

Life's beautiful
moments



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OUR VISION

Aspire to be the best, grow rapidly, mould an excellent team and winning culture.

OUR MISSION

To build properties that people will buy, appreciate and want to buy again.

CORE VALUES

Honesty : Open and honest communication among employees and maintaining the highest integrity to the company.

Excellence : WOW! Beyond Expectations.

Bold : Move out of the comfort zone. Make it Happen!

Agility : Everyone is an entrepreneur. Be flexible.

Teamwork : We work as one.

2016 was ushered in with some form of uncertainty, where expectations of a slowdown continued. However, the developments in the past few months have proven that while there have been some turbulent times, we have managed to stay strong to weather the challenges that have come our way thus far.

In order to support our customers and our workforce, business must go on, come what may. We are steadfast in our endeavour to focus on our projects with the value and quality that we have long been known for. We are also looking at other aspects which we can improve on to provide our customers with the best. An example of this would be in the development of promotions and new properties that we may be able to offer.

This year, we are proud to announce that we have been honoured with two awards, namely The Star Property Award 2016 and the Property Insight Prestigious Developer Award. We share these awards with our loyal customers who have had

no qualms about investing with us and these accolades will spur us on to achieve more greatness. With such recognition, it is then necessary for us to uphold our image through innovative, value for money and high quality offerings.

We will look at our strategies to grow and ensure that we can meet the needs and expectations of not only our current customers, but of the future generations to come. We intend to work on achieving top of mind recall and credibility when property purchases are being planned. We look forward to a fruitful rest of the year where we are able to provide investment opportunities and living environments which are highly sought after.

On this note, I would like to record my sincere appreciation to all our supporters – our customers, the various governmental agencies, our suppliers and contractors and not forgetting our hardworking team of over-achieving staff. Thank you all, for we would not have come this far without the co-operation of you all.

Yours sincerely

Tan Sri Dato' Lim Soon Peng
Group Managing Director



NEW YEAR, NEW CHALLENGES, NEW PLANS, NEW HOPES



Mr Lim greets the lions in his office!

In keeping with tradition, the Company had its annual Hoy Gong Tai Kat ceremony on the 10th day of Chinese New Year, the 17th of February, 2016. The Hoy Gong Tai Kat ceremony is conducted to bring the company auspiciousness in resuming work for the New Year.

Two lions and a God of Smiles visited the office and was greeted by Deputy Group Managing Director,

Mr Lim Yit Poh that morning. The lion dance is believed to usher good fortune as well as ward off evil spirits at the premise that it visits.

The staff were totally entertained by their acrobatic moves and antics of the lions and the God of Smiles as they roamed around the office, bringing along with them good blessings. Some of the staff also played along,

handing out red packets and mandarin oranges to the lions. The lions also showed their capability in plucking the cabbage and spitting out the leaves which signifies that there will abundance of everything. Together with the mandarins which they have peeled, they were arranged

on a tray and handed over to Mr Lim to symbolise the passing of good fortune to the company.

A group photo session led by Mr Lim was taken at the end of the ceremony with the lions and the God of Smiles as a memento of the celebration for all.



One for the album!

Enjoy Its Natural Beauty



3 Storey Link-villas
Indicative Selling Price: **RM1M** onwards
Built-up Area: **2,859 sq ft**

OPEN FOR REGISTRATION

Park Residency Homes promises residents a world of difference. An exclusive Gated & Guarded residential area surrounded by natural landscape which will offer you a chance to find you peace at all times. With a strong synergy with nature in the recreational park next door, Park Residency Homes has been designed to enable residents and visitors alike to enjoy the beauty of its surroundings.

Located in a mature locality but yet still affording you the calm you are looking for. Park Residency Homes is just a short drive away from the various commercial, recreational and educational amenities located in the southern fringe of Cheras.

Well thought and luxurious layouts but yet so practical. The villas will surely engage your senses; from the building itself to the quality finishing that is on offer.

