

Property Trust

Vol. 25
2023 | JAN - MAR

4-5
Treading lightly
at Est8's
building site

10-12
Social Sustainability -
We explain why its
important to you

14-15
Tips to design
your dream home
on a budget

*Interior of Villa Natura
home, Eupe's latest
mass housing project*



Affordable luxury in the north

Buyers rush to Eupe's
new mass housing concept


Building
Lifestyles
Building
Trust

Managing Director's Message

To think the property sector is somehow immune from the forces that are disrupting every other area of life misses some important trends.

'Disruption' is the buzz word of our times.

We hear about technology-led disruptions in communications, finance, travel ... the list goes on. Nothing, it seems, is out of the reach of disruption. But in the property sector, there is hardly any talk about it.

At one level, this makes sense. Homes in the 21st century are mostly built the 20th century way - by hand or heavy machinery invented decades ago. Even in this world of rapid change, there is still a long way to go before Artificial Intelligence (AI) can design or even build houses without human help. But to think property is somehow immune from the forces that are disrupting every other area of life misses some important trends.

Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad



Are We Listening to Buyers?

How can we reduce floor space to save costs? What is the minimum amount of 'green space' to meet regulations? How much can we save on finishings even if cheaper options mean more maintenance costs for buyers?

These are the questions that are hard-wired into the traditional business model of property development. That's because this model is focused more on measuring things that are important to property developers than buyers.

This makes it hard for developers to really listen to buyers' wants and needs. And without good feedback, offering design and lifestyle options that truly reflect these wants and needs is difficult.

So the sector ends up designing and building homes that are more similar than different. Its focus is more on meeting basic planning rules, rather than going beyond them.

The age of social media is well and truly challenging this approach. Buyers can

now compare anything at any time. On Tik Tok, there is always a better-designed home somewhere, with better facilities, at a better price.

Environmental disruptions like climate change are also creating strong demand for eco-friendly homes. And as society confronts disruptions like COVID, homes that protect and nurture physical and mental well-being are seen as a necessary part of home design, rather than an option.

Agile Innovation

Last year I spoke to the iCapital investor conference in Kuala Lumpur about what I see are five disruptions occurring now in the property development sector.

All these changes are raising the high bar on what home buyers want and expect. It is also giving them a much louder voice to express these expectations. Property developers won't be able to ignore this.

As a smaller, agile player in the property scene, Eupe sees these disruptions as a unique opportunity to innovate home design, as well as new ways to engage with buyers. It's also

an opportunity to embed new forms of sustainability into our projects and use technology to make construction more efficient, and in turn homes more affordable.

I'm sure the years ahead will see some big changes in the homes that property developers offer. The ultimate winners will be those who deserve most to be heard - the buyers.

5 Trends Disrupting The Property Sector



Subscribe
to the magazine

Register at
www.eupe.com.my
to receive the
latest online copy
of Property Trust

PUBLISHER
EUPE CORPORATION BERHAD
5th Floor, Wisma Ria, Taman Ria, 08000 Sungai Petani,
Kedah Darul Aman, Malaysia. • T. +604-441 4888

PRINT AGENT
ADVATION SDN. BHD.
No. 42, Jalan TSB 3, Taman Industri Sg. Buloh,
47000 Petaling Jaya, Selangor Darul Ehsan. • T. +603-6143 6808

Adopting Building Excellence for Est8



Casing installation for the caisson lining.

Est8 @ Seputeh - Eupe's latest flagship residential development in KL – aims to take building innovation to a new level.

The project itself is now over 90 per cent sold - a reflection of its very distinctive combination of nature-inspired lifestyle sustainability and art, all within walking distance from Mid Valley City, one of KL's most sought-after shopping, transport, and entertainment amenities.

Construction for Eupe's 3rd KL project, Est8 @ Seputeh is continuing to progress well.

As of March 2023, construction is nearing Level 6 for Tower A and Level 4 for Tower B.

Innovative Building Methods

Bringing iconic design like Est8's to life requires incorporating innovative construction methods, compared to standard buildings.

Est8's nearness to the heritage precincts of Seputeh meant that using conventional bore pile methods risked creating too much vibration that might impact adjacent home structures.

