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新年快乐



HAPPY CHINESE NEW YEAR
2021



Charging forward with bullish deals

Time to get your dream home with exquisite designs for modern living as developers offer fabulous discounts, rebates and freebies to usher in the Year of the Ox.



The second phase of the idyllic seafront township of Seri Tanjung Pinang in Penang is about to kick off, bringing more quality residential, commercial and leisure facilities.

Be part of the next prime address

THE Eastern & Oriental (E&O) name is synonymous with addresses of enduring value.

Its portfolio, ranging from hospitality to luxury living, is headlined by Penang's globally renowned Eastern & Oriental Hotel and spans the four main growth engines of Kuala Lumpur, Penang, Johor's Iskandar Malaysia and central London.

In Penang, E&O has crafted the first-of-its-kind masterplanned seafront development of Seri Tanjung Pinang.

This 240-acre township has been conceptualised to celebrate the best of island living.

Located along the coast of Tanjung Tokong, the development stands prominently between the Unesco World Heritage City of George Town and the famed beaches of Batu Ferringhi.

Just a short drive away are also a host of educational institutions, five-star international hotels, a public park and the hawker paradise of Gurney Drive.

It's just perfect for those who

want an idyllic seafront home that is just minutes away from everything.

Following its launch in 2005, the award-winning Seri Tanjung Pinang with a vibrant international community of 3,000 homes and over 30 nationalities is today hailed as Penang's most desired residential and investment suburb.

This carefully planned masterpiece has brought to life the concept of a world-class waterfront lifestyle, joining the list of exemplary waterfront communities around the world which includes Australia's Sovereign Islands and Singapore's Sentosa Cove.

Fringing Seri Tanjung Pinang is a necklace of splendid residences with innovative design features and modern lifestyle expression.

Every home combines detailed craftsmanship and spatial generosity complemented by a seafront lifestyle. But most of all, it is the sublime touches of colonial influences and local aesthetic charm in the design that help to set

these residences apart from the rest.

Majestic sea-facing villas, Straits-eclectic inspired terraced and semi-detached homes, luxury condominiums and executive apartments are among the stunning gems here.

Gorgeous residences that line the long stretches of boulevard include Martinique-By-The-Sea, Ariza Courtyard Terraces, Suites at Straits Quay, Quayside Seafront Resort Condominiums and The Tamarind Executive Apartments.

And sitting at the heart of Seri Tanjung Pinang is Penang's first and only seafront retail marina, Straits Quay.

Framed by a wide promenade and the open sea, this must-visit destination features bistros and bars, antique shops and art galleries, seafood restaurants and seaside cafes as well as the island's first dedicated performing arts centre.

E&O's achievements with Seri Tanjung Pinang are not just in terms of completing the extensive

land reclamation and the building of homes.

Its true success comes from the company's focus on value creation and community building by conceptualising innovative luxury residential enclaves, reinventing tropical architecture, focusing on luxurious details and designing vibrant retail spaces.

As buyers saw the proven results through each phase of the development, demand grew.

It resulted in E&O being able to command benchmark prices, deliver impressive returns to investors and create a brand cache that no other property developer has been able to replicate in Penang.

Now E&O is taking its proven track record to a stellar new development; one that will redefine the future of Penang.

Located directly across the waters of Seri Tanjung Pinang Phase 1 and the upcoming Gurney Wharf public realm and park, the second phase is set to become the future pulse of Penang.

A significant milestone, reclamation for the first tranche of 253 acres, was completed in late 2019.

E&O is now finalising the masterplan design, incorporating several bold game-changing components to anchor it as a truly unique and first-choice destination to live, play and work.

With infrastructure works in progress, Phase 2 will offer a range of residential, commercial and leisure facilities to appeal to international investors, holidaymakers and homeowners.

E&O's vision is to create a living environment that respects the heritage of Penang, provide a high quality public realm and accessible waterfront and nurture a series of neighbourhoods in an integrated mixed-use community.

To find out more about Penang's next prime address, do visit The Sales Gallery in Seri Tanjung Pinang or log on to www.easternandoriental.com or scan the QR code to register your interest.

