

Property

Trust

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Building
Lifestyles
Building
Trust

Eupe wins prestigious
FIABCI award for Parc3

Managing Director's Message

Why Biodiversity Matters

“

Nearly 15 per cent of the forests in South-East Asia - the home of much of our diverse animal and plant species - have been lost in the last decade and a half alone.

Environmental issues are at the forefront of many people's concerns about the future.

Halting or at least slowing down the rate of global warming is the focus of much of this attention.

A lot of progress is being made at a community, national and global level as the transition to renewable, climate-friendly energy to combat warming gathers pace.

This is very welcome. There is another important environmental issue, however, which needs our attention and action.

The level of biodiversity – the quantity and richness of our animal and plant life on our planet - is under as much threat as our climate.

Human development, particularly as our cities rapidly expand – is accelerating the loss of natural habitats.

The facts are quite alarming – the World Wildlife Federation estimates wild life globally has declined by nearly 70 per cent over the past 50 years.

Forest clearing is a particular problem in our region.

Biodiversity Decline Impacts Us All

A loss of biodiversity has major impacts beyond the natural environment. It reduces the environment's ability to renew itself. This means more water and air pollution that impacts directly on our health and living standards.

Forests and natural greenery also play an important role in absorbing carbon produced by fossil fuels. So deforestation and loss of biodiversity plays a part in higher temperatures.

All this can sound dispiriting. But at the same time, we all have in our hands the possibility of helping to turning this situation around.

I've mentioned a number of times in this column the important role of property development in society.

Property developers have the privilege - and therefore the responsibility - of designing and building the asset which has the biggest impact on people's lives.

The design and quality of a home determines how we spend our free time, what we prioritise as well as what we value.



Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad

Biodiversity a Property Priority

One of Eupe's key priorities in designing homes is to create a rich natural environment of plant life and greenery within our high-rise buildings.

We do this in two ways. The first is maximising the quantity of green space in our developments. With our projects, we aim to significantly exceed the amount of green space that what is required by planning laws.

The second objective is to maximise the quality of nature within these green spaces. This mean design and selection of plants and trees - particularly native species - that maximise the richness and diversity of nature.

There is abundant research that tells us that connecting people with nature improves and sustains our individual mental and physical well-being.

So Eupe's commitment to increase biodiversity not only builds environmental sustainability, but increases what we call social sustainability – the well-being of our ourselves and the communities we build.

Building Green Communities



By embedding nature within the homes we develop, we also aim to give our residents a deeper appreciation of nature, and a commitment to renewing it.

We have been recently organising events inviting our buyers and their friends and families to 'rehabilitate' nature in their own homes.

The Green Community events program provide the opportunity to learn home gardening and planting skills so they grow their very own patch of biodiversity.

These might seem a very small contribution to a global problem.

But imagine if the planning of every new residential development aimed to maximise the quantity and quality of its green space.

And imagine if this inspired every resident to nurture biodiversity on their balconies and in their indoor gardens.

Building green communities - particularly in our cities - is one thing we all can contribute to a more sustainable future for ourselves and the planet.

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Est8 nominated as best in Asia

Dato' Beh and the Eupe team celebrating 3 wins at the PropertyGuru awards.

Eupe has moved from national accolades to the Asian stage with Est8 @ Seputeh winning the Best Condo Interior Design in Asia at the PropertyGuru Asia Property Awards Grand Final 2023.

Established in 2005, the Asian PropertyGuru Awards recognise the best in real estate and property design in Asia and provide a platform to celebrate extraordinary developer achievements at national and regional levels.

The award was presented to Eupe at the Athenee Hotel on 13 December 2023 in Bangkok, Thailand, attended by other national winning developers from around the Asian Region representing Australia, Hong Kong, China, Singapore and more.



Dato' Beh Huck Lee and Datin Michelle Gan receiving the Best High-Rise Development award with (from the left) Tan Ming Siang (Director of Property Development) and Victor Wong (Chief Financial Officer).



The judging panel comprised representatives from established property sector companies from around the Asian region, pooling their industry-leading architectural, marketing, urban planning and real estate expertise.

