

Property Trust

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Managing Director's Message

A Year of Achievements

At Eupe we're committed to making a real and lasting difference - not just to our buyers but to the property sector generally.

I'm proud the company continues to build a culture that quickly anticipates and responds to market trends.

For this reason, we are becoming known nationally for designing and building homes that capture market and buyer attention.

Eupe's Annual General Meeting was held in August. It gave us the opportunity to tell our shareholders and the wider world about how the company is performing.

I was pleased to share at the AGM a number of company achievements over the previous 12 months.

Our pipeline of current and future projects is twice that of the total value when the pandemic started in 2020. Our two latest high-rise projects in KL - Est8 and Helix2 - are more than 90 per cent sold.

We've won more prestigious property design awards over the year.

This includes PropertyGuru's High-Rise Development of the Year in Malaysia for our Parc3 @ KL South project. This has brought us to seven major property awards we have won over a period of three years - despite the fact we are still fairly new to the KL market.

Last month, Eupe was awarded the Rising Star award for emerging property developers at the Malaysian Developer Awards (see story on pages 4-5).

These achievements show the extent to which the Group is truly gaining traction as it continues its expansion in KL.

Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad



On the Rebound

At the AGM, I reported that Eupe's financial results in 2022 were down the previous year. This reflected how COVID-related disruptions had impacted the Group's momentum, through delays to the launch of some key projects, which led to a discontinuity in our profit trend.

However, increased revenue and profit will soon be seen in our books again. This will be due in the first instance to

the success of Est8 and Helix2.

Not only that, from next year we will have up to five major residential projects feeding into the Group's bottom line.

The combined development value of our on-going and future projects is much greater than that of our first two KL projects. These two projects alone helped us achieve record levels of revenue prior to COVID.



I am looking forward to reporting much better financial results for the company for the coming quarter and years.

Breakthrough Projects

Two of our biggest ever residential projects – Circadia @ Belfield and Edgewater in Sungai Petani – will help underpin our next stage of growth. Barring unforeseen circumstances, both are expected to be launched by the end of next year.

Circadia will be our biggest project in KL so far. With this project, we aim to create a truly distinctive residential and commercial precinct close to KL's centre. Edgewater is aimed at creating a placemaking hub in one of northern Malaysia's fast-growing regions.

It comprises of a strategic mix of 1,000 homes, along with commercial and community facilities around regenerated waterways and wetlands.

I was also pleased to report at the AGM

that our Villa Natura project comprising 700-plus homes in Sungai Petani has been a major success.

The project's first stage of 170 homes was almost sold out in the first day of launch in March. This has prompted us to fast-track the release of further stages.

Our rebound from COVID-related disruptions is occurring as Malaysia's economic activity levels continue to return to relative normality.

But our successes haven't occurred by accident.

As I said at the AGM, my praise and thanks goes to everyone at Eupe. They are the unsung heroes for all the achievements that we have made.

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Eupe Shines as Property Rising Star



Eupe continues to attract major accolades, winning the Rising Star award at the 2023 Malaysia Developer Awards (MDA).

The coveted MDA Rising Star award recognises 'up-and-coming developers for their ability to set themselves apart by displaying great potential,' according to the MDA organisers.

Eupe's latest award win was made at the MDA gala dinner in KL on 25 August, attended by the cream of Malaysia's property development industry.

The MDA judging panel included leading experts and professionals across multiple areas of expertise, including Bursa Malaysia chairman Tan Sri Abdul Wahid Omar and Klang Municipal Council president Noraini Roslan.

Winning the prestigious Rising Star Award continues a rich vein of national property awards won by Eupe over the past three years.



Dato' Beh Huck Lee receives the Rising Star Award at the MDA ceremony



Dato' Beh and the Eupe team at the MDA awards



Eupe has won a total of eight national property design awards for its first two KL high-rise residential projects, Novum @ South Bangsar and Parc3 @ KL South.

The MDA awards are jointly organised by The Star media group and leading global property industry network, FIABCI.



Eupe Wins Company of the Year Award for Community Support

Eupe Corporation Berhad (Eupe) has won the "Company of the Year Award for Social Engagement" in the property development category at the prestigious Sustainability and CSR Malaysia Awards 2023 held recently.

The Sustainability and CSR Malaysia Awards were established by CSR Malaysia to recognise those companies in Malaysia who excelled in supporting the community.

The award recognised specifically Eupe's 'Building Hope' program which is part of the company's *Sustainability Plus* program.

The Building Hope program aims to build stronger communities by extending assistance to those in need, as well as worthy organisations

that support the community and the environment.