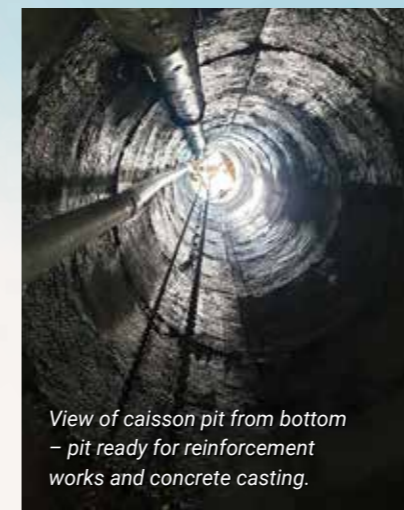
To minimise this risk, Eupe's Project Team opted to use other approaches, including the hand-dug caisson pile (CCP) wall method. Unlike most wall retaining structures that are constructed by huge boring rig machines, CCP is a type of retaining wall that is constructed using mechanical hand tools.



Est8 façade

Treading Lightly

Though the cost of this method is higher, more time-consuming and labour intensive, this method not only causes very little vibration and noise for the surrounding area and community due to the non-use of high-impact machinery, it also minimises the disturbance of the original slope terrain, hence mitigating potential slope failures.



View of caisson pit from bottom – pit ready for reinforcement works and concrete casting.

Eupe takes its role as a developer very seriously. The principles we adopt reinforce our commitment to building homes that create benefits for the broader community, even at the construction stage.

Although the caisson structure took five months to be completed, Est8's construction remains on time, with the project completion expected in the second quarter of 2026.

For our Est8 buyers, please check out Est8's Facebook page (Est8 by Eupe) for the latest updates and progress milestones.

“

Through innovative project design and construction methods, property developers can have a major impact in shaping the community's lifestyle,”

said Simon Sim, Eupe's Senior General Manager, Projects



The completed caisson pile with capping beam.



The completed concrete skin wall to the caisson pile. The whole caisson structure took approximately 5 months to be completed.



Aspirational resort-styled living in the heart of the city

Imagine a world of fun in the sun at Helix2's Aqua Precinct.

Helix2 @ PJ South, Eupe's recently launched 4th residential development in Malaysia's capital, is an exciting, aspirational development for homeowners who want to live their best resort life in the heart of the city.

Since its launch in August 2022, interest for Helix2 has been very positive, with over 70% of units booked across the development.

Helix2 is aimed squarely at KL's affordable home market. The project has allowed Eupe to draw upon its more

than 30 years of designing and building affordable housing in its home base of Kedah, and translate this expertise into KL's mass housing market.

Incorporating Eupe's award-winning design principles and a range of unique premium facilities, Helix2 has been conceptualised to offer residents a resort home that elevates their lifestyles.

The project overall design theme is smart contemporary, yet flexible home design with distinctive facilities that are

found in many higher-price property developments.

Construction of Helix2 is making good progress, with the project well into the piling and foundation stages.

For more project updates as well as information on roadshows or exclusive promotions, do follow Helix2's Facebook page (Helix2 by Eupe). We also welcome you to visit our Sales Gallery to find out how you can make your next home a luxurious, resort-style haven.



Play perfect host to family and friends at Helix2's Gourmet Kitchen.



Helix2 Sales Gallery,
Lot A-01-07, Level 1, Block A,
Sunway Geo Avenue,
Bandar Sunway

Spreading hope and joy for old folks during CNV



To celebrate Chinese New Year, employees of Cinta Sayang Resort came together to spread goodwill and cheer to the elderly residents at Pusat Jagaan Rumah Harapan in Sungai Petani.

The team spent the day with 18 old folks, bringing with them a delicious buffet spread specially prepared by the Resort's chefs. Cinta Sayang also donated dry food and groceries to them.

The visit is part of Eupe's Building Hope program which aims to help those in need in the community as well as organisations that are dedicated to supporting them.



Affordable Luxury, Naturally



Located close to Bandar Puteri Jaya, Villa Natura offers terraced and non-linked homes, semi-detached homes and bungalows with lush greenery right on your doorstep. There are seven flexible, open layouts for spacious interiors in single and double storey arrangements – luxurious villas inspired by the best in Mediterranean home design.

Designed to encourage comfortable living for small and larger families alike, homes come with spacious living rooms, expansive master suites and

luxurious kitchens. These homes are ideal for open plan living with elegant interior spaces. These homes open up to an expansive surrounding garden right from the comfort of the dining room, weaving nature and luxury into the tapestry of your home.

Villa Natura – offering you more space, more quality and more luxury at an affordable price.

For more information, check out the full details on our website:

<https://eupe.com.my/property/villa-natura>



Introducing our latest Northern project development - Villa Natura

Inspired by Mediterranean architecture melded with a Malaysian touch, this guarded neighbourhood is surrounded by more than five acres of lush lawns, walking trails and playgrounds - providing peace of mind in a secured community in the heart of nature.

Angular lines and cornices border the pearl white structure while tall columns frame the 'anjung' that is offered in many different layouts – a covered front porch for children to play freely, or a space to host casual family gatherings.



