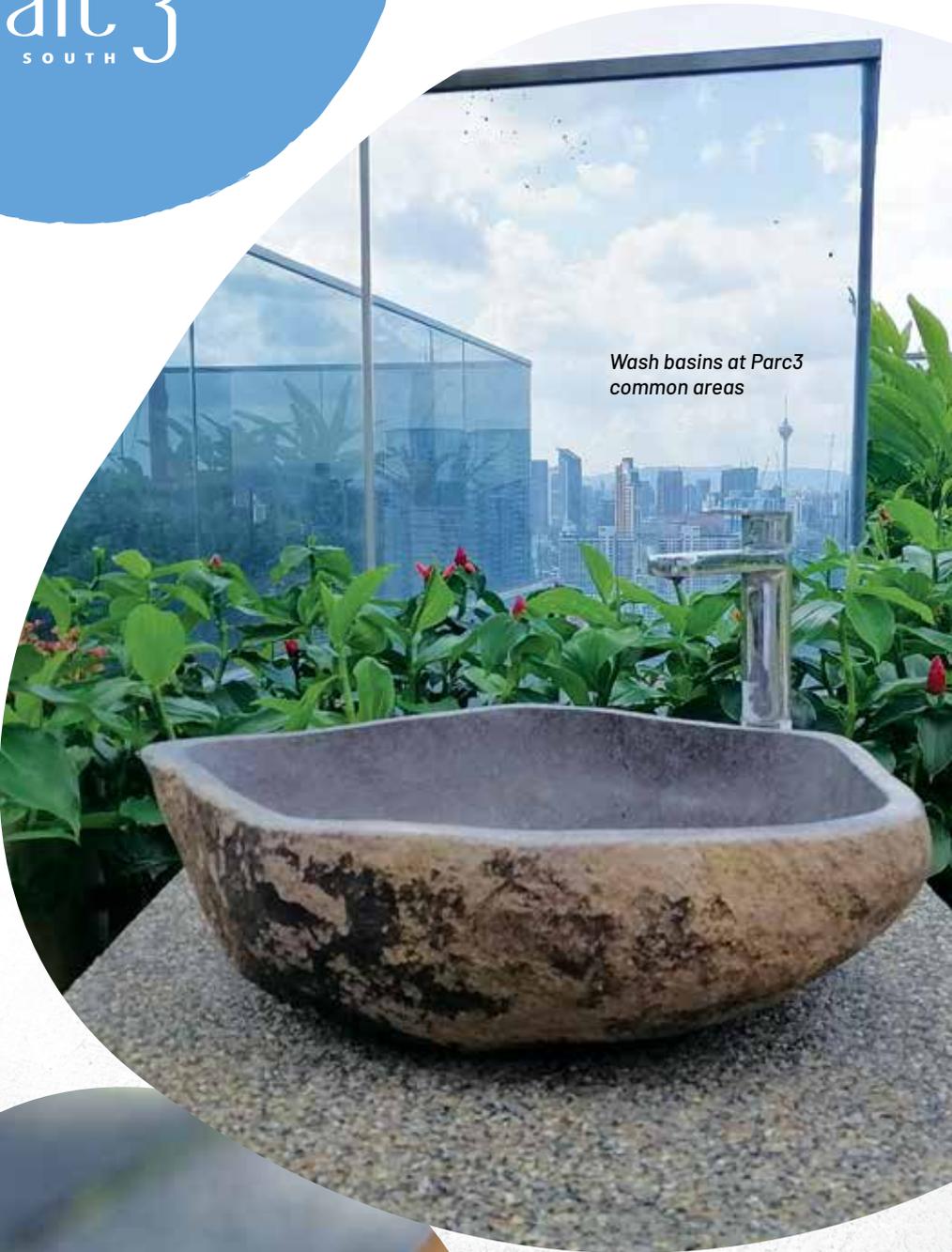


Specially designed air ventilation system to circulate healthy, safe air.



While the Parc3 development has been completed, our **Shared Value** philosophy constantly pushes us to innovate creatively to offer more design excellence and innovative lifestyle facilities at an affordable price.