Eupe raised RM100,000 at its Building Hope Charity Bazaar in 2022 which benefited 17 charity and environmental organisations across Malaysia.

To date, the Building Hope initiative has undertaken 16 corporate social responsibility and community support events.

Eupe's Managing Director, Dato' Beh Huck Lee, said: "A key part of our company values has always been to give back to the community that have helped us grow as a company.

"It is an honour to be recognised by this award for our ongoing commitment to helping individuals and communities in need."



Eupe's Building Hope Charity Bazaar in 2022 - one of the company's community building events recognised by the CSR Malaysia Awards

On track to rebound

Eupe's Annual General Meeting 2023

Eupe held its Annual General Meeting in July, with the company announcing it was on track to return to strong revenue growth.

The company's overall profit for the 2022/23 financial year was slightly down on the previous year. This was due to the ongoing effects of the COVID disruptions. These had led to delays in the launch of key Eupe projects.

However, Group Managing Director, Dato' Beh Huck Lee said strong sales from the Group's latest projects would see Eupe record a strong financial performance in coming years.

Eupe's third and fourth KL high-rise developments - Est8 @ Seputeh and Helix2 @ PJ South - are now close to being sold out. Construction of both is now well underway.

The launch earlier this year of Villa Natura, Eupe's latest affordable residential development in Sungai Petani, has also been a major success.

Dato' Beh told the AGM that Eupe's next KL project, Circadia @ Belfield in KL will be Eupe's biggest project so far. Edgewater, the company's next big project in Sungai Petani will be the largest project yet undertaken by Eupe in Kedah.

Both projects are expected to be launched in the second half of next year.

"I am looking forward to reporting much better results for the coming quarter and years," Dato' Beh told the AGM.

To read Eupe's Annual Report for 2022/2023, please go to <https://eupe.com.my/investors>



Eupe's Annual Report and Letter to Shareholders which outlined the company's achievements in 2022 and future prospects



Villa Natura Naturally Home



Astana
Parkhomes
Sungai Petani



Villa Natura has been designed not just as **a haven of affordable luxury.**

It's been crafted to give buyers a **superior amount** of green space - as well as **superior quality of natural landscaping.**

In this way, we help **our buyers achieve a refreshing lifestyle and more sustainable living.**



This pamphlet - given to Villa Natura buyers - highlights the eco-friendly features included in the landscaping design of Villa Natura



Planting Their Very Own Green Community



Eupe's Landscape Manager Jerry Lim sharing his expertise on planting trees

New buyers at Villa Natura were invited to help build their 'green community' at the launch of the project's third stage in September.

The event involved buyers and their families planting their very own native tree to celebrate their purchase.

The trees are a key part of Villa Natura's landscaping plan which aims to create 5.5 acres of biodiverse green space to connect residents with nature.



Each family was given watering cans, gardening gloves and trowels for planting

I. Biodiversity

Eupe has designed Villa Natura landscaping with **biodiversity benchmarks**.

Villa Natura replaces a plantation site dominated by a single species - palm oil trees - with a diverse selection of uniquely native trees and plants.

These trees and plants have been chosen because they attract **a diversity of birds, insects and other wildlife**.



At the event, the 30 buyers - who purchased homes launched were given tips on how to successfully plant their tree by Eupe's landscape manager, Mr Jerry Lim.

Nearly 90 per cent of trees and plants at Villa Natura will be native species. These include the Hopea odorata tree species which were planted at the 'green community' event.

A wide selection native species have been specifically chosen for Villa Natura's gardens and landscaping because they require less watering, while helping to create maximum shade.



Buyers and their families enjoying refreshments at the event



One of the young gardeners at the Green Community planting event



Planting for a greener tomorrow



2. Re-using Nature to Renew Nature

70 per cent of the fertilizer we use at Villa Natura is made from recycled, **plant-based organic material**.

This includes fruits peels and skins, as well as tea and coffee grounds, which Eupe's landscapers **collect and recycle** from Eupe's food courts in Sungai Petani.

Coconut husks, dried tree leaves and coco-peat are also mixed into planting soil used at Villa Natura to increase their fertility.





3. Saving Water

Wider canopy trees have been planted extensively because they provide **the best shading for communal areas** like the playground.

Special paving has also been used throughout Villa Natura. This allows rainwater to run through it and recharge **underground water supplies.**



4. Nature Friendly Design

Drought resistant plants have been carefully selected and planted at Villa Natura to **cut down on water use.**

Underground water is also used for watering. This means **less stress on domestic water supplies.**





Curious crowds gather around the Villa Natura scale model

Villa Natura 3rd stage launched

Villa Natura – Eupe's latest affordable project in Sungai Petani – has marked another milestone.

