

Property trust

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Building Community in Cheras

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Managing Director's Message

“Customers, like citizens, have more avenues than ever to voice their wants and concerns. They also feel more empowered to express their views.”



National Elections

A lot has been written and said about the outcome of the May 9 national elections.

Nearly all of it has focused on a new era for Malaysia from the perspective of politics. But there are lessons and learnings for everyone, not least for business. The most important lesson is the need to listen and respond to those who hold us accountable.

For business that means understanding and responding to the needs of our customers. Customers, like citizens, have more avenues than ever to voice their wants and concerns. They also feel more empowered to express their views.

Businesses, like governments, need to make sure they have the right channels to hear feedback. They also need to have in place mechanisms to respond effectively, so people see their views have been heeded. Effective response to public and customer feedback often means changing the way we do things.

That highlights the second lesson from the election result. We live in an age of disruption. Major change is occurring faster than ever. The old rules and the old ways of doing things often no longer apply. So business, like governments, not only needs to be responsive to people's concerns. They also need to anticipate them by staying ahead of change and leading through innovation.

At Eupe we believe property development is undergoing its own disruption. Offering a standard product without listening and responding carefully to what buyers want is no longer a viable business model.

The internet and social media is giving people more information than ever to share and compare. Buyers, like voters, who are unhappy with the status quo will vote with their feet.

This brings to the fore a third lesson from the elections. Those making decisions may not always be able to please everyone. But if those decisions are based on facts and are made as transparent as possible, the result is greater trust - which at the end of the day, is the most important commodity in business.

The national election has given many Malaysians a sense of new possibilities. As with most periods of great change, there is sometimes fear of the unknown. But ultimately it is hope and faith that turns possibilities into realities. Malaysia is a blessed country and while the current economic situation may be tough, we should all have faith in the resilience and spirit of the nation.

Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad



Best New Address in Cheras

There are so many reasons why Parc3 – Eupe's second high-rise residential project in KL – is about to become the 'Best New Address in Cheras'

Bold and **iconic architectural design** that will make Parc3 a sought-after landmark in South KL for years to come.

Innovative '**Buildings that Breathe**' design of Parc3 means the flow of healthy, cool air fills every unit.

Expansive green spaces that offer more than other developments, plus the 33 acre Taman Pudu Ulu park just across the road.

Eupe's **Shared Value** property development philosophy which means we give our Parc3 buyers **more stylish luxury for less**.

Parc3's **great location** and **prestige facilities** also make the project a standout for investors as well as home owners.

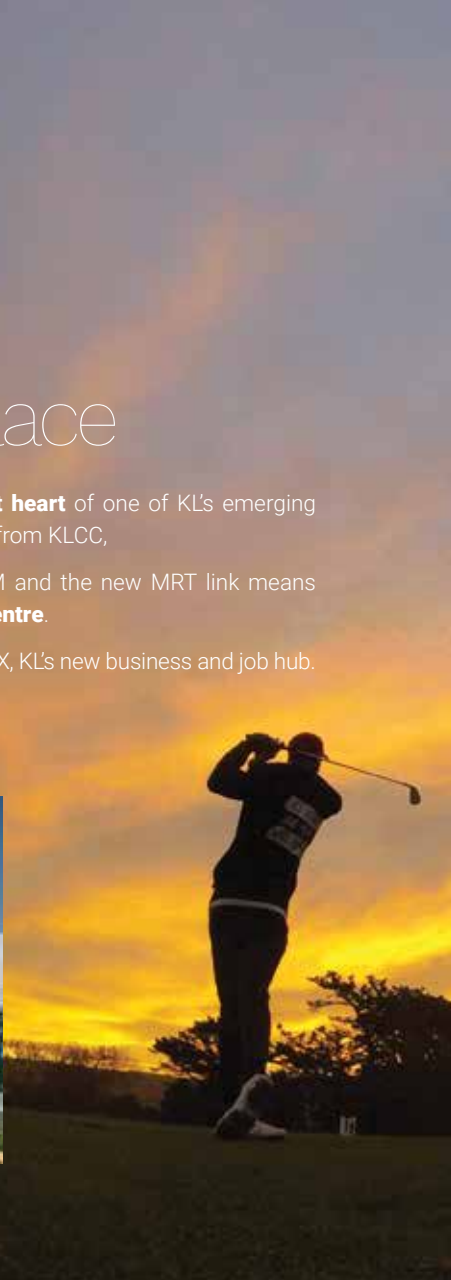
Great Location

All in One Place

Parc3 is close to it all in the **vibrant heart** of one of KL's emerging suburbs and is less than 20 minutes from KLCC,

Being located next to Menara PGRM and the new MRT link means you'll have **easy access to the city centre**.