The first phase of Villa Natura was recently launched to buyers.

On the launch day, more than 80 per cent of the 171 homes on offer for Phase 1 were booked by buyers.

Some starting queuing before 7am to make sure they could purchase the property of their dreams.

As a result of the outstanding success of the Phase 1 launch, Eupe is now fast-tracking the next phase of the project.



Villa Natura - Elegant luxury at an affordable price

Eupe and Social Sustainability

Sustainability. What is it? As we confront a world climate crises along with numerous social and economic problems, this word is being highlighted in every corporate agenda, blasted and marketed from flyers and social media platforms with catchphrases such as "Organic", "Green", "Renewable Energy", "Ecofriendly", "Biodegradable" or "Carbon Neutral".

What is it?

Why is Eupe's take on sustainability different?

And why should it matter to you?

WHAT IS IT?

Sustainability means the 'ability' to 'sustain' - to cause or allow a course of action or result to continue on for a period of time.

It's largely seen as being the opposite of short-term: using up or wasting resources quickly without thinking about the long-term impacts on us, and the world we live in.

In short - when things are sustainable, they last for the long term - compared to what many see as a world where humans are using up its resources - natural and human - much too fast.

WHY IS EUPE'S SUSTAINABILITY FOCUS DIFFERENT?

Many developers strive to work on environmental sustainability because constructing homes tends to have a huge impact on nature.

At Eupe, we believe environmental sustainability is important too. But we also have a big focus on social sustainability.

Social sustainability, for Eupe, is recognizing the critical role property developers have in nurturing and sustaining physical, mental and social health with the homes they build. This is because the way homes are designed are vital to sustaining the long-term physical, social and mental well-being of our buyers. Bad home design isolates residents from each other and their surrounding community. Innovative home design builds connections with and between individuals, communities and nature. Bad home design, resulting in poor ventilation for example hurts our physical health. Good home design supports the physical health of residents as well as supports and enhances their mental health.

In short, we aim to discharge our responsibilities as property developers to the fullest - by using innovative home design in ways that prioritise our stakeholders' mindfulness, inner peace, physical health, mental wellbeing to create stronger communities and promote sustainable lifestyles.

In short, people and their wellbeing are our product, not just homes.



WHY SHOULD YOU CARE?

Social sustainability is important to you because the subject and focus of the "social" in social sustainability is you. A business that cares about social sustainability ensures its products are designed to meet your needs and interests for the long-term, not just for short-term profit.

In short, your happiness, wellbeing and the betterment of your lifestyles are the products we are hoping to develop.

Here are some ways social sustainability is infused into our developments:

Event Spaces

We understand the need for festivities in an intimate setting, a premium place to cook, entertain and take pictures for social media to create connections that in turn create a common community. Going beyond traditional multipurpose hall layouts, we've created additional spaces to frame your memories and immortalise your achievements whether in a smaller location or a large celebration.



Est8 @ Seputeh



Helix2 @ PJ South



Parc3 @ KL South



Novum @ South Bangsar



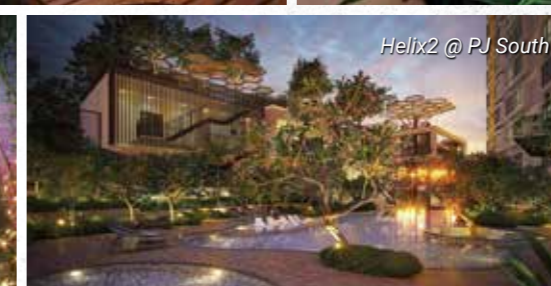
Parc3 @ KL South



Parc3 @ KL South



Est8 @ Seputeh



Helix2 @ PJ South



Novum @ South Bangsar

Community Gardens

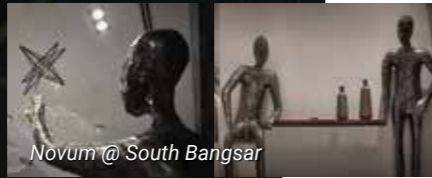
So that greenery is not only part of the aesthetic but also a lifestyle, we've created herb gardens in our developments - places that not only bring biodiversity back into the landscape but where the community can grow, harvest and eat the fruits of their labour. Our community gardens are cultivated to attract birds and butterflies to create a natural ecosystem, cooling air flows into the building to reduce the need for air conditioning and also a space to build community and reconnect ourselves with the natural rhythms of nature.