Alternatively, call 04-8909999 for further information.



E&O's portfolio ranges from hospitality to luxury. An aerial view of the masterplanned Seri Tanjung Pinang (left) and the globally renowned E&O Hotel in Penang (right).



GONG XI FA CAI

Our Wishes for your Health, Safety & Happiness this Chinese New Year



REGISTER YOUR INTEREST

BE PART OF PENANG'S NEXT PRIME ADDRESS

At Seri Tanjung Pinang, E&O has set an unparalleled benchmark that is now the most desired address on Penang Island. With reclamation of the next phase completed, E&O is laying the foundation to unveil our next exemplar, masterplanned community. Located directly across the water of the upcoming Gurney Wharf public realm and park, we invite you to be part of the future pulse of Penang. Call us to find out more.



E&O Living

E&O SALES GALLERY

Seri Tanjung Pinang, Tanjung Tokong, 10470 Penang
T 604 890 9999 Sales Hotline 6013 408 8999

www.easternandoriental.com



EASTERN & ORIENTAL
BERHAD

Enormous savings and privileges

USHER in the Year of the Ox with Aspen Group's Aspenormous 2021 offering fantastic rebates, freebies and savings.

You can own a unit at Aspen's many outstanding projects in the northern region thanks to the easy entry and zero legal fee.

Other attractive goodies include free kitchen cabinet and appliances, water heaters and air-conditioners as well as an Ikea gift card worth RM2,688 with interior design consultation services.

All buyers will enjoy Home Ownership Campaign (HOC) privileges. They also stand a chance to be the lucky winner of the Group's Bull Run Lucky Draw with an ang pow worth RM8,888 to be won!

Among Aspen's remarkable developments is the resort-inspired condominium of Vertu Resort in Aspen Vision City, Batu Kawan on mainland Penang.

The freehold Vertu Resort is lavishly designed with extravagant facilities and an overdose of activity zones to fulfil every expectation of modern and active families.

There is a 200,000sq ft Facilities Floor featuring more than 70 types of adventurous activities and relaxing pursuits including the longest swimming pool in Southeast Asia at 152m.

Vertu Resort, consisting of five elegant towers with only eight to 12 units per floor, holds the distinction of being the first resort-inspired high-rise development on mainland Penang.

Designed to be a haven of comfort and indulgence, it is divided into two clusters to accord residents utmost privacy.

The unit layouts, ranging from 1,030sq ft

to 1,800sq ft, are versatile in design with flowing spaces, fine detailing and quality finishing.

Slated for completion this year, the development stands out for its extravagant facilities, state-of-the-art security, sustainability features, exquisite layouts and panoramic vistas.

This Green Building Index Silver-certified residence will also fulfil residents' wishes through its On-Demand services that offer convenience, security and prestige.

The On-Demand services feature amenities that cannot be found at other high-rises like designated trolley lanes and trolley parking at car parks, smart locker for goods delivery, DIY Room with extensive tool selection, social kitchen, urban garden at rooftop, pool bar and NFC bracelets for children.

The project is centrally located in the heart of Aspen Vision City which is the northern region's largest intelligently integrated city.

Ikea Batu Kawan, Integrated Regional Shopping Centre and the University of Wollongong (UOW Malaysia KDU) are all within walking distance. Within close proximity are also Columbia Asia Medical Centre, colleges, industrial zones, social hot-spots and other public amenities.

Under Aspenormous 2021, those interested can easily own a unit at Vertu Resort with a loan from RM536,000 and enjoy savings of up to RM278,000 besides HOC privileges, freebies and zero legal fee.

For more details, visit www.aspenormous.aspen.com.my or call the professional sales consultants at 017-5005837.



Buyers can easily own an elegant unit at Vertu Resort thanks to Aspen Group's Aspenormous 2021 offerings.



Vertu Resort in Batu Kawan boasts the longest swimming pool in Southeast Asia.