And it's just 10 minutes away from TRX, KL's new business and job hub.



SHOPPING

• AEON Taman Maluri	700 m
• Sunway Velocity	1 km
• MyTown Shopping Mall	2 km
• IKEA	2 km
• VIVA Home	2 km
• Berjaya Times Square	4 km
• Fahrenheit88	4 km
• Lot 10 Bukit Bintang	4 km
• Pavilion KL	5 km
• Petaling Street	5 km
• KLCC	6 km

MEDICAL

• Hospital Universiti Kebangsaan Malaysia (HUKM)	3 km
• Pantai Hospital Cheras	3.5 km
• Pantai Hospital Ampang	4 km
• Beverly Wilshire Medical Centre	4 km
• Prince Court Medical Centre	4.5 km
• Sunway Velocity Medical Centre (Complete by 2018)	1 km

EDUCATION

International Schools

• Taylor's International School	3 km
• Etonhouse Malaysia	5 km
• Alice Smith School	6 km

Colleges & Universities

• Wawasan Open University	300 m
• Business & Management International College	900 m
• Cybernetics International College of Technology	2 km

Primary & Secondary Schools

• Sekolah Kebangsaan Yaacob Latif	2.5 km
• Sekolah Kebangsaan Cochrane	2.5 km
• Chin Woo Primary School	3 km
• Kung Ming Primary School	4 km
• Tsun Jin High School	5 km

EASY ACCESS

• LRT Maluri Station	500 m
• MRT Maluri Station	600 m
• Rapid Bus Stop	200 m
• MEX Highway	
• SMART Tunnel	
• New Besraya Eastern Extension	
• SILK Highway	
• North South Highway	
• Sungai Besi Highway	
• MRR 2	
• Cheras - Kajang Highway	

LEISURE & RECREATION


• Impian Golf & Country Club	
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Prestige Facilities


You Deserve The Best

Eupe aspires to excellence in lifestyle and design. That's why Parc3 offers more five-star lifestyle facilities and prestige features than other similar developments.


Included among the 40-plus first-class facilities and amenities, Parc3 residents will enjoy a:




Spacious Function Hall to celebrate those special moments and events with family and friends




State-of-the-Art Business centre with high-speed internet connectivity and full office facilities



Celebrity Kitchen to cook and entertain with friends with great views of the KL skyline



Floating Gym encased in a glass pod, overlooking the city below, with all the latest fitness equipment



50-metre lap pool for fitness enthusiasts as well as a wading pool for the children



Five levels of landscaped facilities including a Moonlight Deck on the top level for 360-degree city views and stargazing.



Parc3 Construction Gathers Pace

Construction of Parc3 is now well underway.
Works started on the Cheras site in September.
Piling works are nearly completed and work
on the main building started in June.
Overall completion of the building is targeted
for the first half of 2021



Parc3 Buyers Celebrate

Here are some snaps of Parc3 buyers with Eupe's gifts to them to help them celebrate their purchase at the Best New Address in Cheras.

Gifts to our Parc3 buyers include a bottle of fine French champagne, the latest iPhoneX, air purifiers or robotic vacuums.

Eupe's Head of Sales & Marketing, Datin Michelle Gan said: 'We're thrilled that every buyer who buys a Parc3 unit is placing their trust in us.'

“With each gift, we want to show our appreciation to every buyer and help make their purchase an even more enjoyable and memorable one.”

Pic This! Photo Competition



Capturing The Best of Cheras

Here are the winners of Eupe's PIC THIS photo contest held in March through to May.