We added in extra COVID-safe features such as the installation of **additional wash basins** at the common areas to heighten hygiene measures and further **safeguard the health and wellbeing of residents**.

A photograph of a large, rustic, stone wash basin with a modern chrome faucet, situated on a rooftop terrace. The basin is surrounded by lush green plants with red flowers. In the background, a glass railing and a panoramic view of a city skyline with a prominent tower are visible under a blue sky with clouds.

Wash basins at Parc3 common areas





Iconic Design



Est8 @ Seputeh



Novum @ South Bangsar



Parc3 @ KL South

When Eupe expanded its property development operations into the Klang Valley market, we committed ourselves to create iconic **and memorable projects** that would stand out and **re-define the KL skyline**.

Our inspiring designs extend not just to external architectural excellence. Innovative internal design - particularly recreational and garden features that double as **works of art and creativity** - are unique features of our projects.

Creating iconic design often means additional design challenges as well as more cost, compared to 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 this **extra investment** is important because innovative architectural design provides residents and the broader community with **long-term visual benefit**.



Excellence in Architectural Form

Est8

SEPUTEH
A State of Difference

An architectural statement like no other

Est8 (pronounced 'Estate') combines the best in eco-design, community and art, carefully crafted to give residents an **immersive, natural living experience**.

A serene haven of lush trees, secluded gardens and meandering trails, with architecture and facilities inspired by creative fantasy and artistry is central to Est8's iconic design signature.

Est's 40 innovatively-designed facilities have been carefully masterplanned and integrated into various distinctive enclaves, seamlessly **combining the functional with the artistic**.

Aesthetically, these lifestyle enclaves offer residents **stunning visuals to inspire and delight** while Est8. gardens are meticulously crafted to **celebrate community togetherness**, nurture serenity and imagination.

Garden of Giants, a sky garden designed as an integrated space for active workouts



Bubble Dome, indoor gymnasium with cardio, strength and stretch zones



Paradise Blue, an exploratory playground for children to develop their coordination skills and senses





Parc3's distinctive golden lattice and 'fins' make it a truly unique residence



Parc 3
KL SOUTH

Designed by Nature

Parc3@KL South is defined 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 nature-inspired landmark in this emerging KL precinct.**

Representations of tree branches have inspired the lattice that encase 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**'.



NOVUM

SOUTH BANGSAR

Villages In The Sky

As a new entrant to the KL property market, we were intent on offering a different and more compelling version of urban residential design.

Novum @ South Bangsar - Eupe's first project in KL - has been conceived as unique 'villages in the sky' to **stand out as distinctive architectural statement** in a dense urban environment.

Our design for Novum, aimed to inspire the property sector to **push innovation and creativity in residential development** to new heights, has been recognised at the highest levels through a number of industry awards.

The overall architecture approach, with its **creative and distinctive façade**, has created a recognised landmark on the Bangsar skyline, similar in visual impact to the nearby TM Tower.

Novum's unique, pixelated façade is inspired by the QR-code, representing the modern digital life. This provides a memorable contrast with Novum's fluid lines that highlight the **building's inspiration from nature**.



Sun-shading via designed copings and recesses - meticulously combining aesthetics and functionality to create a distinctive façade