Earlier on 24 November 2023, Est8 also won 3 additional awards - the Best High-Rise Development in Malaysia, Best High-End High-Rise in the Central Region and Best-Rise Interior Design PropertyGuru Asia Property Awards in Malaysia.

Parc3 @ KL South also won the same High-Rise Development award from PropertyGuru in 2022. These two consecutive wins underpin Eufe's commitment to value generation and design excellence, making each project better than the last.



Dato' Beh and Datin Michelle, the dynamic duo leading Eufe's success.



(From the left) Deputy General Manager of Sales and Marketing, Gan Zhong Hao and Senior General Manager of Projects, Simon Sim, receiving the award on Eufe's behalf in Bangkok.

Parc3 recognised by world-renowned FIABCI award



FIABCI
INTERNATIONAL
REAL ESTATE FEDERATION
MALAYSIA

Eupe's second KL high-rise project - Parc3 @ KL South - has been announced as the winner of the Residential High Rise category at the FIABCI Malaysia Property Awards 2023 - the highest standard in real estate excellence.

The nature-inspired urban landmark - completed in December 2021 - embeds Eupe's core sustainability practices such as passive cooling, green living with a communal herb garden and three parks that flow into the 64-acre Taman Pudu Ulu park it faces.

With a GreenRE Gold score of 89.64%, total green spaces 3 times more than required by planning regulations, the Highest Hanging Sculpture in a Residential Building certified by the Malaysia Book of Records and a Qlassic Score of 82%, the high accolade is the latest in a series of sought-after property awards won by Parc3.





Eupe's Director of Sales, Marketing and Design, Datin Michelle Gan celebrating with Eupe staff at the awards night.



Eupe's Central and Northern teams at the FIABCI awards

A World-Leading Award

Parc3 was announced the winner of the award at the annual Malaysia Property Awards dinner in Kuala Lumpur on March 9.

Organised by FIABCI Malaysia, the Malaysia Property Awards are reputed as the gold standard for developers in the real estate industry due to its world class judging criteria. The rigorous a judging standards include multiple stages of verification, physical site visits and reviews by experts within the property industry.

FIABCI itself has been a world recognised organisation for over 71 years, representing every discipline in the real estate industry. It represents the world's real estate professions through its special consultative status with the Economic and Social Council of the United Nations.

Eupe's Group Managing Director, Dato' Beh Huck Lee said, "A FIABCI award is very sought-after in the property industry and we're grateful Parc3 has been recognised in such a way. Importantly, the award shows we have been successful in creating a memorable home of lasting value for Parc3 buyers."

Parc3 will now go on to compete internationally against residential high-rise projects from 60 other countries at the FIABCI World Prix d'Excellence Awards at the Gardens by the Bay, Singapore on 30 May this year.

Catch the English coverage of the FIABCI awards from Star TV featuring Dato' Beh here: <https://bit.ly/EUPEFIABCI>

Oriental's Mandarin coverage of Parc3 and Dato's interview can be found here: <https://bit.ly/OrientalDailyEUPE>

Dato' Beh receiving the award trophy from FIABCI Past World President, Dato' Alan Tong.



Dato' Beh alongside the other Winners at the awards dinner in March

8 JUNE 2024 (Sat)

RUN FOR A GREENER TOMORROW

From 7:00am @ Cinta Sayang Resort



All proceeds will be donated to selected charities.

Eupe will be hosting a charity Fun Run "Run For A Greener Tomorrow" on 8 June 2024 in Sungai Petani. As part of its efforts in building green communities, Eupe will be donating the proceeds of the Run to help green and environmental organisations do their part to preserve nature and increase biodiversity.

The 5-kilometre run will take place at the Cinta Sayang Resort and play host to various booths by sponsoring business

associates, with a Zumba warm up kicking off the event.

Anticipating a total attendance of 800 pax, participants will receive a T-shirt and a participative medal with hand drawn artwork by Eupe's Director of Sales, Marketing and Design, Datin Michelle Gan.