The competition was sponsored by Eupe's Parc3 project in Cheras. It invited entrants to submit their best pics in three categories – food, scenes and the Parc3 Show Gallery – and each photo needed to relate to the Cheras precinct. There was also a category for the photo which received the most Facebook likes.

Entry was open to everyone and pictures taken with both digital cameras and mobiles were all welcome. Prize winners in each category received RM2000, with the 2nd, 3rd, 4th and 5th prize winners receiving RM1000, RM500, RM300 and RM250 respectively.

The PIC THIS competition is part of Eupe's **Planet Eupe Cultural Events** program, in which Eupe aims to bring the community together through arts and cultural events and competitions.

欢乐家庭日 Family celebration Day

Parc 3
KL SOUTH

*Celebrating Every
Member of The Family*



A scrumptious selection of cakes and pastries await the visitors and participants.



Participants registering for the workshops

Celebrating The Gift of Family

Families are at the heart of all our lives.

Celebrating the gift of family – and each and every family member – was at the heart of Eupe's Family Celebration day in Cheras on May 25. The event was held at the Parc3 Show Gallery.

It was about bringing families together for a fun day of events and activities. For moms, there were Floral Arrangement classes, Cakepop workshops as well as free makeovers and manicures. For dads, free massages were on hand to ease away the stress and strain of daily life. And for the kids, there were 3D art competitions and an Xbox Kinect video game competition to put their gaming skills to the test.



Trying to beat the high scores at the Xbox Kinect Competitions



Creating masterpieces in the 3D Art Competition (not as easy as it looks!)

Family Celebration Day



Making animal cake-pops!

Great prizes were on offer as well as delicious snacks and drinks. Parc3 has been planned and designed to be not only an iconic building for KL South, but also a hub for family and community.

"That's the other important reason we organized the Family Day Celebration," says Eupe's Head of Sales & Marketing, Datin Michelle Gan. 'We want to give the local community a sense of what Parc3 will offer – a community hub with generous green spaces and an array of family-friendly facilities.'

“We want to give the local community a sense of what Parc3 will offer”

Eupe's Head of Sales & Marketing
Datin Michelle Gan



Pastry chef in the making



Participants with their Korean Bloom creations



Taking the stress out of the day: Massages in progress



Korean Bloom Box workshop in progress



Manicures galore!



Community - this is what Parc3 is all about!

Launch of 2018 Building Hope program



"Yeah Let's Do This!!" The Eupe team in their Building Hope T-Shirts



Let's zumba!



Dato' Beh Huck Lee sharing the company's philosophy on Building Hope with the team

In April, more than 100 staff from Eupe's head office in Sungai Petani as well as from the Group's Cinta Sayang Resort joined together to launch the 2018 **Building Hope** program.

Eupe's **Building Hope** program involves the company giving back to the community through events, donations and in-kind support to help those in the community who are less fortunate.

Group Managing Director, Dato Beh Huck Lee, told staff at the launch that it was very important for a company like Eupe to give back to the community.

'We have an obligation not just to build great homes for our buyers.

'We also have an obligation to create better, stronger communities through the **Building Hope** program.

'For us to be successful as a business, we rely on the community to support us by buying our products and services. It's important to give back to the community that feeds us'.

Staff celebrated the 2018 launch by joining in a giant Zumba dance.

The **Building Hope** program is a key part of Eupe's **Sustainability Plus** strategy through which the Group focuses a range of programs to create strong, more sustainable communities.

The Camelia ballroom abuzz with excited kids breaking fast with foundation members and guests



YMM Che Puan Besar Kedah Dato' Seri Utama Hajjah Haiminah binti Hamidun's arrival



The orphans enjoying the buffet



YMM Che Puan Besar presenting awards at the dinner

In Conjunction with YAYSH, Cinta Sayang Resort Hosts 250 Orphans

On June 3, Eupe's **Building Hope** program, in conjunction with the Yayasan Anak Yatim Sultanah Haminah, under the patronage of Yang Maha Mulia Che Puan Besar Hajjah Haminah, sponsored the breaking of fast for 250 orphans all over Kedah during the fasting month of Ramadhan.