TITIJAYA AND ASCOTT SIGNS STRATEGIC PARTNERSHIP



It was an exciting day for Titijaya on the 6th of April 2016. Titijaya Land Berhad and The Ascott Ltd, the world's largest international serviced residence owner-operator, entered into an agreement for two of its upcoming developments

in Batu Maung, Penang and Glenmarie, Shah Alam, which collective gross development value is about RM4.1 billion.

Titijaya Land Berhad was represented at the ceremony by Group Managing Director, Tan Sri Dato' Lim Soon Peng and Deputy Group Managing



Tan Sri Dato' Lim & Mr Philip Lim flanked by Mr Lim Poh Yit and Mr Ronald Tay holding up the signed agreements

Director, Mr Lim Poh Yit, whereas Ascott Ltd was represented by Mr Philip Lim, Ascott's Country General Manager for Malaysia and Mr Ronald Tay.

This collaboration is very valuable for Titijaya as it seeks to enter the international market. The partnership with Ascott who will manage the serviced residence components of these developments for a period of 10 years, with an option to extend for an additional five years, will elevate Titijaya's branding and strengthen the development value of both the projects.

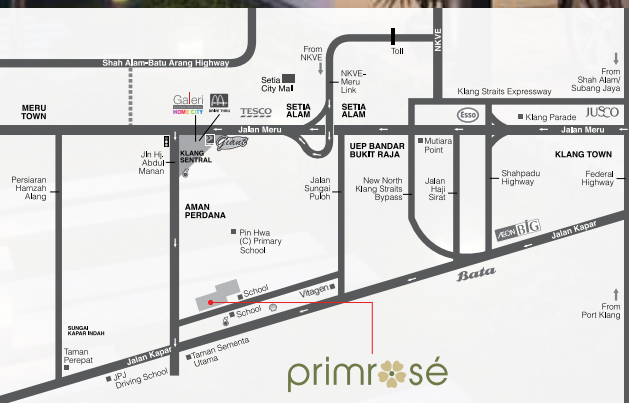
The Penang development is located on the south-east of Penang Island and will consist of 200 units of studio and two bedroom apartments. The Glenmarie development, on the other hand is a mixed-use development which houses 250 units of serviced apartment, offices and has one of the largest shopping malls in the vicinity.

Both these projects are expected to be launched by 2017 and it is hoped that Ascott's world class management and support system, with its extensive network, will be a factor in attracting diversified tenants to the development.



Tan Sri Dato' Lim & Mr Ronald Tay looking on at the development model

For Now and Forever
nurture · grow · blossom



primrosé

FREEHOLD

2 Storey Linked Semi-D
Selling Price: **RM843,000** onwards
Built-up Area: From **2,274 sq ft**

OPEN FOR SALE

As gorgeous as its colourful namesake, Primrosé Seri Residensi offers you the beauty of a linked semi-detached enveloped in an elegance of greenery. Tree-lined streets greet you as you enter the fully guarded and gated community, injecting your soul with calmness. Luxuriously designed residences embrace residents the moment they walk in the door. This is what bliss is.

The two-storey linked semi-detached houses which have been designed to accentuate the space of the layout, is complemented by high-ceilings for natural light and ventilation. Featuring contemporary architecture, Primrosé Seri Residensi is simple yet elegant, exuding a minimalist feel.

LET'S EAT AND BE MERRY!

LUCKY DRAW WINNERS



Mary Wong



Felicia Ng

Titijaya Land Berhad held its annual Hoy Gong dinner on the 19th of February 2016 for the management and staff. The dinner which was held at Spring Garden Restaurant in Tropicana Golf Club was well attended and red was the theme colour for the night. The guest of honour at the dinner was Tan Sri Dato' Lim Soon Peng and his wife, Puan Sri Chan.

A scrumptious feast was organised and the food was of

excellent standard. Everyone tucked in heartily and enjoyed their meal while being entertained by singers from the company.

Several awards were also presented to staff that night. Everyone had a great time and the highlight of the evening was of course, the lucky draw with fantastic hampers to be won. It was a wonderful night for all, being able to socialise out of the office and to leave their work behind for a night.



