

Love begins  
at home



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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

**H**onesty : Open and honest communication among employees and maintaining the highest integrity to the company.

**E**xcellence : WOW! Beyond Expectations.

**B**old : Move out of the comfort zone. Make it Happen!

**A**gility : Everyone is an entrepreneur. Be flexible.

**T**eamwork : We work as one.

2016 has whizzed pass us as we now look towards 2017. It has been an eventful year for us, and we are glad to report that we have successfully managed to weather the storm of the industry.

The year has been a rather subdued one in general for the property market. This is evident by the number of launches this year because the property market is very closely related to economic conditions.

As we look towards the coming year, we at Titijaya will need to work extra hard to implement strategies that will allow us to continue offering value-for-money properties to our clients. This is because the forecast for 2017 is rather similar to what we have gone through in these past months.

Our work will continue and we will remain focused on our targets of which is to provide value and quality to our loyal clients. One of the efforts that have taken in the past few months is the agreement with China Railway Group Limited to construct the 3rdNvenue

mixed development project on Jalan Ampang. This project on the reputable Embassy Row is set to attract a specific target audience and is expected to contribute significantly to the company.

To ensure the sustainability, the company will be focusing on the Klang Valley as we continue to look forward towards new strategic growth and expansion plans in Greater Kuala Lumpur. There will be an emphasis towards reasonable priced properties where the company will look at the young entrepreneurs group who are keen to own their first properties.

In closing, my sincerest appreciation to all our clients and partners as you continue to support us in these challenging times. A big thank you also to our stakeholders from the governmental agencies, our suppliers and contractors as well as our efficient and reliable staff who have contributed immensely to our sustainability. The success of our company so far would have been a tough journey without you all. I also take this opportunity to wish everyone well for the coming year.

Yours sincerely

**Tan Sri Dato' Lim Soon Peng**  
Group Managing Director



# TITIJAYA EMBARKS ON ROADSHOW TO SHOWCASE PROPERTIES



Setia Convention Centre Property Insight  
5/11 - 6/11/2016

The Titijaya sales and marketing team took part in several roadshows in the last quarter of 2016 to introduce the many developments that the company has now embarked on. It is vital for the team to go out and meet the public as there are many potential buyers who do not have all the information they need, and such events allow them to get up close and personal with the many Titijaya Land Berhad projects.

Some of the venues where Titijaya set up exhibition booths include Tesco Setia



Maluri Jusco  
19/9 - 25/9/2016



Tesco Setia Alam 12/9 - 18/9/2016



Seremban HomeLiv 2/12 - 4/12/16



Klang Parade 14/10 - 23/10/2016



Mid Valley Mapex 21/10 - 23/10/2016

Alam, Bukit Raja Jusco and Jusco Taman Maluri in September; Klang Parade and Mid Valley Mapex in October, Property Insight at Setia Convention Centre in November as well as the Seremban HomeLiv Exhibition and another at AEON Mid Valley in December to close the calendar year.

A few of the projects on display at the roadshows

include Park Residency Cheras, H2O, Seri Residensi, Embun and Emery at Kemensah, and Zone Innovation Park. The team was in full force and brought out all the materials they had and were ready to answer all queries, including those of legal and finance relating to property. This is what makes the difference. Being able to serve as a one-stop centre for potential property purchasers.

The team will not rest on their laurels and are already strategising on roadshows for the coming year to ensure

that the finely designed and planned Titijaya Land Berhad's properties receive the exposure they deserve.



Bukit Raja Jusco 19/9 - 25/9/2016



AEON Mid Valley 12/12 - 18/12/16

# PARK RESIDENCY CHERAS HOSTS INVESTORS ROUND TABLE SESSION



Guests being treated to a buffet lunch



Titijaya sales personnel in discussion with guests at the event.