The Yayasan Anak Yatim Sultanah Haminah (YAYSH) is a foundation which aims to aid and facilitate the development of orphaned children and single mothers all over the country, especially in the state of Kedah.

The dinner was held in the Camelia Ballroom in Cinta Sayang Resort for 350 attendees including orphans, sponsors and staff of the foundation.

It was founded by Yang Maha Mulia Che Puan Besar Kedah, Dato' Seri Utama Hajjah Haminah binti Hamidun in June 2011 when YMM Che Puan Besar was the Sultanah of Kedah.

Numerous fund raising activities are held annually to run the multitude of programs for the orphans.

These include providing for their school needs to ensure they are able to partake in educational and recreational activities, excursions and field trips, gifts during festive periods as well as awards for academic excellence.

The foundation aims to nurture the children and provide them with as much support as possible.



Launch of 2018 Building Hope program

*Eupe's **Building Hope** organisers
collecting staff donations*



Building Hope Helps Break Fast During Ramadhan

As part of **Building Hope**, Cinta Sayang staff recently handed out more than 200 portions of bubur lambuk to members of the Sungai Petani community during the holy month of Ramadhan.

The free giving of bubur lambuk is a common practice during Ramadhan.

The bubur lambuk, a rice porridge dish, was cooked on-site by staff at CSR's kitchen.

Donations for Those in Need

As part of Eupe's **Building Hope** program this year, staff from both Eupe's head office and Cinta Sayang Resort have been donating a range of goods to those in need.

Donation boxes have been set up in both workplaces so Eupe and CSR staff have the opportunity to donate clothing, food and toiletries.

These donations are then distributed to community organisations in Sungai Petani who help those less well off.



Novum Construction Update

“We are using an innovative variety of textures, colours and materials to make sure we create spaces that are practical, luxe, as well as a little unconventional”

Eupe's Head of Sales & Marketing
Datin Michelle Gan

NOVUM
SOUTH BANGSAR

Novum Nears 'Top-Up'

Construction of Novum at South Bangsar is nearing another major milestone – the project's 'top-up'.

Topping up is when structural works of the top floor of a project has been completed.

In Novum's case that means structural works reaching roof top Level 41, 32, 38 respectively for the project's three towers.

Novum's 'topping up' milestone is scheduled for the end of July for Tower A and B and August for Tower C.

The overall project completion is targeted by the middle of next year

As construction continues apace, Eupe's design team is working to put its own deft touches on the project, with the project's interior design consultants on selecting the materials for the lobbies, facilities and common areas.

"We are using an innovative variety of textures, colours and materials to make sure we create spaces that are practical, luxe, as well as a little unconventional" Eupe's Head of Sales and Marketing Datin Michelle Gan said.

'A play of materials and textures as well as colour are crucial to this. In addition to being welcoming havens, we want each space to have its own distinctive character.'



Towers A and B are expected to reach 'top-up' by July.

Eupe People

Meet The People Behind The Eupe Name

Joyce Lim
Marketing Executive



What is your role at Eupe?

As a marketing executive, my role is to contribute ideas, develop and oversee marketing campaigns to promote Eupe's ongoing & upcoming projects.

Where were you before joining Eupe?

I'm a freshly-graduated student and worked freelance in other industries before joining Eupe.

Why did you join the company?

Eupe is a reputable company and as a growing company, provides a lot of opportunities for career learning and growth. It's providing me with the best platform to start my career and the opportunity to enhance my skills and knowledge, and to grow personally as well as professionally.

What are the biggest challenges with your job?

My biggest challenge was a lack of work experience in the property industry when I joined this company but Eupe gives all their staff a lot of scope to learn and take responsibility for important tasks. This has allowed me to learn a lot in a short period of time. The key challenge for me at the moment is social media, in particular how we use it to effectively target our audiences.

How do you overcome them?

The way to overcome challenges is to continue learning. Because marketing trends are constantly changing due to digital change, I'm now focussing on enhancing my skills and knowledge in digital marketing. One of the key learning opportunities at Eupe is the training and learning we're developing on social media marketing campaigns to reach new markets.

What do you want to have achieved professionally in five years' time?

In five years, I'm not only want to keep developing my skills and knowledge as the industry continues to change, but I also want to reach my full potential in my job and in the process achieve the company's long term goals.