VERTU RESORT

LOAN FROM **RM536,000**
1,030SQ.FT. ONWARDS

FREEHOLD | ASPEN VISION CITY, BATU KAWAN

RESORT-INSPIRED CONDOMINIUM

- Completion in 2021
- Walking distance to IKEA Batu Kawan & University of Wollongong (KDU Malaysia)
- 200,000 sq. ft. of facilities floor with more than 70 types of facilities and 152m length of swimming pool
- Versatile layouts catering to diverse needs
- Advanced 4-tier security system
- On-demand services
- Free 2 parking bays
- Free IKEA interior design consultation service

EASY ENTRY

0 LEGAL FEE

HOC 2020-2021

FREE WATER HEATERS & AIR-CONDS

FREE RM2,688 IKEA GIFT CARD

Ang Pow Up To RM8,888 To Be Won Exclusively during the Lunar New Year!

Talk to Us for OXpicious Fortune

+6017-550 0970 or +6017-550 0319

金牛奔騰 BULL RUN LUCKY DRAW

AG ASPEN GROUP

A PRESTIGIOUS PROJECT JOINTLY DEVELOPED BY



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Aspen Group Experience Centre
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11200 Tanjung Bungah, Penang.
T: +604 899 5500

VERTU RESORT - No. Lesen Pemaju: 14588-1/01-2022/0958(L) - Tempoh Sah: 1 Tahun (dari 06/01/2021 hingga 05/01/2022) - No. Permit Iklan dan Jualan: 14588-1/01-2022/0958(P) - Tempoh Sah: 1 Tahun (dari 06/01/2021 hingga 05/01/2022) - Jenis Pegangan: Kekal - Pelan Dilaksanakan Oleh: Majlis Perbandaran Seberang Perai - MPSD/07/29-72/228-2 - Parcel Aksesori Tempai Letak Kereta (Kecuali Tempai Letak Kereta Pelawat) - Parcel Aksesori Laman - Belangan Tanah: OCBC Bank (Malaysia) Berhad - VERTU RESORT KONDOMINIUM - Podium 9 Tkt. (Tempai Letak Kereta dari Tkt. Bawah hingga Tkt. 7 dan 1 Tkt. Kemudahan Rekreasi Masyarakat di Tkt. 8 - Blok A: 20 Tkt. Kondominium (Tkt. 10 - 29) 229 unit - Unit Belum Dijual: 55 - Blok B: 27 Tkt. Kondominium (Tkt. 8 - 34) 253 unit - Unit Belum Dijual: 47 - Blok C: 27 Tkt. Kondominium (Tkt. 8 - 34) 207 unit - Unit Belum Dijual: 24 - Blok D: 32 Tkt. Kondominium (Tkt. 8 - 39) 247 unit - Unit Belum Dijual: 54 - Blok E: 36 Tkt. Kondominium (Tkt. 8 - 43) 300 unit - Unit Belum Dijual: 131 - Harga Min.: RM402,000 - Harga Mak.: RM1,288,000 - Saiz: 95.72 m² hingga 119.89m² - Tarikh Dijangka Siap: May 2021

DISCLAIMER /// All photographs, illustrations and renderings are artist's impressions only. The information contained herein is correct at the time of printing / publishing. The developer reserves the right to modify any part of the building / development components and design prior to completion as directed or approved by the relevant authorities, or as advised by consultants as part of any enhancement exercise.



Campaign offers big rebates

STANDING tall in the southern part of Penang island within the suburb of Bayan Lepas is Emerald Residence, a completed Build & Sell development with OC obtained.

Located just before Teluk Kumbar town, the project is a low-density undertaking with only 411 condominium units across a generous 4.37 acres of land.

Consisting a total three blocks of 137 units each, there are only six units per floor to accord privacy. The homes are designed with spacious internal layouts of 1,114 sq ft to 1,183 sq ft.

Functional and practical, every unit features sleek design with the open concept maximising space and optimising comfort.

The freehold development is equipped with comprehensive condominium facilities as well as separate lift access for the individual blocks. Every unit comes with two side-by-side car park lots.