The third stage of the project was launched on September 30. As with the first two stages of Villa Natura launched earlier this year, buyer response to Stage 3 was strong.

A total of 93 of the 130 Stage 3 homes were booked at the launch.

Further stages of the project will be launched next year.



Families and couples browsing through the multiple layouts on offer at Villa Natura



Eupe's northern sales team standing ready to meet with buyers



Potential buyers waiting in anticipation.

Building For Peace of Mind

Iconic Social Sustainability

At Eupe, we use art, design and architecture in the homes we build to inspire, improve and sustain the mental wellbeing of our residents, as well as foster community spirit and belonging.

This is the aim of our *Sustainability Plus* principle, Iconic Design.



Iconic Design

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.

External Facade

We develop bold and memorable architecture to redefine the precinct our developments are in. This helps create a common focus of identity and pride for not only our buyers who live in our homes, but the community as a whole.



Novum is sculpted as a series of interlocking structures to create clusters of "villages in the sky".

Novum is designed with "Tetris" windows and inspired by the QR code - a subtle nod to technology.

To avoid the monotony of the 'urban wall' effect common in urban living, Novum's building form is deliberately broken up to create smaller, purpose-built spaces.



The movement of nature, flowing air and water inspires every aspect of Parc3's design and façade.

Its glass-encased lattice structures are inspired by foliage and treehouses. They give a tree-top view of the parks from within the "branches".



Est8's concept is about "A state of mind". Its design aims to inspire boundless dreams and bring out the child in all of us.

Its architecture is an urban art gallery, a structure of living art.

The four Sky Gardens (Cloud Maze, Floating Gardens, Giant Garden and Paradise Blue) and the rooftop garden, Flutter Meadow, are designed for kids play at specific age ranges as well as promotes adult health.

Internal Design

We include public art such as sculptures, quotes and thematic interior designs to embed iconic and inspirational living throughout the design of our buildings.



Novum and Parc3's outdoor gyms are functional sculptures that can be used for exercise and to inspire the mind.

Sustainability Facts

A 2021 UK study found that arts engagement can support social connectedness among adults.

Research has focused on how aesthetics and art experiences can inspire people and help improve problem-solving abilities.

Various studies have shown that viewing art can heighten our mood, reduce anxiety and stress and increase our overall sense of wellness and contentment.

According to behavioural psychologists, colour affects a person's mind as well as the body.

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.

However, as part of our Shared Value strategy, we believe this extra investment is important for the well-being and happiness of our buyers.

For a quick summary about our *Sustainability Plus* philosophy, check out our 2-minute video here:

<https://www.youtube.com/watch?v=uFOA2XZ-sQE>

Read more about it on our website at <https://eupe.com.my/sustainability>

Our Response

We artistically design our common spaces like Novum's Gourmet Living or Parc3's Celebrity Kitchen to inspire and transform group gatherings into memorable moments.

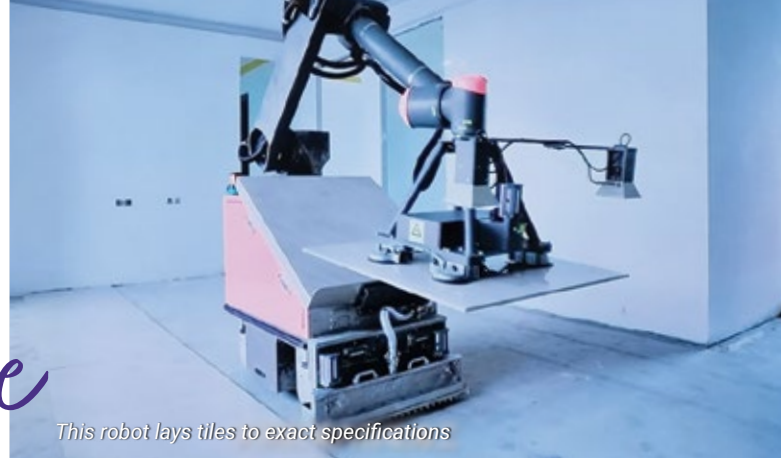
Our business centres are not only equipped with Wifi connectivity and conference rooms for work-from-home needs but also a decorated space to breathe, dream and imagine.

Our swimming pools are designed as infinity pools, carefully crafted to capture the city scenery and to view the horizon while surrounded by beauty and nature.