What do you enjoy doing outside of work?

Aerial yoga. It not only helps me to relieve stress, it's also taught me the importance of leaving my comfort zone and to find and overcome new challenges.

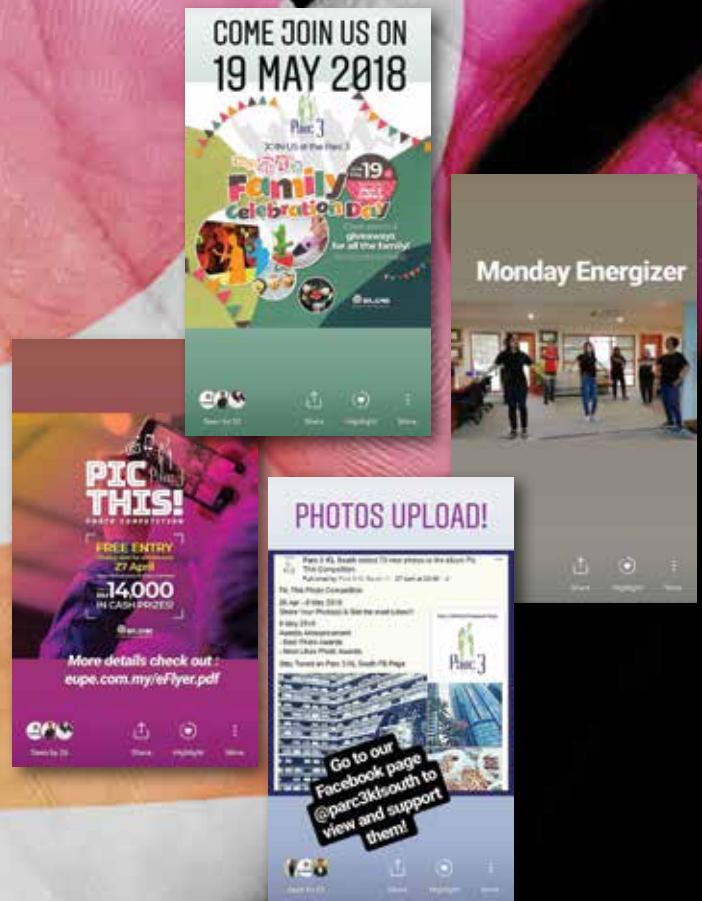
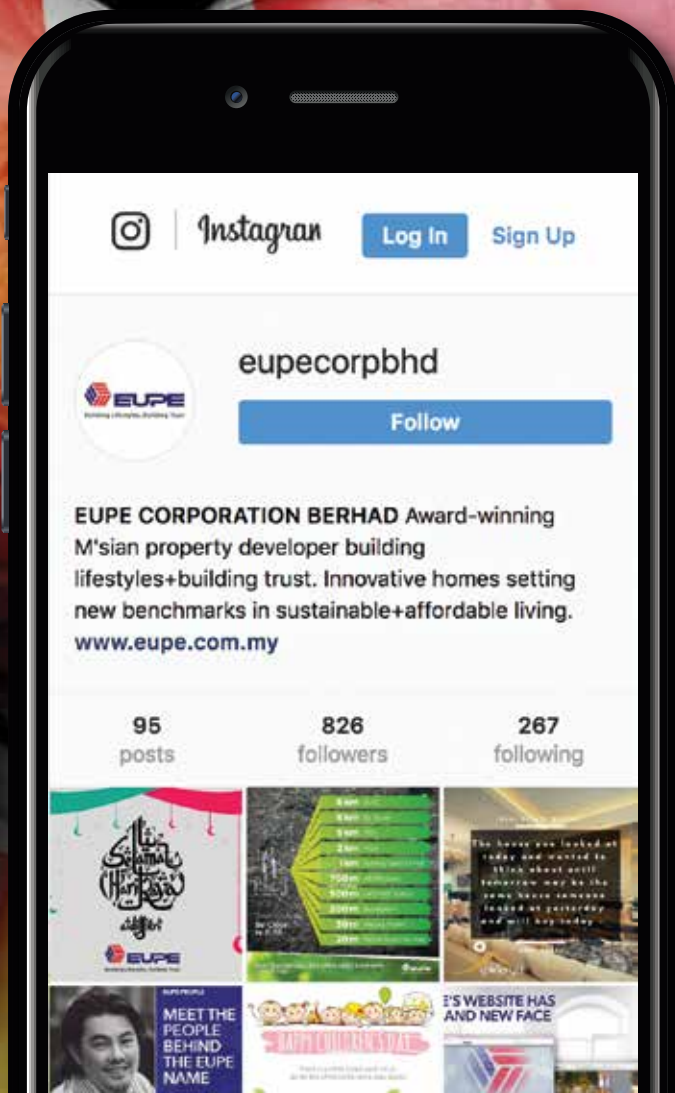
Social Media