The Fun Run ends with a Lucky Draw with prizes such as electronic bikes and vacuum cleaners worth up to RM4,500.

PROGRAM

7:00am - Registration

7:15am - Zumba

8:00am - Flag off

9:15am - Run ends

9:20am - Lucky Draw



REGISTER HERE

Registration deadline
6 Jun 2024



Organised by



GIVE BLOOD TO GIVE LIFE



Donating Life

Eupe staff with medical officers from Hospital Sultan Abdul Halim at the blood drive.

On 28 November 2023, the Eupe Sungai Petani office held a blood donation day "Give Blood To Give Life". It was open to employees in Wisma Ria from various organisations such as CIMB Bank, the Valuation and Property Services Department (JPPH), the Ministry of Domestic Trade And Cost of Living (KPDNKK), CEO Pods, army personnel from the nearby KEM Lapangan Terbang base camp and its own employees.

In line with Eupe's "Building Strong Communities" philosophy, the blood drive was organised to give back to the Sungai Petani community by providing blood supply for medical emergencies, surgeries and treatments, raise awareness on the importance of voluntary blood donation and encourage regular blood donation for health benefits.

From 9 am to 2 pm, Eupe collaborated with medical officers from Hospital Sultan Abdul Halim to conduct the campaign at Eupe's own building, Wisma Ria. A mix of first time and seasoned donors attended the blood drive. Some of the first-time donors shared that they were nervous before the donation but happy and satisfied after.



Army personnel after giving blood.



Blood donors filling in consent forms.

"I've always wanted to donate blood, but I've never gotten the chance due to my busy schedule. With Eupe organizing this blood drive, I'm delighted to finally have the opportunity to contribute", said Fatin, a first-time donor and Eupe employee from the Accounts department.

Sylvene from Eupe's Sales and Marketing department, said: "I'm excited to know that this little contribution of 250ml of blood can actually save someone's life."

A total of 80 participants donated blood resulting in 47 blood bags. The blood bags were entrusted to Hospital Sultan Abdul Halim to be used as part of Sungai Petani's blood bank.



Blood donors getting ready to give to the Sungai Petani community.

EUPE LAUNCHES "BRING YOUR WASTE TO WORK"



In line with Eupe's commitment to sustainability and our overarching strategy, Sustainability Plus, the company has launched a "Bring Your Waste To Work" campaign. It's a major component of Eupe's Reusing Nature to Renew Nature initiative which promotes a circular economy, by replacing chemical and man-made products in Eupe's operations with natural alternatives.

The primary objective of the "Bring Your Waste To Work" campaign is to collect and recycle food and kitchen waste, and transform it into compost fertiliser for landscape use at Eupe's projects, offsetting the use of chemical fertiliser.

This program involves Eupe's staff, all tenants at Wisma Ria, - the building in SP where Eupe has its headquarters - who voluntarily bring in their weekly food waste for conversion into compost.

It also involves food and other kitchen waste collected from Eupe's other operations, including its Cinta Sayang Resort and Eupe's Food Court.

The program was launched on 8 January 2024.



Mr. Jerry Lim, Eupe's Landscape Manager, giving a briefing at the launch of the campaign.



The collection bin for suitable compost materials.



Compost pile at the Cinta Sayang Landscape Nursery.



Landscape team transplanting trees.

In its first 6 weeks alone, the "Bring Your Waste To Work" program collected and composted 2,232 kg of organic waste.

Fruit waste, coffee grounds, tree prunings, shrub trimmings, and dried leaves are gathered and combined to create nutrient-rich compost material, encouraging microbial activity essential for plant growth.

The resulting material is being used for the landscaping in Villa Natura and the Cinta Sayang Resort.

At the 8 January launch, Eupe staff as well as tenants from Wisma Ria and representatives from Cinta Sayang Resort, received technical briefings from Mr. Jerry Lim, Eupe's Landscape Manager, on composting procedures and sustainable development goals being achieved.

The composting process, facilitated by a specially constructed compost pile at Cinta Sayang Landscape Nursery, involves careful monitoring and periodic turning and mixing to quicken decomposition.