Long Service Award to Mary Wong

Prizes and long service Awards



Singing their heart out



Tan Sri surrounded by staff of Titijaya Land Berhad

Amazing Clubhouse Luxuries Amid Luxuriant Tranquility



FREEHOLD

2 & 3 Storey Green Semi-D Villas

Selling Price: **RM2.4M** onwards
 Built up area: **3,946 - 5,383 sq ft**
 Land area: **40' x 87' - 58' x 153'**

OPEN FOR SALE

Nestled within the lush greenery of Kemensah lays Emery Kemensah. A gorgeous development of exclusive semi-d villas for you to escape the hustle bustle of the city life, right at the fringe of the city. Revel in the tranquillity of a forest, which is a stone's throw away from all the important amenities required for the modern life. Take refuge in a luxury home which has been crafted for even the most discerning, by artisans who draw their inspiration from the surroundings of the hills.

Your dream of such a sanctuary is now a reality. Come home to Emery Kemensah.

Residence with Clubhouse Facility.

TITIJAYA LAND BERHAD TAKES ON KLANG VALLEY!



15/4/2016 – 17/4/2016: Mid Valley Exhibition Centre (Mapex 2016)



15/4/2016 – 19/4/2016: The Curve (EPICA Property Expo)



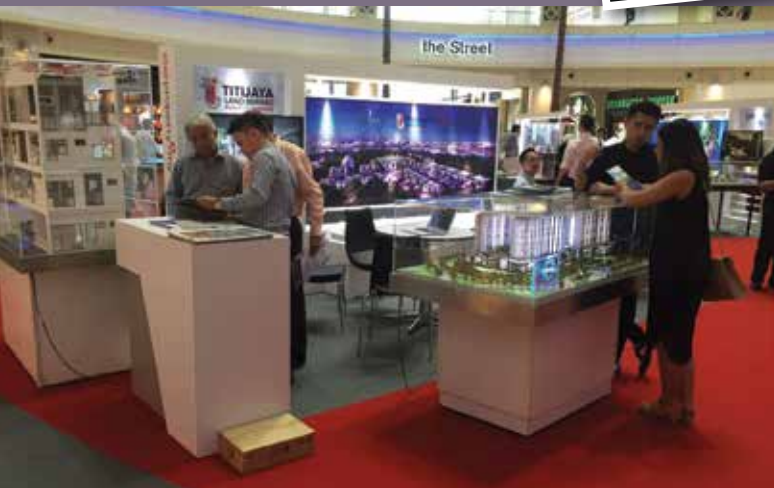
4/3/2016 – 6/3/2016: Publika Solaris Dutamas (Property Insight Showcase 2016)



28/3/2016 – 3/4/2016: Jaya Shopping Centre (EPICA Property Expo)

The Titijaya marketing team had a busy first quarter this year with the many roadshows that were going on in the Klang Valley. The team set up their booths which attracted many enquiries about both

Titijaya's residential and commercial properties. The well-versed team was equipped with marketing materials such as leaflets, video, property models and development plans



24/3/2016 – 27/3/2016: The Curve (TheStar Property)



7/4/2016 – 10/4/2016: Sunway Pyramid (TheStar Property)



14/1/2016 – 17/1/2016: Tropicana City Mall (BIG Property and Investment Fair 2016)



4/4/2016 – 8/4/2016: Menara Citibank KL (Property Showcase)



22/4/2016 – 2/5/2016: Wangsa Walk (Property Showcase)



26/2/2016 – 28/2/2016: Mid Valley Exhibition Centre (Swhengtee Expo)

to showcase the various developments that were available.

Some of the roadshows the company took part in include Mapex 2016 at Mid Valley Exhibiton Centre, EPICA Property Expo at The Curve and Jaya Shopping Centre, Property Insight Showcase 2016 at Publika Solaris Dutamas, The Star Property at both The Curve and Sunway Pyramid, Swhengtee Expo at Mid Valley, Mapex Klang 2016 in Setia City Mall, Malaysia Property Showcase at Paradigm Mall and Sin Chew Trade Fair 2016 at the Hokkien Association Hall in Klang.