Practical Art

Public art is a key feature of our projects. We believe that art is not only pleasing to the eye, but inspires us to both live our best lives while soothing the soul. Our developments' art pieces are not only aesthetic. They are also functional for activities like physical exercise. Art is strategically placed in everyday living spaces like lobbies and pool decks to encourage the heart to dream. Our art is also a point of shared pride and identity for our residents - for example, Parc3's Meranti Sculpture (the Tallest Hanging Sculpture In A Residential Building according to the Malaysian Book of Records).



Novum @ South Bangsar



Novum @ South Bangsar



Novum @ South Bangsar



Parc3 @ KL South



Novum @ South Bangsar



Helix2 @ PJ South
(Artist Impression)



Est8 @ Seputeh
(Artist Impression)



Parc3 @ KL South

Iconic Architecture

Each of our developments have a story behind the name and a distinct vision behind its architectural design - each aims to be a defining visual point in the neighbourhood and for the surrounding community. From Novum's QR code inspired pixelated façade representing modern digital life, Parc3's treehouse and glass-encased lattice structure to Est8's magical world of butterflies, dandelions and clouds and Helix's DNA architectural design, each of our developments are inspired by a story meant not only to beautify the skyline but to stand as a monument that defines the surround neighbourhood.

All these features are carefully designed to give residents a common identity – the basis of building and nurturing a sustainable community.

For a quick summary about our sustainability plus philosophy, check out our 2-minute video here: <https://www.youtube.com/watch?v=uEOA2XZ-sQE>

You can also read more about it on our website at <https://eupe.com.my/sustainability>

Meet The People Behind Eupe



Daniel Sim
Corporate Communications Senior Executive

What are your roles and responsibilities at Eupe?

I am involved in copywriting and editing of several projects like this Property Trust magazine, internal company announcements, sections of the Annual Report and the Sustainability Report. I also coordinate the production of corporate collaterals (like calendars, ang pow packets, raya packets, t-shirts, corporate gifts) and I'm involved with branding, social media content generation, sustainability reporting, Eupe's corporate website, media engagement and awards, working with our external legal team and CSR management.

Do you have any routines for improving your energy and focus?

Top tip would be to take breaks – I binge on TV series, treat myself to dessert or walk in a mall to refresh the urbanite in me. The rest would be weekly exercise, drinking lots of water, getting at least 7 hours of sleep and sleeping in during the weekends or if I need a work break, walking helps me clear writer's block.

What goals are you currently working towards outside of work?

Getting in shape. Working on my singing. Polishing my skills to lead in church.

Which famous person, dead or alive, would you like by your side during a zombie apocalypse?

Maybe Bear Grylls. I could probably survive in the wild with him provided he's fine with me tagging along.

Who has influenced you most when it comes to your career?

A previous employer. They taught me how to view work as something I should do my best at because it's something I need to steward well and also because my work impacts lives whether in the company or outside of it.

If you could give a Ted talk on one thing, what would it be?

"How to give constructive feedback" or "How to inspire growth in those you lead"

If you could appear on any game show, which one would you choose?

Running Man, Taskmaster or maybe The Voice. Probably something team related would be fun. Just keep me away from Fear Factor.

What's one thing that has made you smile recently?

Michael McIntyre and him talking about taking care of his kids during one of his tours.

What's the naughtiest thing you got away with doing as a kid?

Saying I was going for tuition after school hours when I was actually at a cybercafe with friends. Makes for good friendships though – we're still friends today.

What's an unusual skill you would love to master?

Probably whistling (if that's considered unusual).

What's your strategy for breaking an awkward silence?

Pointing out that it was awkward and then laughing about it with the other person. At that point I'd be furiously deciding how to end the conversation (if it was a bad one) or what else to talk about (if it was a good one).

8 Ways To Design Your Dream Home By Spending Less

Maximise your existing furniture

Use different slip covers for a quick and easy solution to give your furniture a fresh look for different occasions. Paint a new coat of finish on your wooden furniture or use a fresh coat of paint on headboards and mirror frames. Try using free online planning tools like <https://floorplanner.com/> to play around with different colours and options before changing anything.



Paint a room or accent wall with a bold colour

Paint is the most affordable decorating tool you have! Paint an accent wall in a contrasting or complementing colour to your furniture. Not sure what colours to use? Just upload a picture of your room here and experiment with paint colours digitally:

<https://www.visualizecolor.com/dulux#/>

Source: <https://www.dulux.co.uk/en>

Source: MyMove
<https://www.mymove.com/home-inspiration/trends/best-money-saving-decorating-ideas-for-your-home/>



Redesign your furniture layout

Believe it or not, your space can look dramatically different just by moving the furniture! Find a new focal point – like a window, the television, an art piece and move your furniture around to compliment it. Consider moving furniture from the other rooms in your home or you can try removing some furniture to create a more open space.