Our outdoor gymnasiums are not only made with beautiful colours and sculptures meant to inspire. They also function as fitness equipment to improve physical health.



Propelling Eupre Into The Future



This robot lays tiles to exact specifications

As part of our continuing commitment to innovation, we have taken our first steps into the world of high-tech helpers.

In collaboration with Bright Dream Robotics and Est8's main contractor, MCC Malaysia, Eupre is exploring the use of robots for future project construction. The robots are being considered for repetitive tasks such as tile laying, ceiling polishing and painting work.

Having been used in more than 550 projects in 28 provinces and regions across China, these Bright Dream Robotics robots are not newly tested prototypes but veteran machines which have

been used in various types of construction.

Robots on factory assembly lines have been around since the 1970s and 80s. However the use of robots in building construction has been slow until the surge of robotics and AI in recent years.

While robots will never completely eliminate the need for human workers in the construction industry, there are many instances where robots could be used to make work on the construction site faster, safer, easier, and less labour-intensive.



Tile installations are normally done by hand piece by piece



Hazardous and backbreaking ceiling polishing work being carried out by this robot



A closeup look at the ceiling polishing robot

The painting robot ready for action

Many Positives

In traditional construction practices, tile laying, ceiling polishing and painting are normally carried out manually by workers. Any human labour always carries with it a risk of human error - especially with repeated tasks that are carried out multiple times over a long period of time. (Just imagine the amount of tiles that have to be laid for a high-rise building!)

By performing the same tasks again and again, they make sure construction is carried out to exact measurements and specifications.

Types of work like ceiling polishing can also be quite hazardous and back-breaking for workers as it is done by hand with a grinder. So using robots can also make for a safer workplace.

With Malaysia still facing a shortage of skilled construction workers, the use of robots would help to cover this shortfall.

How Do Robots Help?

Using their own in-built sensors, the robots navigate corridors and spaces and perform their tasks one floor at a time.

They even recharge themselves when they are low on power and refill their stocks such as tiles from a designated area.

Since these robots do not require sleep, they are able to work continuously into the night, saving time while leaving the more skilled portions of the work to expert labourers. This speeds up the overall construction process, but ensures the same quality and standards across the project.

Using robots also contributes to our sustainability goals.

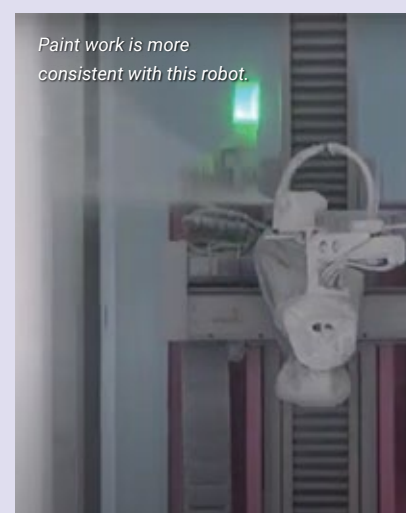
The robots do not need lights to work because they depend on their sensors. This means less electricity use.

Construction material waste is also cut when the human error factor is removed.

With these robots, we hope to continue to not only improve the quality of the home delivered to you but also improve the working conditions of those who work on your home.

For a quick overview of these robots, feel free to check this link:

https://www.youtube.com/watch?v=mpMLdspDYyo&ab_channel=NewChinaTV



Paint work is more consistent with this robot.

Meet The People Behind Eupe



Stephanie Lim

Senior Executive,
Finance Operations

What are your roles and responsibilities in Eupe?

My role involves managing daily financial transactions and activities as well as preparing statements of profit, loss and financial position, cashflow projection, budgeting and forecasting of company projects. I also participate in strategic planning and decision-making with the senior management team, facilitate internal and external financial and tax audits and liaise with bankers, government officers and our company secretary.

What's are your favourite financial tips for someone looking to save money?

Be a smart consumer. Don't only compare prices but also consider quality. Develop a personal budget and keep track of your personal expenses to avoid extravagant spending.

Describe your favourite food.

Mala Xiang Guo – It's a mixture of deep-fried vegetables and meat of your choice with a spicy flavour. Despite being unbearably spicy to some, its taste is indescribably delicious to spicy lovers.

If you were an ice cream flavour, what flavour would you be and why?

I think I would be vanilla ice cream, because it's simple but versatile. Vanilla ice cream can go well with many toppings and desserts, such as chocolate sauce, nuts, fruits, waffles, and cakes. It can also be enjoyed on its own, as it has a sweet and creamy flavour that is satisfying and comforting.