Join Us on Instagram

Eupe's Instagram page continues to grow.

We're now posting videos on the popular platform to give our followers an inside look at our properties, as well as getting to know our staff. We have more than 800 followers now and we're posting regularly each and every week on latest Eupe highlights and news.

So join us on IG by clicking the Follow button!



A selection of Eupe's video posts on Instagram

Digital Convenience for Eupe Homebuyers

Residents of The Somerset and Cinta Sayang Villas Resort - both Eupe premium developments in Sungai Petani, Kedah – now have access to a special app to make the most of their digital lives.

The i-Neighbour Smart Community App is aimed at giving CSRV and Somerset residents more convenience and security. Information sessions were conducted in April for residents so they can get the most from the app. The app provides a number of features including:



Popular Posts on Eupe's Facebook Page

Sustainability

Transform your house fence into a flower art wall.

see more at:

<https://bit.ly/2l0cRxG>

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

<http://www.eupe.com.my/sustainability>

Brighten up your indoors space with these low maintenance plants.

<https://www.architecturaldigest.com/story/decorating-with-house-plants>

Architecture and Design

Circle this breathtaking spiral staircase design for a future home design idea. see more at:

<https://bit.ly/2KtPQn8>

Check out these winning designs from A' Design Award & Competition 2018, source:

<https://bit.ly/2HUEjwI>

The Best in Kitchen Trends for 2018 and Beyond. See more at:

<https://design-milk.com/kitchen-trends-for-2018-and-beyond/>

Modern cube-shaped creations make for cool architecture.

<https://interiorzine.com/2017/11/01/modern-cube-shaped-house-belgium/>

Eupe News

Launch of the 2018 Building Hope Program – supporting the community that supports us.

Brought to you by Eupe Corporation Berhad & Cinta Sayang Golf Resort.

Check out Parc 3 video on youtube

<https://youtu.be/YCpt-Jdt5QE>

Eupe Managing Director, Dato' Beh Huck Lee, talks to The Edge TV about the innovative design of Eupe's latest KL project – Parc 3 in Cheras. See it at:

<https://youtu.be/YDN7poT13wI>

Eupe Wins HR Award



Eupe's Career Website award

“The award has been a team-effort within the Group and a great achievement in our mission to become an employer-of-choice within the property sector”

Eupe's Head of Group Human Resources
En. Muhammad Syafiq Soh

Eupe Recognised by Asian Recruitment Awards



Eupe's En Mohammad Syafiq Soh (centre) and Nicholas Yap (right) accepting the award at the ARA awards night.

Eupe has been recognized with a prestigious human resources award for its corporate website.

At the Malaysia ceremony of the Asia Recruitment Awards (ARA) in April, Eupe was awarded second place in its 'Best Career Website by a Corporate HR Team' category.

The ARA awards, sponsored by **Human Resources** magazine, also holds awards in Hong Kong and Singapore and are dedicated to 'celebrating the best in talent acquisition within Asia.'

The section of the Eupe website which won the ARA award outlines Eupe's values and mission as an employer and lists in an easy-to-read format vacancies currently available within the Group.

Eupe's Head of Group Human Resources, En. Muhammad Syafiq Soh, said the award was recognition of the importance Eupe placed on the use of digital communications to attract strong talent.

"The award has been a team-effort within the Group and a great achievement in our mission to become an employer-of-choice within the property sector," he said.