Level 4 is the facilities floor featuring an infinity pool, gym and recreation area with wide open spaces. Emerald Residence is also installed with fibre optic cables for faster connectivity which is deemed essential in today's modern buildings.

The project is developed by TPPT Sdn Bhd with Property Talk Sdn Bhd as the exclusive real estate agency.

Property Talk director Steven Cheah said many people are looking for low-density residential developments with large communal spaces and Emerald Residence fits the bill.

"From now until June, purchasers get to enjoy a 10% discount under the Home Ownership 2 Campaign.

The selling price starts from



Emerald Residence is equipped with a host of condominium facilities

RM472,000 which is at RM423 psf. "Other incentives under the campaign include stamp duty waiver for both the Loan and Transfer titles while the developer

is also absorbing the legal fees for the Sales & Purchase and Loan agreements."

He said the developer has also thrown in free maintenance for

two years and a RM5,000 voucher. "Now is the ideal time to buy with the good discount and many incentives which are not usually available in a secondary resale

market. Purchasers get to enjoy cost savings of over RM45,000 with all the incentives and freebies," he enthused.

Emerald Residence is the second condominium project in the Teluk Kumbar Heights township, a 70-acre mixed development comprising terrace houses, bungalows, condominiums, shop offices, a school, medium and low-cost apartments.

Demand for properties here is growing following the completion of the new RM207.7mil Federal Road upgrading project connecting Teluk Kumbar to Bayan Lepas.

Travelling time from Teluk Kumbar to the Bayan Lepas Free Industrial Zone and Second Penang Bridge has been shortened via the new flyover and expanded road.

Steven added that many of Emerald Residence purchasers are working in the Bayan Lepas Free Industrial Zone. They used to live in neighbouring suburbs like Sungai Ara and Bayan Baru but moved here as this area is less congested with lighter traffic during the morning rush hours.

"Many residents of this new township have emphasised that they saved a lot of travelling time commuting to work and school with the new flyover. The improvement in the road infrastructure has greatly benefited the Southwest District," he concluded.

For further information on Emerald Residence, kindly visit www.propertytalk.com.my or contact 04-6491221 or 012-5504001.

EMERALD RESIDENCE
PENANG
CONDOMINIUM

O.C. OBTAINED
FREEHOLD

HOC
2020-2021
HOME OWNERSHIP
CAMPAIGN

10% DISCOUNT
+ STAMP DUTY ON LOAN
& MOT WAIVED + FREE
2 YEARS MAINTENANCE
+ FREE 5K VOUCHER *
FOR LIMITED PERIOD ONLY

ACTUAL SHOW UNIT
OPEN FOR VIEWING

Emerald Residence is located in an upcoming township in Bayan Lepas, which is near to Penang International Airport, Bayan Lepas FTZ, Second Penang Bridge, Queensbay Mall & etc.

- ▶ Spacious built-up area of 1,114 sq. ft. (Type A1) & 1,183 sq. ft. (Type A2)
- ▶ Low density project with 6 units per floor and total of only 411 units over 4.37 acres of land
- ▶ Comprehensive condominium facilities
- ▶ Near to the newly completed Bayan Lepas flyover
- ▶ 2 car parks for each unit
- ▶ Fibre Optic Internet Infrastructure

Waze Emerald Residence Show Unit
GPS 5.2891610 100.2494770

Project Developer

TPPT Sdn. Bhd.
Company Reg. No. 208360-D

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Visit our website www.emeraldresidence.com.my

Butir-butir Keterangan Untuk Emerald Residence No. Lesen Pemaju: 6767-47/03-2021/01771 (L) Tempoh Sah: 02/03/2020 – 01/03/2021 · No. Permit Iklan Dan Jualan: 6767-47/03-2021/01771 (P) Tempoh Sah: 02/03/2020 – 01/03/2021 · Kelulusan Pihak Berkuasa: Majlis Bandaraya Pulau Pinang (MBPP) · No. Rujukan Pelan Bangunan: MBPP/OSC/PB(7990)15(LB) · Hakmilik Tanah: Pegangan Bebas · Jumlah Baki Untuk Keseluruhan: 374 Unit · Tarikh Dijangka Siap: Sept 2020 · Bebanan Tanah: Tiada · Sekatan Kepentingan: Tiada · Harga Jualan: Blok B1 - Harga Min: RM524,700.00 Maks: RM598,400 Baki Unit: 128 / Blok B2 - Harga Min: RM524,700 Maks RM598,400 Baki Unit: 109 unit / Blok B3 - Harga Min: RM524,700 Maks RM609,400 Baki Unit: 137 Unit · IKLAN INI TELAH DILULUSKAN OLEH JABATAN PERUMAHAN NEGARA