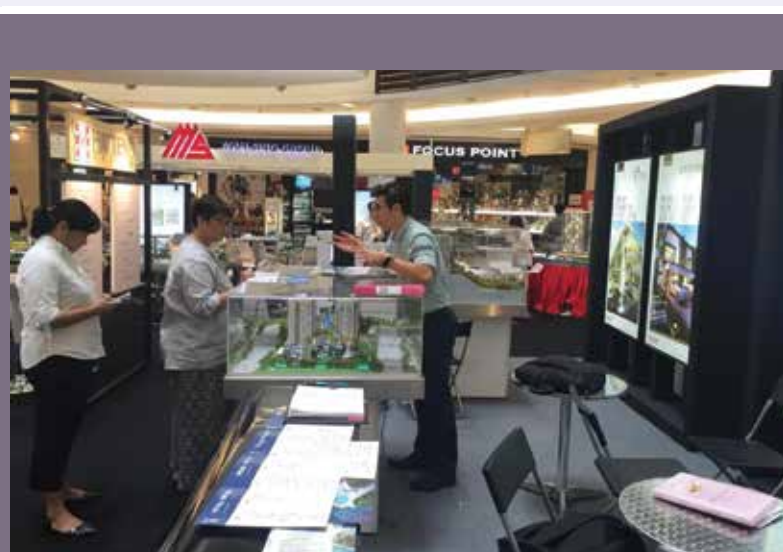
Apart from these roadshows, Titijaya also

organised to feature their properties at both Menara Citibank KL and Wangsa Walk. This is to further establish and strengthen the Titijaya name and make known their developments to the general public.

It is without a doubt that the marketing team puts in much effort to ensure that Titijaya Land Berhad's high quality and value for money properties are highlighted to the public. We will strive to make certain that Titijaya Land will be top of recall when potential buyers are looking for property developers offering them only the best, in product and services.



2/3/2016 – 6/3/2016: Setia City Mall (Mapex Klang 2016)



20/4/2016 – 24/4/2016: Paradigm Mall (Malaysia Property Showcase)



15/1/2016 – 17/1/2016: Hokkien Association Hall Klang (Sin Chew Trade Fair (CNY) 2016)

STUDY TRIP TO JOHOR



Tan Sri giving a short briefing at the start of the trip

Tan Sri Dato' Lim Soon Peng, Group Managing Director, led a team of 30 which comprised of management and staff for a day trip visit to Johor. The trip which was held on the 15th of January, 2016 was organised as a study trip for the company.

The trip was to visit some other developers

sales gallery and show unit to learn and experience for themselves the going ons in other developments such as selection of Interior Design, Marketing Strategies, Marketing Collaterals, development landscape, etc.

It was very good exposure for all who attended the trip as it provided them

with the various perspectives of similar projects to the ones developed by Titiaya Land Berhad. The attendees learned how things could be done in different ways, which will eventually give them more options when executing their own strategic plans.

At the end of the trip, it was concluded that the trip

had provided a very good of how things work in different developer companies. All attendees were tired, but felt that it was a well-spent day and that they were all coming back with new knowledge that will serve as inspiration for the future.

Exemplary Green Homes for an Inspired Lifestyle



Embun Courtyard Villas FREEHOLD

4 Storey Green Courtyard Villas
Selling Price: **RM2.1M** onwards
Built-up Area: **4,522 - 5,502 sq ft**

OPEN FOR SALE

Imagine the pleasure of being gently awakened by the melodious sounds of nature and fresh crisp mountain air, as the glorious sun rises amid tranquil greenery still bathed in glistening dewdrops.