Over a span of 6-12 months, the compost material matures into fertiliser, enhancing soil structure and promoting sustainable agriculture practices.

By transforming organic waste into valuable resources, Eupe also contributes to the reduction of methane - a global warming gas - and enhances biodiversity.

Moreover, the campaign fosters sustainability awareness and community engagement, in environmentally responsible practices.



Embracing Tradition Embracing Sustainability



Workshop participants with their potted plants.

Eupe hosted another of its Green Community events at the Est8 Sales Gallery on the 24th of February 2024.

Eupe's Green Community program encourages Eupe buyers and supporters by learning about planting and gardening as part of promoting environmental awareness in the home - and in doing so nurture their own 'green communities'.

The Green Chinese New Year Celebration event was a fusion of Eupe's dedication to fostering a greener tomorrow while celebrating the spirit of the festive season.

Invitations to attend was extended to Eupe's Klang Valley purchasers, the Seputeh community, where Est8 - Eupe's latest KL project is sited - and the general public.

The celebration featured two workshops. The first explored the art of crafting mini ecosystems at a terrarium workshop and in the process, learning about the importance of a balanced ecosystem.



Workshop participants working on their terrariums.





Participants being briefed on how to make their own mini ecosystems in the terrarium workshop.



Eupe Staff with the Lion Dance Troupe.

The second, an edible gardening workshop led by Eats, Shoots & Roots, provided a beginner friendly approach for attendees to plant care and how to start their own home gardens.

Each workshop participant was given their own terrarium and potted herb for their home garden.

Approximately 50 enthusiastic participants attended the event.

Adding rhythm and dynamism to the celebration, a lion dance performance entertained workshop guests.

A second performance by Pusat Kreatif Kanak-Kanak Tuanku Bainun featured a cultural drum performance - The 24 Festive Drums, symbolising unity and heritage.

Embracing the spirit of collaboration, Eupe also welcomed Food Bank Malaysia to set up a philanthropic booth to sell products and raise money to support their food relief programs.

Look out for future community engagements on Eupe's social media pages.



Cultural Drums performance by PKK.

Sprout-Acular News!

This year, Eupe has been working with Eats, Shoots and Roots - a local social enterprise that empowers urbanites to grow food - to provide seed packets to its home purchasers to grow from the comfort of their home.

Complete with peat pellets and beginner-friendly instructions, purchasers have everything they need to grow these seeds into edible herbs like Thai Basil and Dill that can be harvested multiple times and used in various types of cooking.

To encourage urban gardening, Eupe launched its latest social media contest - Sprout-acular on 7 February 2024! Open to all KL buyers from Novum, Parc3, Est8 and Helix2, the contest requires participants to grow the seeds from the seed packets given to them and explore various ways to use them.

Participants will need to take 1 picture of their plant after 3 months of growth, followed by other pictures of what they've used their plants for, then upload it on Facebook or Instagram with a creative caption.

HOW TO WIN

The winner would be determined by the photo of the healthiest looking plant and the most creative ways the herb has been used.

As the plants will take approximately 3 months to mature, seeds that are planted earlier would result in larger, healthier plants by the close of the contest on 10 May.