Public Art



Parc 3
KL SOUTH

Connecting community through art

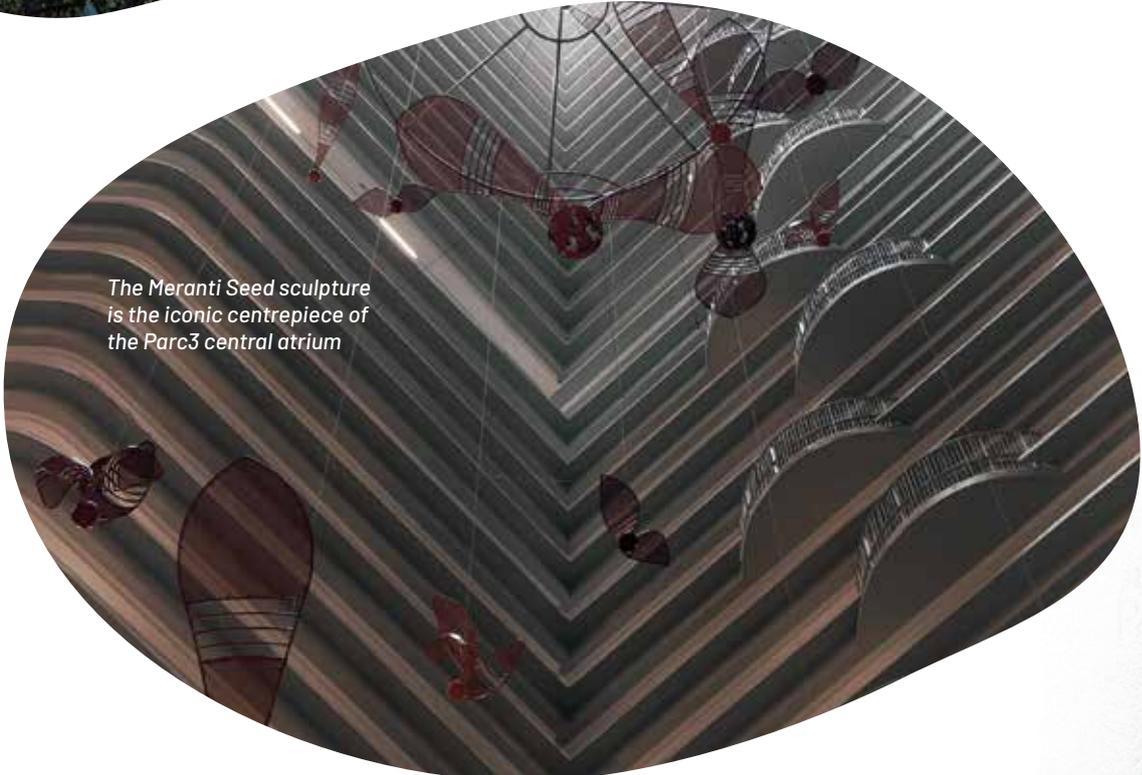
The artistic boundaries of Parc3 are pushed further by the building's iconic atrium. Water features, art sculptures, sinuous bridges and curved sitting areas all add to a **unique design inspired by natural experience.**

Parc3's Meranti Tree Seed Sculpture is the **largest hanging sculpture** in residential developments in Malaysia. It hangs from the central atrium and covers most of the 40 floors, greeting the residents when they open their doors.

The objective of these features is to promote social togetherness and cohesion, with art creating visual meanings that emotionally connect with people; in turn help and inspire them to connect with others.



Sculptures around the common areas at Parc3



The Meranti Seed sculpture is the iconic centrepiece of the Parc3 central atrium



NOVUM
SOUTH BANGSAR



Integrating art with lifestyle

At Eupe, we believe public art should be a **central** and **distinctive part of residential design**. Our goal is to merge art with lifestyle through the creative use of public art within the residential projects we design and build.

Art has been tastefully infused within Novum through the placement of distinctive sculptures designed and curated by one of Malaysia's leading sculptors.

These sculptures are located in the lobbies and waiting area and facilities floor to integrate innovative art into the **Novum lifestyle experience**.

The outdoor gym - The Red Forest - was designed and sculpted to fuse health and fitness with art.



Sculptures in Novum's interior



The Red Forest sculptures which double as a gym

Est8

SEPUTEH

A State of Difference



Est8's distinctive façade boasts eye-catching sculptures that can be seen from afar

Functional art spaces

At the heart of Est8's design concept are a myriad of **eye-catching public art and innovative sculptures** that have been designed as signature icons for Est8's **distinctive blend of imagination and lifestyle**.

The five sky gardens within Est8 are each defined by distinctive, giant sculptures that will be **visible from the development's stylish façade**.

These sculptures - which include giant dandelions, butterflies, dolphins and mushrooms - are **useable spaces** in themselves. They aim to challenge one's perspective and foster imagination through artistic difference.