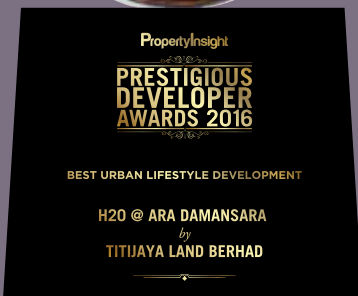
Nature-made joys. Now made even better with artist-made luxuries. A collaboration that inspires.

Ideally located in the heart of Selangor state, in Kemensah, the elite Embun enclave of 2 & 3 storey semi-Ds and 4 storey courtyard villas is surrounded by the pristine tranquility of a rainforest, complete with cascading creeks and waterfalls.

AN ACCOLADE TO BE PROUD OF



Mr Lim Yit Poh receiving the Best Urban Lifestyle Development award



Titijaya once again was in the limelight when they were once again honoured during Property Insight's Prestigious Developer Awards (PIPDA) held at Shangri-la Hotel, Kuala Lumpur on April 1st, 2016.

Titijaya Land Berhad who was represented by Deputy Group Managing Director, Mr Lim Yit Poh, went out to receive the Best Urban Lifestyle Development for the H₂O Project. This award is indeed an achievement

for the company where much thought has been put in to establish the uniqueness of this development with the implementation of several innovative ideas and designs.

The black tie affair saw Titijaya joining the ranks of several other developers in being recognised with their exemplary work in property development. The PIPDA is organised to recognise innovation and exceptional achievement within the property industry.

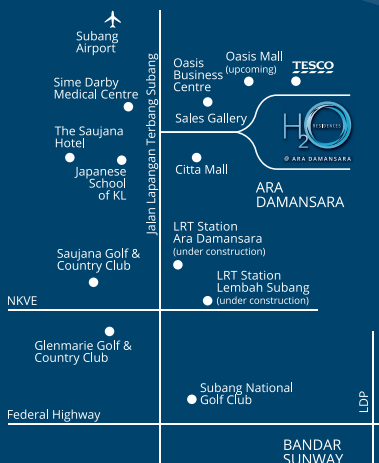


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47500 Subang Jaya, Selangor. T 03.8022 9999 F 03.8022 9988

SALES GALLERY

A-G-6, Block A, Oasis Square, Jalan PJU 1A/7A, Oasis Damansara,
47301 Petaling Jaya, Selangor. T 03.7734 5022

AWARD-WINNING DEVELOPER 2010 - 2016



GIVING PROMINENCE TO THE TITIJAYA NAME



The Star Property Awards 2016 was organised for the first time to honour top Malaysian developers who have contributed more than just housing or commercial buildings. The gala night which was graced by the Sultan of Selangor, Sultan Sharafuddin Idris Shah was held at The

Saujana Hotel on 15th March, 2016.

Titijaya Land Berhad was a recipient in the category of The Best Touch & Feel Award. This award honours a development with elegant aesthetics and functional design that has been thought out perfectly. Another criteria for the award required

the development to highlight noteworthy quality in the building materials used, while creating a positive impact. The development needs to bring comfort to the human senses. This is very true to the concept of our serene but sophisticated Embun @ Kemensah, of which the award was won for.

This award will spur Titijaya to continue to contribute to the property industry. It will set the company on track to providing more outstanding and distinctive developments to ensure that it will maintain its track record and good name in the market.



The Most Modern & Secure Industrial in North Klang



ZONE INNOVATION PARK @ NORTH KLANG

3 Storey Semi-D Factory
RM3.9M onwards
Built up: **11,900 sq ft**

PHASE 1 SOLD OUT

**NEW PHASE
OPEN FOR SALE**

The one master planned Industrial part for all your operational needs. Zone Innovation Park Semi-Detached Factories are feature-packed with industrial and practically. Strategically located in North Klang - within a potentially thriving commercial hub booming with iconic landmarks such as Klang Sentral Bus Terminal & Taxi Terminals, Giant, Tesco, Carrefour - and connected by multiple, upgraded highways.

In business/industrial operations, saving up on travelling time makes all the difference. At Zone Innovation Park, transporting containers of stock to and from North Port or West/South Port takes a mere 25-minutes drive. To further enhance accessibility, the surrounding network of major highways leads to virtually all parts of the Klang Valley.