Source: <https://www.moodfabrics.com/>



Use accessories to bring a new look to furniture

Use throw pillows, throw blankets or rugs to give your old room a new look and feel. Instead of buying a new piece of furniture, look at what colours you haven't tried before. Try a new colour palette and mix and match patterns and solids. These accessories are inexpensive and can be changed on a whim.

Source: <https://www.fridlaa.de/>



Door pulls and handles can change your cabinets

Don't have money to completely replace the cabinets in your kitchen or bathroom? Install new door pulls and handles to give a new look to a previously boring or out-of-date cupboard. Want a pulled together look? Match your plumbing fixtures, lighting fixtures and door pulls with the same metal. This ties all the elements together beautifully!

Source: <https://www.devongraceinteriors.com/>



Update the plumbing fixtures

Your bathroom and kitchen plumbing fixtures are the décor "accessories" of your sinks and showers! Instead of replacing an entire countertop, try changing out the fixtures for more modern or more ornate ones. By changing the metal finish, you can introduce a new wow factor. Try copper, brushed chrome or brushed bronze.

Source: <https://www.hunker.com/>

Splurge on big impact décor

When buying decorative pieces for your home, allocate most of your budget on items that will make a huge statement. A full-length framed mirror that rests against the wall will have a wow factor right away. Spending that same amount on a few small décor items that go on a bookshelf may result in them getting visually lost and your money essentially "wasted".

Source: <https://www.bhg.com.au/>



Don't underestimate using mirrors in your décor

Mirrors have reinvented themselves in the last few years in the design world, and they are bigger than ever in home décor. For affordable décor ideas visit a cheap home depo and buy inexpensive mirrors to use as mosaic pieces on furniture, or picture frames.

Source: <https://www.uncookiecutter.com/>

Affordable Luxury, Naturally

Villa Natura

Astana
Parkhomes

Sungai Petani

7 flexible
open layouts
for elegant living

Loan starts
from RM277k*

Hall Gallery @ Villa Natura



Villa Natura by Eupe

*T&C Apply

Inspired by Mediterranean architecture finely crafted by Eupe,
an award-winning developer



+6013-4411 858
+604-441 4888
eupe.com.my

eupecorporationberhad
 eupepropertynorthern



A Project by: **EUPE CORPORATION BERHAD** 199601005416 (377762-V) | Under its subsidiary: **EUPE KEMAJUAN SDN BHD** 198601001697 (150839-X)

NORTHERN OFFICE 5th Floor, Wisma Ria, Taman Ria, 08000 Sungai Petani, Kedah Darul Aman, Malaysia. T.+604-441 4888 F.+604-425 1152
KLANG VALLEY OFFICE D-26-01, Menara Mitraland, No. 13A, Jalan PJJU 5/1, Kota Damansara PJJU 5, 47810 Petaling Jaya, Selangor, Malaysia. T.+603-7610 0636 (GL) F.+603-7610 0651/52

Pemaju: Eupe Kemajuan S/B • Tingkat 5, Wisma Ria, Sg Petani • No. Lesen: 3828/03-2024/0224(A) • Tempoh Sah: 26/03/2022-25/03/2024 • No. Permit Iklan & Jualan: 3828-46/04-2025/0409(N)-(L) • Tempoh Sah: 5/4/2023 - 4/4/2025 • No Rujukan: MPSPK (IP) B.27/2022 C RKM • Villa Natura • Fasa 1 • Jenis A: Rumah Berkembar 2 Tingkat; Bil. Unit: 36; Harga: Min.RM423,500 - Maks.RM508,200 • Jenis B: Rumah Berkembar 2 Tingkat; Bil. Unit: 48; Harga: Min.RM355,300 - Maks.RM462,000 • Jenis D: Rumah Teres Setingkat; Bil. Unit: 30; Harga: Min.RM394,900 - Maks.RM416,900 • Jenis E: Rumah Berkembar Setingkat; Bil. Unit: 22; Harga: Min.RM477,400 - Maks.RM524,700 • Jenis F: Rumah Banglo Setingkat; Bil. Unit: 35; Harga: Min.554,400 - Maks.RM665,500 • Dijangka siap: Mac 2025 • Pelan diluluskan: MPSP • Jenis hak milik: Pegangan Bebas • Bebanan tanah: Tiada

The information contained herein is subject to change and cannot form part of an offer or contract. All measurements are approximate. While every reasonable care has been taken to prepare this material, the developer cannot be held responsible for any inaccuracy. All items are subject to variations, modifications and substitutions as maybe required by the authorities or recommended by architect or engineer.