Est8's outstanding, dream-like facilities such as the Floating Garden and Paradise Blue are like no other

Indoor gym equipment that doubles as art sculptures



Streetscape of Dancing Cubes

The up-scale residential development of 200 mainly semi-detached homes in Sungai Petani have 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.

CINTA | SAYANG
resortvillas



The cube feature of each home creates a unique "dancing" streetscape.



Green Community

Est8

SEPUTEH

A State of Difference

A walk in the woods

Est8@Seputeh - Eupé's most ambitious urban residential project yet - seeks to combine community, sustainability and art, all within walking distance from many of the city's most sought-after shopping, transport and entertainment facilities.

Est8 is threaded with paths through wooded areas and hosts a community garden for residents to tend to their very own health-enhancing herbs and organic vegetables.

Strolling through each of Est8's five iconic sky gardens turn an ordinary walk into a journey to different worlds and dreamscapes, all are designed to elevate the body and the mind's well being.



Cloud Maze



CLOUD MAZE hangs high above the clouds, a playground of clouds where children can let loose their imagination and grow through educational interaction.



FLUTTER MEADOW is a window on the world below, where sculptures of dandelions and butterflies emerge from their cocoons amidst alfresco dining and communal potted herbs.

FLOATING GARDEN is inspired by the beauty of the tropical rainforest, surrounded by tall vegetation to create a space for relaxation and recreation.



GARDEN OF GIANTS is a place for active workouts under the hooded shelter of giant sentinel mushrooms – a focal point to reflect on the immensity of nature.

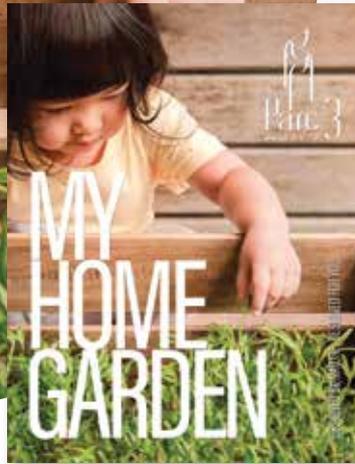


PARADISE BLUE is inspired by the mysteries of the ocean deep, a playground of azure wonder for the young and the young at heart.





Parc3
KL SOUTH



A copy of Parc3's 'My Home Garden' concept summarised for residents

<https://bit.ly/parc3homegarden>

Gardens within a park

The newly completed Parc3 sets new directions in residential development by **merging urban living with nature** using holistic architectural and lifestyle design. Three parks were designed into the heart of this development, complimenting the 33-acre Taman Pudu Ulu park just across from the development.

The three parks at the centre of Parc3's architecture include -

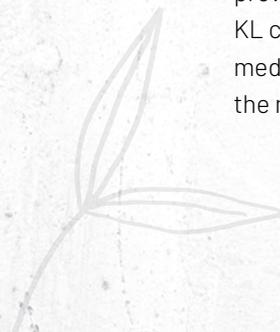
CENTRAL PARK, a 40,000 square foot, multi-level open space of greenery that houses many of Parc3's lifestyle facilities and a 4-storey cascading waterfall.

SKY PARK, a haven of greenery amidst spaces and nooks designed play and wellness beneath golden cavernous ceilings.

MOONLIGHT DECK, a secluded garden and observation deck providing panoramic views of the KL city skyline amidst growing medicinal herbs especially beneath the moonlit sky.



The 64-acre Taman Pudu Ulu fronting Parc3



Parc3's *"My Home Garden"* concept is the framework guiding the project's innovative sustainable lifestyle design that **blends the very best of nature and healthy living with city life.**

"My Home Garden" involves **community style gardens** where residents not only nurture greenery but can **grow food organically.** Plants selected for these gardens include those offering **medicinal uses, air purification qualities or pest repellent characteristics** and aesthetics. They have also been designed to **foster natural ecosystems** by using plants that are magnets for birds and butterflies.