WASTE SEPARATION IS HERE! WHAT DO I NEED TO DO, AND HOW TO GO ABOUT IT?



WHAT NEEDS TO BE SEPARATED?

RECYCLABLE WASTE
PLACED NEXT TO GARBAGE BIN



As of 1st June 2016, residents of Kuala Lumpur, Putrajaya, Johor, Melaka, Negeri Sembilan, Pahang, Kedah and Perlis will be fined if your waste is not separated. According to the Solid Waste and Public Cleansing Management Act 2007, household waste must be separated and fines of up to RM1,000 will be imposed for non-compliance.

Why do we need to separate our waste?

Preventing disposal of recyclable materials
Reducing the amount of solid waste sent to landfills
Reducing the country's allocation for solid waste disposal

There are three steps to waste separation:

- Step 1 – separate according to types
- Step 2 – store them temporarily in containers
- Step 3 – place them beside garbage bins on collection day.

Separate your waste according to these categories:

1. Paper – anything that is made out of paper and that is dry/ uncontaminated
2. Plastic – anything made of plastic including toys and food containers which have been rinsed clean
3. Miscellaneous – pack and separate according to these groups:
 - a. Glass/ceramic wares (bottles, pots, etc.)
 - b. Aluminium/metal (such as cans, steel utensils, etc.)
 - c. Electronics (batteries, calculators, phones, wires, cables, lightbulbs and small electrical items).
 - d. Fabric/shoes/rubber/leather (T-shirts, handbags, sneakers, rubber gloves, etc.)

- e. Hazardous waste (aerosol cans, insect poison/repellent, paint cans).
 - f. Bulk items (furniture, bed frame, large electrical items).
 - g. Garden waste (leaves, flowers, etc.)
4. Non-recyclables: residual waste such as food items and soiled/wet materials like used diapers and tissues which will be sent to landfills

The 2+1 collection system works where residual waste will be collected twice a week while recyclable waste and bulky waste

HOW TO SEPARATE YOUR TRASH



is collected once a week. Check you collection schedule and make sure that your recyclable waste is tied up and placed next to the rubbish bin where your tied up residual waste is placed in.

It's that easy! Think 3R – Reuse, Reduce, Recycle! Let's work together to ensure that a cleaner and more sustainable Malaysia is preserved for our future generations!

SIX THINGS TO CONSIDER WHEN YOU ARE LOOKING FOR A NEW PROPERTY

Are you looking for a new home or an investment property? There are so many options available and factors to consider. Consider the following to ensure that you get the best when you shop for a new pieces of property.

Determine your budget

One of the most crucial things to consider is definitely the budget. Decide what is affordable for you. Bear in mind costs including fees and duties which you will incur, for instance, the down payment, which is typically 10-20% of the total price, sales & purchase agreement legal fees, legal fees, stamp duty and loan agreement stamp duty.

Location is important!

It is often said that houses are akin to spouses, and neighbourhoods were considered the extended family. It would be difficult to love your own house if you don't like the neighbourhood you are located in. The criteria for your property could be based on your priorities including distance to work, amenities around the area, safety and prestige.

It is necessary to seriously consider those factors before you put your signature on the dotted line.

Connectivity

Apart from location, another factor to consider is connectivity. Connectivity is extremely important as not everyone can afford to live in the city or at the fringe of the city. As property prices increase and areas nearer to the city become more densely populated, people are moving further away but yet need to be connected to the centre. Think about highways, trains and public transportation when you are considering your property purchase.

What type of property?

You can find two types of property in Malaysia, landed and non-landed. Landed properties include link, semi-detached or detached houses. Non-landed property on the other hand comprise of flats, apartments and condominiums. Another important factor when choosing either one of these types of properties is if it is leasehold or freehold. These

considerations would depend very much on your objectives, whether it is for investment or for your own accommodation.