Name a secret talent that you have.

I don't have any secret talents but I'm great at cooking (which isn't a secret).

What's your pet peeve?

Being stuck in a traffic jam early in the morning when going to work.

How do you typically unwind or de-stress after a busy day at work?

i take a warm bath and listen to music.

If you could invent a new dish, what ingredients would it have? Name a minimum of 3.

Sweet corn, flour and chili.

If you could get rid of one month out of the year, which month would it be and why?

April because of the extra hot weather - it's dry, has no rain and it's a boring month.

What's a movie you could watch everyday? Why?

I don't watch movies but I watch Singapore TV dramas on Mediacorp's Channel 8. The last drama I watched was "My Bridal Star".

What is your favourite childhood memory?

Riding on my grandparent's bicycle to buy snacks, ice cream and "Tikam". Another would be my primary school class only having four students and one of my teachers being my dad's teacher.

What's your favourite thing to do with your children?

Family outings to places like Sunway's Lost World theme park, Cameron Highlands or activities like swimming and shopping.

Using art to de-stress



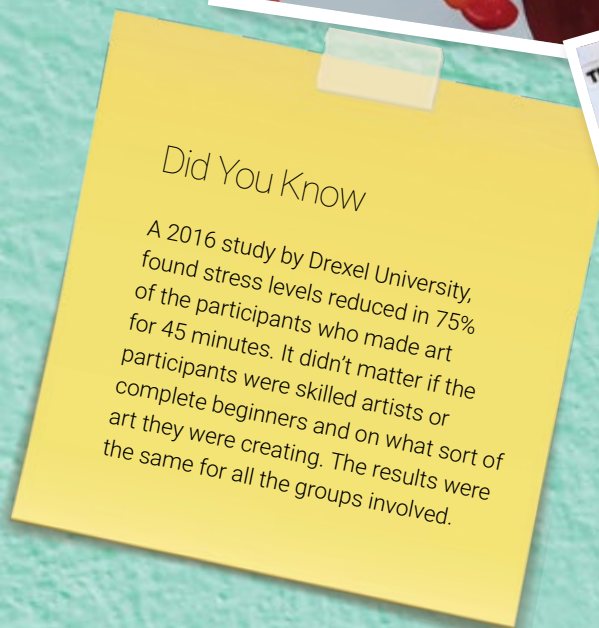
Finger painting can be a therapeutic activity for all ages

"If you hear a voice within you say, 'you cannot paint,' then by all means, paint, and that voice will be silenced."

– Vincent Van Gogh

Art. A method of self-expression for many of us. Whether it's singing, painting, sculpture, sketching, dancing or writing, all of us have an inner artist waiting to be unleashed. In a world of high stress and fast-moving deadlines, it helps to set aside time for our creative outlets.

So to help you to de-stress, we've compiled some easy artistic activities that you can start with from the comfort of your home.



Did You Know

A 2016 study by Drexel University, found stress levels reduced in 75% of the participants who made art for 45 minutes. It didn't matter if the participants were skilled artists or complete beginners and on what sort of art they were creating. The results were the same for all the groups involved.



Adult finger painting

Finger painting is a great way to relax and let go of stress.

Just dip your fingers in some paint and start drawing on a piece of paper.

Finger painting can be very therapeutic because it's a relatively easy process but watch out for smears or blots of paint over your hands and clothes.

Dark drawing

Have you heard of dark drawing? It means drawing in absolute darkness. The point is that you get to draw, express your emotions, and be creative, all without anybody criticising or judging your work - and yes, this includes yourself. We are often our own worst enemies and our biggest critics.

Write a poem or make a poem word collage

Writing can be relaxing, and through poems, it can help you express your emotions and words in a completely new way. If words are not your strength, find poems or songs that you really like or that mean something to you, and cut out the words and create a collage.

Not only does this allow you to create your own unique poem, it also allows you to think about the work others have created and find inspiration.



Paint some rocks

All you need is a few rocks, some paint and a paint brush. Once you're done, just leave your masterpiece to dry for a few hours and display them in your garden or on your shelf.

Paint by numbers

Get a paint by numbers kit from a supplier near you with a famous art work you've always admired. Just match the paint to the number on the canvas and hang your self-painted Mona Lisa for the world to admire.

Drawing music

Simply play some music and, putting a pen or pencil to paper, move it as the rhythm dictates. Sharp, sudden music may prompt you to draw jagged edges or bold lines; softer rhythms may encourage you to draw waves. Instrumental music is generally a more effective stress-buster than music with lyrics.

Source:

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