Park Residency Cheras soft launched their property with an Investors Round Table session on the 15th of October 2016. The round table session entitled Sailing Through Challenging Times was conducted by Property Insight Malaysia at the Park Residency Cheras Sales Gallery.

A very knowledgeable panel of speakers spoke to the guests and gave them valuable insights and advice on how to weather through the economic storm that the nation

is facing now. Investment advice was also in abundance and the panel shared tips on how to manage investments despite the tough times.

Guests were also treated to a scrumptious lunch courtesy of Park Residency Cheras, and there were also deals and goody bags offered to those who were interested in the development. The guests when asked, noted that such talks were welcomed as information shared is always knowledge gained.



Guests attentively listening to the panel of speakers.



# Exclusive Gated and Guarded Park View Residences



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 DRONE VIDEO CONTEST



An awards ceremony for the Titijaya Drone Video Contest was recently held at our head office on 13th November 2016. The contest which ran from 1st August to 31st October 2016 was opened to drone enthusiasts where they were asked to create three minute videos which were completely shot on drones.

The competition was held to present and illustrate the allure and charm of Bukit

Tabur as well as the Kemensah area. Another requirement of the competition was to project how nature can make for inspired living. The videos which were between one and three minutes also included footage of the Titijaya's Embun and Emery project site to show the balance of nature and modern living.

The videos which are featured on the Titijaya Land Bhd facebook page, offered

visitors to the page a chance to also vote for the video they like the most. There were 5 winners for the competition and each of them walked away with property vouchers and cash as their prizes.

The winners of the competition are as follows:

**Emery Award:**  
Mohd Izuddin Helmi bin Adnan

**Gold Award:**  
Siddiq Rafee bin Ramli

**Silver Award:**  
Lai Lap Hong

**Best Drone:**  
Siddiq Rafee bin Ramli

**Most Popular Video Award:**  
Mohd Firdaus Elis bin Abdul Majid

Heartiest congratulations to all winners! The videos were indeed spectacular. If you haven't viewed the videos yet, head on the the Titijaya Land Bhd's facebook page, and be awed!



The winners with their catch of property vouchers and cash!



# INNOVATIVE YOUTH, FUTURE BUSINESS LEADER 3.0



The winners are all smiles with their prize cheques.



Titijaya Land Bhd was recently one of the sponsors for the Youth section of The Chinese Chamber of Commerce and Industry of Kuala Lumpur and Selangor's (KLSCCCI) Innovative Youth, Future Business Leader event. The series in its 3rd instalment for the year was held on 17 December 2016 at Wisma Chinese Chamber, Jalan Ampang, Kuala Lumpur.

The seminar for this event was entitled "Unleash the Power of Social Media" and targeted towards Malaysian youth. The event now in its third year was organised to

nurture entrepreneurial spirit as well as to promote national unity. This seminar featured prominent speakers from the industry who gave the students an insight on using social media for businesses.

As part of this series, a competition was organised in August and ran till September where teams from local tertiary institutions were given a chance to submit an innovative marketing proposal on a product designated by the organiser.

One of the products was a marketing proposal for Titijaya Land Berhad where

various entries were received, all of which were unique and interesting. Several entries were shortlisted and were then required to present their proposal to the panel of judges.

The team from Universiti Teknologi Mara emerged winner for the Titijaya Land Bhd proposal with their presentation entitled "A Pool Isn't Enough". The winning team was awarded RM6000 for their innovativeness and effort.

Titijaya Land Bhd is committed to support the community and youth, and



the sponsorship of this event is hoped to inspire youth who are interested in the marketing component of business. This also gives the students a chance to present themselves and get a taste of a real business scenario.

# TITIJAYA LAND BHD AND CHINA RAILWAY GROUP LIMITED PARTNERSHIP



Wellbeing, Housing and Local Government Minister Tan Sri Noh Omar flanked by Titijaya Land Bhd Managing Director, Tan Sri Lim Soon Peng, looking at the model of 3rdNvenue.