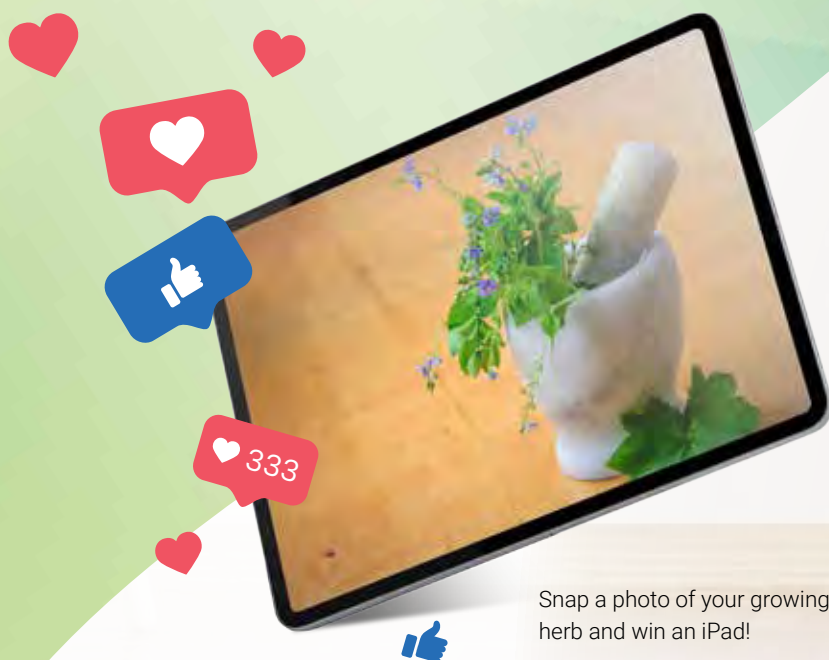
PRIZES

The winner of Sproutacular will receive a 64 GB 10th Generation iPad worth up to RM2,000. Five other winners will receive consolation prizes of RM200 IKEA vouchers each.

MONTHLY LUCKY DRAW

For the more diligent green thumbs, posting a status update with a photo in the months of March and April will net them a chance to win RM100 in cash at the end of the month.

For buyers who have misplaced your seed packets, feel free to DM us on social media on how to obtain replacements. To the rest of the contest participants, have a sprout-acular time gardening!



Snap a photo of your growing herb and win an iPad!

Contest Period: 7 February – 10 May 2024 (11:59 PM)

HOW TO JOIN

1. You must be an existing Eupe property owner of Novum, Parc3, Est8, Helix2.
2. Plant the seeds we sent you previously from Eats, Shoots & Roots.
3. Post on FB or Insta before 10 May 2024 (11:59 PM):
 - 1 photo of your fully grown plant
 - Up to 9 other photos of how you've used the plant
 - A caption of the creative ways you've used it.
4. Don't forget to use the hashtag #SproutTacular and tag us @eupecorpbhd.
5. Your account must be public.

HOW TO WIN

The winner will be decided by the healthiest looking plant and most creative ways you've used the herbs!

In case of a tie, the most aesthetic photos and creative caption will determine the victor.

MONTHLY LUCKY DRAW

Take part in the monthly lucky draw in the months of March and April.

Share a progress photo with us showing how well your seedlings are growing and be one of the 5 lucky winners in the running to win RM 100 cash prizes every month. Don't forget to:

- Include the word "Progress" in your caption
- Use the hashtag #SproutTacular
- Tag us @eupecorpbhd.

Eupe Seed packets that accompanied the calendar and ang pows.



Composting Made Easy



Composting is an excellent way to get rid of organic kitchen waste such as fruit and vegetable scraps.



Eggshells, once washed, help improve soil structure and quality.



Turning and mixing your compost pile is an important part of the process.



The nutrient-rich result is extremely beneficial to plants.

The first step is choosing the type and location for your compost bin. Consider factors such as size, ventilation, and durability. Place your bin in a well-drained area with good airflow and partial sunlight. Avoid concrete or asphalt surfaces to create an optimal environment.

Once your compost bin is set up, it's time to begin adding materials. Vegetable scraps and fruit skins are valuable contributions because they are rich in essential nutrients like potassium and nitrogen, which promote healthy plant growth.

Eggshells contribute calcium to the soil and improve its structure, while coffee grounds and filters provide nitrogen and carbon to the composting process.

Brown materials like yard trimmings,

shredded paper, and cardboard add structure and balance to your compost heap. Maintaining a balance between green (nitrogen-rich) and brown (carbon-rich) materials is crucial for successful composting. Green materials include kitchen scraps and grass clippings, while brown materials encompass dried leaves and shredded paper.

However, not all organic materials are suitable for composting. Avoid composting meat, dairy, oils, and pet waste, along with diseased plants and synthetic materials, as they can disrupt the composting process and attract pests.