Serene spaces infused with greenery at Parc3's Sky Garden



Lush greenscapes of the Sky Garden



NOVUM

SOUTH BANGSAR



*Green pocket spaces,
quiet trails and peaceful
nooks at Parc3*

Green sanctuary

Novum, Eup's first KL project, houses a **60,000 square foot urban park** designed as a centrepiece of the project. The urban park comprises of a number of stand-alone green spaces and areas amidst the development's various lifestyle facilities. The park also features plants and shrubs carefully selected to attract the local bird population, further **enhancing the natural appeal and ambience** of the living environment.

Moreover, Novum hosts several **sky decks and terraces** as spaces to relax and unwind amidst the urban hustle, contributing to the development's green ratio which far exceeds the required planning requirements. Importantly, Novum's expansive green spaces - like Parc3 - play a key role in **cooling down the natural air inflows** that enter the building. Novum also boasts its own **herb garden**, carefully curated for all residents to use and enjoy for both culinary or health and well-being reasons.

*Stylish sky decks for
relaxation by the pool*

Helix²

PJ South

Communal living built into its DNA

Helix2 has been inspired by the life-giving nature of DNA and will feature a range of **open spaces, garden-style landscaping and communal spaces**. A central feature of the project is The Living Room, an **integrated 'co-living' hangout space**, carefully curating communal living with facilities such as a theatre, study area, games area and a lounge.



BBQ area at Helix2



Facilities at Helix2 are designed to celebrate communal living



Pool side at Helix2





Every homeowner can step out of their own backyard into serene parklands

ASTANA
Park
Homes



Parks at your doorstep

The project, developed in Eupe's home town of Sungai Petani, has been master planned around the concept of **'houses inside parks'** - where parks take the centre stage and homes are built around them.

The spacious green spaces and **open recreational areas** that are integral to the development have been designed to flow directly into the home gardens and living spaces of Astana's approximate 1,000 houses.

Doors from every Astana Park Home **open directly into these gated parks** which are laced with jogging trails and playgrounds. Pockets of **shelter and seating areas** throughout the park encourage residents to relax in the comfort of nature right at their doorstep while creating space for residents to interact with their neighbours. **Safety and security are maximised** as no vehicles are allowed access into the parks and there are no roads running across them, allowing children to run free within the confines of their home and parkland environment.