November was a big month for the company where on the 8th of November, Titijaya Land Bhd entered into a partnership with CREC Development (M) Sdn Bhd, the Malaysian arm of China Railway Group Limited to develop 3rdNvenue on Jalan Ampang, Kuala Lumpur.

The signing ceremony held at the Concorde Kuala Lumpur was witnessed by Urban Wellbeing, Housing and Local Government Minister Tan Sri Noh Omar. The top management of Titijaya Land Bhd including Managing Director Tan Sri Lim Soon Peng and Cai Zemin, the Managing Director of China Railway Engineering Corp's, the wholly owned subsidiary of China Railway Group was also in attendance

This partnership is a very important milestone for Titijaya

as it looks at broadening its revenue stream. The proposed mixed development of about 6 acres is slated to be launched in the first half of 2017. The development will comprise of three blocks of small office and home office units, serviced apartments and a retail component and will be built in three phases, where the whole project is target to be completed by 2022.

Looking forward, the strength of CREC which is involved in property development and building construction together with Titijaya Land Bhd's local expertise and know how is expected to increase the interest for 3rdNvenue's commercial and residential properties which is located on prime land in Kuala Lumpur.



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.

# XMAS PARTY



To promote the spirit of camaraderie in the office amongst staff, Titijaya often organises social events where everyone can take a break from the seriousness of work and business. This December, a gift exchange was held in the office followed by a karaoke session for all staff.

The buzz in the air was intense right from early morning as everyone was excited about the evening celebration. Colleagues were seen putting gifts and hanging around the tree the whole day as the feeling of the festive season was difficult to resist.

When the time came, everyone gathered around the tree and the place was filled with laughter and more frenzy. The gifts were distributed by Ms Charmaine Lim, and the joy on everyone's face was apparent as they opened their gifts immediately to see what was in store for them.

The staff all later adjourned to enjoy a karaoke session where there was even more merriment in the room. At the end of the evening, all who attended the gathering agreed wholeheartedly that it was such a great way to end the year for the company.



Gifts galore under the Christmas Tree for all!

# 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 Kemenseh 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.

# THE IMPORTANCE OF CHOOSING THE RIGHT PROPERTY DEVELOPER

When deciding to purchase property, one factor that many buyers forget to think about is the developer. This is actually a very vital consideration when one is planning to make such big-ticket purchases. This is because you don't want something to go wrong after you have made your purchase and regret or suffer any losses.

In Malaysia, there are a plethora of projects on offer from various developers. In such a situation, how does one pick the right project and developer?

Firstly, try to look for a developer who is well known for their quality and professionalism in the area which are you looking at purchasing your property. Don't just choose anyone because they are building where you want to live or do your business. A good example is the Titijaya Group which is a multi award winning

developer. The Group is not only highly regarded as innovative and resourceful, but is reputed as a responsible developer for many successful developments on sought after growth areas.

Here are some tips when deciding on property developers.

## **The website**

Check the developer's website so that you can obtain an insight and feel of the company. The website should provide the history of the company, as well as information of the owners and management. It should also provide a list of the projects that they have completed and upcoming projects which are in the pipeline.

## **Visit their show house/office or other completed projects**

When you visit the show house or their completed projects, you will get a feel of the work done by the

company – their design philosophy and their layout planning to name a few. When visiting completed projects, you also get a look at the quality and finishing of the construction which will tell you how much effort is put into the projects. Basically, what you see is often what you will get.

## **Get information from social media platforms**

Social media platforms can help provide you with feedback from various sources. The developer's social media efforts should provide you with the latest news, achievements and promotions that they may be running. To obtain unbiased information, you can search forums where other purchasers may be able to provide you with the information that you are seeking.

## **Visit the sales office**

When you walk into the

sales office of the developer, you would instantly get first impressions of the company. Discuss with their sales representatives on any queries or any uncertainties that you may have. These representatives should be able to provide you with not only answers on their development but other related property purchase issues such as finance and laws.