To ensure successful composting, it's essential to keep the pile moist.

Moisture encourages microbial activity and organic matter breakdown, but be

cautious of waterlogging, which can suffocate beneficial microbes.

Regularly air the pile by turning or mixing it.

Composting is a gradual process that requires patience and regular monitoring. It may take several months for organic materials to transform into nutrient-rich compost.

Monitor the pile's progress and adjust as needed, such as adding water or turning the pile.

Once your compost achieves a dark, crumbly texture and emits an earthy smell, it's ready for use. Add it into your garden soil, providing plants with essential nutrients and improving soil water retention.

Sylvene Tan

Manager, Sales & Marketing



Meet The People Behind Eupe

What are your roles and responsibilities in Eupe?

I'm the Senior Manager overseeing the Sales and Marketing operations in the Northern region. My primary responsibilities are guiding the team in developing sales and marketing strategies, conducting market research, and managing our property promotion and branding initiatives. I also work closely with other departments like project development, cost & contract and finance to achieve our shared goals.

Can you share with us a memorable experience from your childhood that has left a lasting impression on you?

Times spent at my grandma's house every weekend with my cousins are my favourite childhood memories. We laughed a lot, played outside, and had so much fun exploring the neighbourhood without a care in the world. Those happy times made our relationships as cousins strong, and we're still close today because of them.

What inspired you to pursue a career in sales and marketing?

I enjoy meeting people, understanding their needs, and finding solutions to fulfil their goals. Sales and marketing is a dynamic work environment that continues to captivate me: Selling a house is more than just a transaction, it is about selling a home.

What are some of your favourite hobbies or activities to do outside of work?

Outside of work, one of my favourite hobbies is cooking. I find it enjoyable and relaxing to experiment with different recipes, explore various cuisines, and create delicious meals for myself and my loved ones. Cooking allows me to de-stress and prepare and share good food with friends and family.

What movie or series are you currently watching?

Cigarette Girl, an Indonesian television series.

What is your favourite spot in Malaysia for a weekend getaway, and why?

My hometown Penang is always my favourite weekend getaway place. I can indulge in local treats, seafood, heritage, culture, and nature all at once. After enjoying a delicious meal, I can go for a hike, a run in the botanical garden, or simply relax by the beach and watch the sunset. Everything I need is right there.

What's your favourite book to read?

Robert Kuok, A Memoir. Kuok's remarkable journey inspires me - his entrepreneurial wisdom, resilience, philanthropy, and insights into the Asian business landscape.

Can you share a goal that you've achieved recently, and what did you learn from the experience?

Our sales and marketing team recently surpassed the annual sales target for the Northern region. We achieved this by fostering a collaborative environment and making sure everyone understood the objectives, timelines, and their individual roles in achieving personal, team, and company goals.

In the process it reinforced my belief in the power of teamwork, communication and collaboration to accomplish shared objectives.

What's your favourite way to stay active and maintain a healthy lifestyle?

I prioritise at least 120 minutes of exercise per week. This includes going to the gym, swimming and joining the weekly Zumba sessions organised by the company. Apart from that, I keep up my strong connections with friends and family and I also make sure I get at least 7 hours of sleep each night.

If you were stranded on a deserted island, what three items would you want to have with you?

A fishing net, a knife, and a pot. Given my fondness for seafood, these tools would mean I could enjoy a daily feast of freshly caught fish and other seafood delicacies.

Can you share a quote that inspires you?

"Live life to the fullest and focus on the positive." – Matt Cameron

VIEW HOUSE

(Junior)

2 STOREY
LUXURY BUNGALOW



Land Area | Built-up Area | From
68' x 125' | 38' x 63' | 4,699sf

The latest project by award-winning developer Eupe Corporation Berhad



Highest Growth in Profit
After Tax Over Three Years (Property)



Top 30 Developers in
Malaysia 2020-2023



Rising Star Award



PEPS Value Creation
Excellence Award 2021 (Non-Residential)





Residential
High Rise Category



Best Condo Interior Design
(Asia) 2023



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