A 200-acre golf course right at the door step of homes at The Somerset

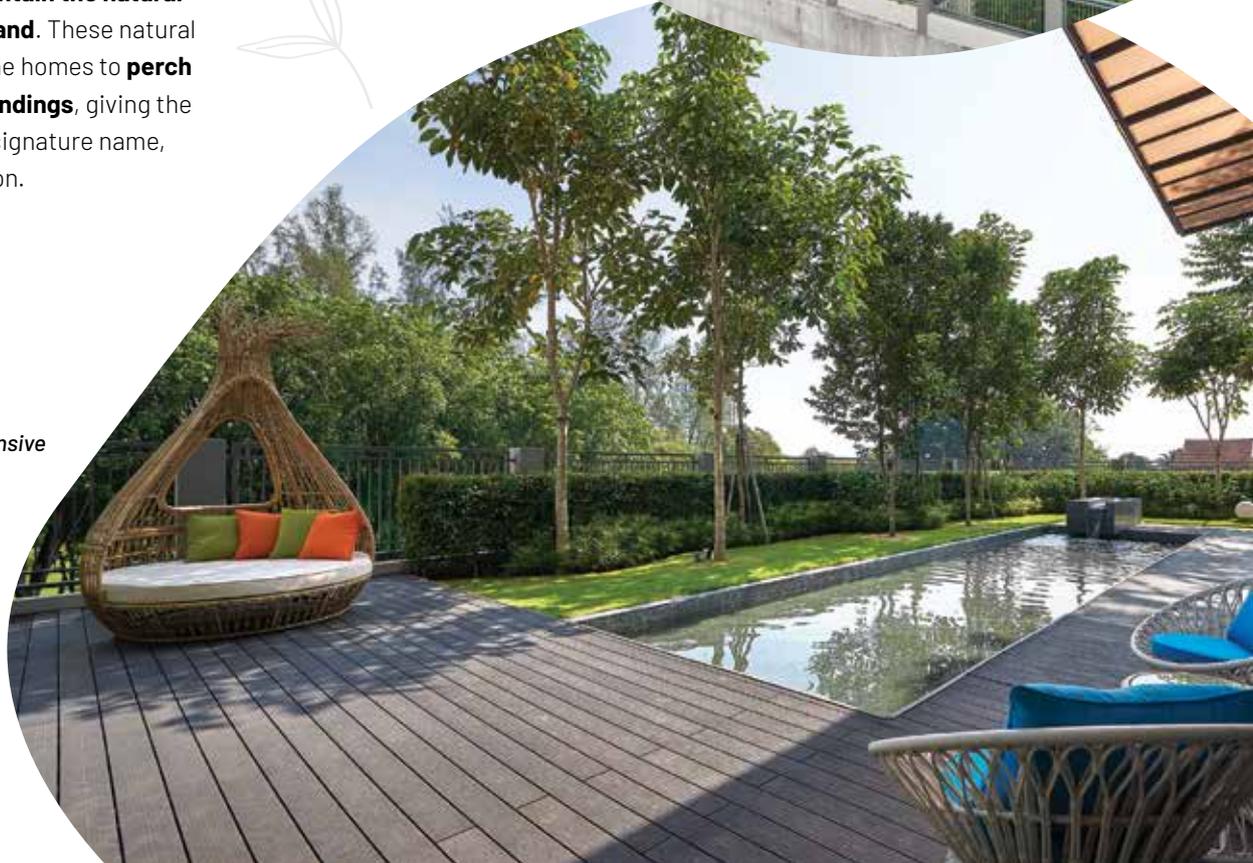
The head of the dragon

Eupe's development, The Somerset, in Sungai Petani is a premium residential project comprising a limited number of spacious homes designed with 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 is situated on a hill just outside Eupe's Cinta Sayang Resort, giving the residents of Somerset access to its 200 acres of golf, recreational areas and corresponding memberships. Cutting into the hill has been minimised to **maintain the natural contours of the land**. These natural contours, allow the homes to **perch above the surroundings**, giving the development its signature name, Head of the Dragon.



The Somerset was designed with expansive living spaces



Smart Connectivity

Premium Locations



We **choose locations beyond just investment value and returns** to our buyers – we build homes that are physically connected to the heartbeat of the local community, bringing daily amenities and conveniences close to our buyers.

This means convenient and closer access to:

Public transportation;

Major road links and highways;

Major shopping and entertainment hubs;

Education and other community facilities like healthcare and convenience stores; and

Recreational areas such as public parks and gardens.



A prime example of Eupe creating lifestyle utility and accessibility beyond the home is the **covered walkway from Parc3** to nearby LRT and MRT stations as well as the covered walkway from Est8 directly to Mid Valley Megamall.



Innovative Digital Services & Conveniences

As life becomes increasingly fast paced, the use of digital innovation has become inseparable from day to day convenient living and connectivity.

As part of Eupe's commitment to **evolve in line with digital transformation**, we are embedding digital technology in our projects.

Apps have been developed for our projects - MyNovum for Novum, GProp for Parc3 and i-Neighbour for The Somerset - to serve our residents better. The apps allow residents to book facilities, pay utility bills, communicate with the management office and access to various forms, all helping our buyers **stay connected** to our developments no matter where they are.

Our residents' guests can also check in at guard houses with QR codes provided through the apps, **eliminating the need for physical checkins** while enabling security to thoroughly vet and identify all incoming traffic.

Traditional signages for the various herb and plants grown throughout Novum and Parc3 are replaced with **QR codes** to provide information on the plant's name and uses at the flick of a finger.

We've also **digitised our construction processes and methodology** to include software such as Novade, which was used in the construction of Parc3 to **identify defects, schedule inspections and streamline tasks and reports**.

Est8 will also feature its own home management app.