The practice by the sales team of Titijaya Group demonstrates a sales office offering full-fledged property services. The staff are well versed with the legal and financial aspects of purchasing properties and are able to advise potential buyers if the need arises.

The few tips discussed are not exhaustive, but can give you a start when you are searching for your dream home or commercial property. Consider all the facts that are presented before you and make your decision.



# LOCATION & PRICE – VITAL FACTORS WHEN BUYING PROPERTY

Buying a property is a bit like planning for a wedding. The initial decision to take the plunge, then the searching begins which leads to a lot of excitement and stress.

The most crucial step once a decision to buy property is made is the searching step. There are many factors that buyers should consider when shopping for a property, regardless of whether it is for residential or commercial purposes. In the Malaysian scenario, there are two main factors which are very important – that of location and price.

First up, location. It is common knowledge that every property agent has the same or a similar mantra when dealing with property which is “location, location, location”. What does it mean? It simply means that the value of homes hinges greatly on the location. Nonetheless, on many occasions, this factor is overlooked, and may have detrimental effects.

Why is location so important then? You can buy a residential or commercial property, you can remodel it, you can renovate it but you can never move it. The property is attached to the land. Once you sign on the dotted line, it is pretty much a long-term investment.

When looking at location, the buyer must consider several things such as overall land area, its landscape, security of the neighbourhood, proximity to amenities and ease of accessibility when trying to make their decision. It is extremely vital to consider what you really need and to match potential properties with your requirements.

Titijaya’s Seri Residensi and Embun developments are perfect examples of a good location buy. Both developments offer the buyer a chance to own residential properties in an area which offers the best in terms of security, accessibility and proximity to core amenities. While both these developments have been designed, and crafted to provide residents with a sanctuary from the hustle bustle of the city which is merely minutes, beyond their main gate, Embun is even more attractive with the lush greenery of Kemensah surrounding it.

Next up, price. Despite whatever is said, price is always a major consideration. Look for properties in your desired location which suits your budget. No matter how tempting it is to buy something “nicer” or “better”, never go beyond your means. You do not want to purchase something which you will

not be able to pay for later, and even lose your initial payments that you have made.

With diligent research, you will find that there will be properties that are value for money in locations which you may have never considered, but of which in actual fact, is very suitable to your requirements for what you would consider an ideal property.

Apart from the traditional stand-alone residential or commercial properties, you can even look for mixed development properties such as 3rd Nvenue @ Jalan Ampang. This kind of property offers you the best of both worlds – and in this case, a location on the prestigious Embassy Row but yet at a price that is affordable and value for money for this prime location. A purchase of mixed developmental properties also opens the door for you to own commercial and residential property in the same area.

Wherever you choose to purchase your first or subsequent properties, it is always imperative to consider the two above factors – location and price. This will ensure that you are satisfied with what you get and would not regret your purchase. After all, in most cases, properties are meant to be a lifetime investment.



@ ARA DAMANSARA

FREEHOLD

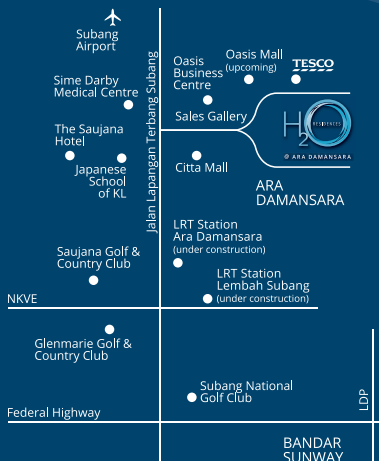


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### SALES GALLERY

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### AWARD-WINNING DEVELOPER 2010 - 2016



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.: MBPJ/120100/T/P110/36/2014. 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: RM335,730.00 (min) - RM934,719.75(max). Discount Bumiputra: 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 appropriate. 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.