Iconic landmark in the making

PROMINENTLY located in Gelugor, Penang, The Light City is an exceptional and highly-acclaimed integrated waterfront development.

Construction works have commenced on Phase 1 of this mega undertaking by IJM Perennial Development Sdn Bhd ('IJM Perennial') — a joint venture between IJM Corporation Berhad and Perennial Holdings Private Limited ('Perennial').

Situated adjacent to the Tun Dr Lim Chong Eu Expressway, it is easily accessible by both residents and travellers. The Penang Bridge, international airport and ferry terminal are within a 10km radius, and the proposed The Light LRT Station will be just down the street.

Envisioned as a one-of-a-kind waterfront precinct, The Light City spans a total gross floor area (GFA) of over 4.1mil sq ft and will be developed in two phases.

Key components include the Penang Waterfront Convention Centre (PWCC) which will be the largest in the state with 270,000sq ft of GFA, a 1.5mil sq ft retail mall, 34-storey hotel and office towers, as well as two residential projects — Mezzo and Essence.

Phase I comprises the PWCC, 1mil sq ft of the retail mall, the hotel and office tower, and Mezzo.

Construction commenced on Oct 1, 2020 and is expected to complete progressively from December 2024 onwards.

Officially named The Waterfront Shoppes, the retail mall will offer new-to-market shopping, dining,



The Light City is a game changer for Penang.

entertainment and lifestyle experiences set against the architectural heritage of Penang.

Features include an exclusive Beverly Hills-inspired rodeo drive with external flagship stores lining the street. The F&B zones will feature an open concept gourmet food hall, food street and large-format dining concepts.

Meanwhile, al-fresco waterfront dining outlets provide diners with the ultimate location to unwind

with an extensive selection of cafes, eateries and restaurants framed by clear views of the sparkling sea.

Located adjacent to the retail mall and seamlessly connected to it and the PWCC will be a luxurious four-star hotel catering to Meetings, Incentives, Conventions and Exhibitions (MICE) delegates and leisure guests alike.

The 500-room hotel will also have smart features such as mobile app check-in, keyless entry and

room automation control to transform the guest experience.

The Light City aspires to be the first smart city in Penang. A leading converged solutions provider in Malaysia has been appointed to integrate the latest information and communications (ICT) infrastructure and turn it into a 5G city.

This affords MICE delegates, shoppers, hotel guests, office tenants and residents optimal online connectivity and a variety of

high-quality voice, data and digital solutions.

Liew Hau Seng, CEO and managing director of IJM as well as director of IJM Perennial, expressed delight at seeing the ambitious master plan for The Light City kick off with the construction of the retail mall and the PWCC.

He said, "We are confident of its success as there are currently no projects in Penang that offer the kind of value proposition that The Light City does. We look forward to see this project transition from a dream to reality."

"The Light City will be a magnificent integrated waterfront development which will not only elevate Penang's prestige as a prime destination for retail, shopping and MICE, but also create a host of job opportunities for Penangites and attract tourists, investors and meeting organisers for world-class events."

Pua Seck Guan, CEO of Perennial and director of IJM Perennial, added, "The Light City's strategic location, well-designed layout, unique blend of heritage and modern architecture, and holistic offerings position itself as an attractive one-stop destination for locals, tourists and MICE delegates."

"We're excited to leverage on our expertise in creating seamlessly connected large-scale mixed-use integrated developments, IJM's established development and operational capabilities, to develop a world-class waterfront precinct."

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+604-370 9999

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