Surrounding Population Growth

It is important to think about the surrounding population growth to see if it is a viable area to live in. If you are one that considers amenities critically important, the larger the population, and the newer the area is, the better it would be for you as there would many facilities available. If you however are looking at an area which you do not want to be too busy, a more matured township which will not grow exponentially would be ideal.

Reputable developer

It is also very vital to purchase your property from developers who you know have already produced other properties in a timely manner with good quality. Do some research to ensure that the developer also has a reputation for good post-sale and handover customer service. Referrals from friends are always a plus point!

H.O.P.E
PROGRAM
(Own Your Property Easily)
Exclusively for TitiJaya Property Buyers

BELLAVILLE

@ ARA DAMANSARA

FREEHOLD

Luxury Apartments in An Aquatic Environment

**FULLY
FURNISHED**

**NOW OPEN
FOR SALE!**



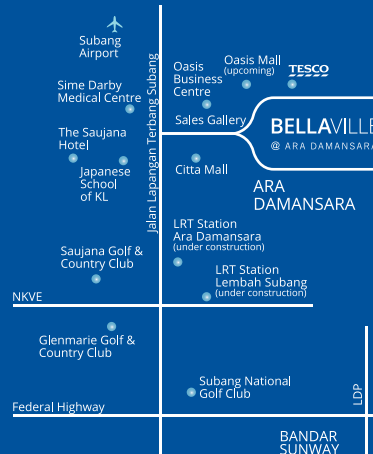
BEDROOM 1



FLOATING YOGA DECK



CLUBHOUSE



To register, please visit www.titijaya.com.my

For more information, please call **012.293 1033 / 019.587 6888 / 017.382 1117**

GPS COORDINATES: 3.114759, 101.576682

EPOCH PROPERTY SDN BHD (956473-D) (A MEMBER OF TITIJAYA GROUP)

N-16-01, Penthouse, Level 16, First Subang, Jalan SS15/4G, 47500 Subang Jaya, Selangor, Malaysia
Tel: +(603) 8022 9999 Fax: +(603) 8022 9888

SALES GALLERY

A-G-6, Block A, Oasis Square, Jalan PJU 1A/7A, Oasis Damansara, 47301 Petaling Jaya, Selangor, Malaysia
Tel: +(603) 7734 5022

Developer Licence No: 13556-1/06-2016/0591(L), Advertising & Sales Permit No: 13556-1/06-2016/0591(P), Validity Period: 20/06/2014 - 19/06/2016, Approving Authority: Majlis Bandaraya Petaling Jaya, Approve Building Plan No: MBPJ1201007/PT110/36/2014, Tenure of Land: Freehold, Expected Completion Date: Dec 2017, Land Encumbrances: HSBC Bank Malaysia Berhad, No. of Units: 990 units, Selling Price: Block A, B and C: RM520,800.00 (min) - RM1,253,035.50 (max), Block D: RM935,730.00 (min) - RM934,719.75 (max), Discount Bumiputera: 7%.

The information contained herein is subject to change and cannot form part of an offer or contract. All renderings are artist's impressions only. All measurements are approximate. All plans are intended to serve as a guide only and are subject to approval by the relevant approving authorities and may be modified or amended as directed by the approving authorities and/or project consultants. All built ups indicated are approximate measurements only and are subject to final survey/confirmation by the land surveyor/appropriate authorities. While every reasonable care has been taken in preparing this material, the developer cannot be held responsible for any inaccuracy. The numbering and postal address for the said parcel when issued by the appropriate authority may not be the identical description as stated in this leaflet. Any dispute arising therein shall not be the subject matter of any claims for damages, compensation and/or whatsoever.

AWARD-WINNING DEVELOPER 2010-2016



TITIJAYA LAND BERHAD (1009114-M)

N-16-01, Penthouse, Level 16, First Subang, Jalan SS15/4G, 47500 Subang Jaya, Selangor, Malaysia
Tel: +(603) 8022 9999 Fax: +(603) 8022 9888 Email: sales@titijaya.com.my

www.titijaya.com.my