Expanded Physical Spaces



Smart connectivity also means 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 places where residents can come together to **connect and enjoy quality time and experiences** with their family, friends and neighbours.

In our high-rise developments, we've carved out spaces for business meetings for the aspiring entrepreneur or secluded corners for those looking to work from, but not at home.

Facilities at Parc3





Novum's games room



Novum's facilities, both private areas and spaces to share with friends and family



Sustainability Plus
Build
Co

in Practice

Building Strong Communities



Building Hope Program

Eupe believes our commitment to sustainability doesn't stop at the boundaries of our projects.

We believe property developers need to **look beyond the conventional 'four-walls' approach** to sustainability - where sustainability practices and advantages benefit only the residents who buy and/or live within their projects.

Building stronger bonds, more resilience and greater opportunity within the broader community is vital to the sustainability role and responsibilities of all property developers.

That's why - along with our commitment to building sustainable homes - we are committed to funding a range of worthy **community-building projects** as well as assist those organisations whose mission is to build more resilient community networks and support those in need.

Our **Building Strong Communities** principle in turn focuses on two key frameworks - Planet Eupe Cultural Events Program and Building Hope - that allow us to target our investments in the wider community in a **clear, focused and consistent way**.

Over the years, Eupe has funded and/or organised a range of community events to **foster community spirit and networks**, as well as assist underprivileged members of our community.

Here are several of our more recent Building Hope initiatives.



Eupe Building Hope Christmas Charity Bazaar

- December 2019

To celebrate the true meaning of the season of giving, Eupe organised a Christmas Charity Bazaar at Taman Pudu Ulu to raise much-needed funds to help those less fortunate in the community.

With nearly 20 booths representing various community groups, non-governmental organisations and Eupe employees, the Christmas Charity Bazaar 2019 **raised close to RM40,000.**



BUILDING HOPE Christmas Charity BAZAAR

Event coupons and promotional visual

Children enjoying pony rides at the bazaar

Eupe charity bazaar merchandises

Mini petting zoo

Game booth manned by Eupe staff

A large crowd turned out to support the charitable organisations

Items for sale at the event



DE-STRESS DAY



De-Stress Day

- June 2019

Eupe organised a special community event at its Parc3 show gallery in Cheras, inspired by the idea of slowing down and **re-connecting with our inner selves**.

The De-Stress Day featured breathing and meditation lessons to relax and recharge. It also included lessons on how to make kombucha, a sweetened tea drink as well as herbal soy candles that soothe with natural fragrances.

Over 40 people who attended the De-Stress Day were also treated to a healthy lunch.

Money raised from the event - more than RM1,000, was donated by Eupe to Bondi Homecare in Cheras to assist in their valuable community work in assisting the homeless and underprivileged.



Whatsapp blast and Facebook ads promoting the day's activities



Breathing to relieve stress

Kombucha workshop in progress



Healthy snacks for the participants



Participants with their scented soy candles



Lavender soy candle workshop in progress

Flyer used to advertise the Charity Fair



Merdeka Building Hope Day 与你同心 国庆义卖会

Merdeka Building Hope Charity Fair

- August 2018

The Merdeka Building Hope Charity Fair was organised by Eupe and Cinta Sayang Resort staff in the company's home town of Sungai Petani.

Held at Eupe's Carnivall Waterpark, the Fair attracted a big turnout from the Sungai Petani community and **raised a total of RM115,000.**

The Fair featured food stalls, colouring competitions and games for children, car boot sales, Zumba dancing, foot massages, workshops and a range of other family fun activities and events.

The funds raised were donated to a range of worthy groups in Sungai Petani to **help in their work to support those less fortunate in the community.**

Zumba dancing



A big crowd turned out to the Fair to browse the 54 stalls

The group from Beng Siew selling their home-baked goodies



Designer cupcake workshop



The Charity Fair illustration used on merchandise sold at the Fair



All the charities who received proceeds from the Charity Fair, with Eupe staff

Community Support During COVID-19

- 2020/2021

With COVID-19 limiting our capacity to organise community-building events, Eupe's focus recently has been to **provide timely support to the underprivileged communities** and individuals to assist them through these difficult times.