Setting New Directions in Sustainable Business



Eupe's Group Managing Director, Dato' Beh Huck Lee, addressed the **ASEAN Corporate Responsibility and Sustainability Summit** in Kuala Lumpur on 25 June. The Summit was organised by the Asian Strategy of Leadership Institute. Here are excerpts from his address.

The topic of how business can contribute to sustainability and develop innovation is a challenging one. This is particularly the case for a fast-growing society and economy like Malaysia. Many of sustainability challenges the world faces are concentrated in our region.

That's because our economies are growing faster. Our cities are expanding more rapidly. Our consumption of natural resources to feed this growth is growing ever higher.

Governments can help to solve these challenges with environmental laws and regulation. But they can only do so much. Business needs to play a bigger and strategic role in addressing these problems.



Asean Corporate Responsibility & Sustainability Summit 2018

Changing our Mind-Set

In terms of property development, I can't think of a sector where the sustainability impacts of the products we develop and sell are bigger. That's why property developers mustn't simply follow others but take the lead. Yet we are the sector that needs to fundamentally change our thinking and approach to sustainability.

Many of the sector's mind-sets and practices – how we design, how we build, the materials we use – haven't changed for decades. The reality is there are already technologies out there that can fundamentally transform the way we do things. The solution, therefore, lies in thinking and doing things differently.

Eupe has developed what we call **Sustainability Plus** - our framework to meet the sustainability challenges I've just described. As the name suggests, **Sustainability Plus** is not just about meeting current standards and compliance measures set by the authorities, but going beyond them.

Sustainability Plus forces us to understand from a holistic perspective what we want to achieve with each project, based on the needs of our buyers and the wider community. This invariably means setting long-term directions with clear and consistent organizing principles that drive sustainability innovation.

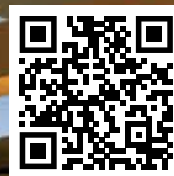
But sustainability is not just about the environment and the community. It ultimately means the long-term sustainability of the business itself. Chasing short-term profits for their own sake – to the exclusion of the interests of others – is not a sustainable strategy.

True and lasting business sustainability means creating and sustaining economic and commercial value for all our stakeholders. At Eupe, we call this holistic approach to business sustainability **Shared Value**.



Like
parc3klsouth

Location 地点



You're Invited!

8 July

(Sun) 2018, 9am-6pm
Parc3 Gallery



Yoga • Body Combat • Zumba

瑜伽, 拳击有氧与尊巴舞

Please bring your own yoga mat
请自带瑜伽垫

Coffee Painting (workshop)

创意咖啡绘画

Terrarium (workshop)

玻璃盆栽工作坊

DIY Beauty Recipes (workshop)

DIY天然磨砂膏

DIY a Healthy Meal

DIY健康餐与甜品



Limited places, Kindly call 017-275 7188 to RSVP before 5 July 2018 • 名额有限, 请于2018年7月5日前致电 017-275 7188 报名参加

SALES GALLERY OPEN DAILY 10AM-6PM • 示范单位每日开放时间由早上10时-下午6时

EUPE
Building Lifestyles, Building Trust

For sales enquiries, please call us at:
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Under its subsidiary:

TITIAN SAMA SDN BHD (957887-P)



parc3.com.my

Directions available via Waze or Google Maps
销售展示厅位置可从Waze或Google Maps搜索

Q Parc 3 Sales Gallery

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EUPE Property



eupe
sustainability
plus

Developer's license no: 19122-1/08-2019/0660(L) - Validity: 29/8/2017 - 28/8/2019 • Advertising & Sales Permit no: 19122-1/08-2019/0660 (P) • Validity: 29/8/2017 - 28/8/2019 • Approving authority: Dewan Bandaraya Kuala Lumpur - Ref no: (18) DLM. BP 52 OSC 2017 0881 • Land tenure: Leasehold (until year 2114) • Total units: 793 units Serviced Apartments • Built-up: 592sf • 1470sf • Expected date of completion: September 2021 • Land Encumbrances: CIMB Bank • Selling Price: RM425,000 - RM1,294,000 • Type of Development: Serviced Apartment