Examples of our contributions include:

- Supporting Persatuan Kebajikan OKU Hati Berganda, an OKU centre in Selangor that houses and cares for 20 people who are physically and mentally challenged. Just a day before a strict movement order that prevented outsiders from entering the locale, Eupe **delivered over RM2,000 worth of food and household items** to the home. The donation was a joint contribution from the company as well as Eupe employees.
- Partnering with two charity organisations – The Lost Food Project and Food Aid Foundation, to **distribute food packs** to those most in need in KL. These included residents from the Program Perumahan Rakyat (PPR) Kerinchi who were undergoing home quarantine, as well as underprivileged families from Union Flat Sentul and abused mothers.
- Donating RM10,000 to Buddhist Tzu-Chi Merits Society Malaysia to **buy a water dispenser and personal protective equipment** for Hospital Sultan Abdul Halim Sungai Petani, Kedah. The water dispenser is being used in the isolation ward for COVID patients.
- Collaborating with Mercy Malaysia during the nationwide flood in December 2021 to **deliver 90 dignity kits alongside essentials like cleaning/hygiene kits** and bedding to residents of Kampung Kuala Kenau whose homes had been flooded when the waters from the nearby Sungai Lembing overflowed.



Donation of wheelchairs to vaccination centres



Donation of RM10,000 for the purchase of water dispenser units for Hosp. Sultan Abdul Halim Sg. Petani's COVID-19 isolation ward, and PPE for its frontliners



Flood relief assistance support through Mercy Malaysia



Eupe Food Aid Programme for low-income families and those affected by the Movement Control Order during the pandemic



Persatuan Kebajikan
Chen Ai OKU



In addition to community building initiatives, Eupe also supports the **education and development of individuals** in need to help them reach their full potential

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.

Our Building Hope for Special Kids program aims to lend a helping hand to groups dedicated to **assisting special kids**. Support has included providing much-needed donations as well as repairs to the premises of Persatuan Bantuan Pendidikan Kanak-kanak Khas - based in Eupe's home town of Sungai Petani - which assist children with autism, Down syndrome, Attention Deficit as well as those with learning and speech difficulties.

Eupe has also partnered with the Autism Café Project - a social enterprise that aims to empower autistic youths by offering **employment opportunities** - during the COVID-19 pandemic to provide packed meals to affected lower-income families, in the process helping to empower youths from the Autism Café project through their valuable contributions to the community.

Boys from the Autism Café Project are excited to be preparing the food packages.



Distribution of packed lunches at Flat Kenanga, Gombak



Planet Eupe Cultural Events

Cultural events like **music, film and dance** are universal ways to express happiness and hope as well as 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 Music Fest 2014

In 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 Asia's most popular entertainers including Wang Lee Hom, Jeannie Hsieh, Malaysia's biggest international star Yuna, 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** and 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. The costs of the tickets for the Fest were **subsidised by Eupe** while 1,000 tickets were also given away to local schools as awards for student excellence, as well as to underprivileged music fans.





Euroasia Strings Competition

Euroasia Strings Competition 2016-2018

Eupe was a major sponsor of Malaysia's Euroasia Strings Competition for three consecutive years between 2016 and 2018.

The competition aims to **unearth the best young classical musical talent in Malaysia as well as Asia.**

The competition attracted hundreds of young musicians each year 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.





Building Lifestyles, Building Trust

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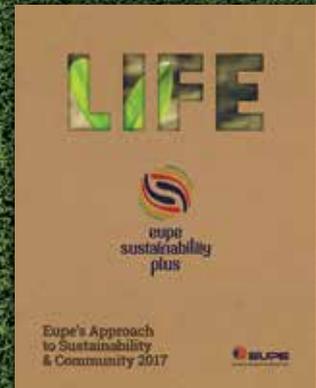
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To see how our *Sustainability Plus* strategy has progressed,
please read our 2015 and 2017 strategies on the Eupe website.

Vol.1 – 2015



Vol.2 – 2017



eupe.com.my

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

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