

Here
for you,
together
we soar



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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.

The last few months have been quite eventful for us with internal events at Titijaya. In order to make sure that we can provide the best to our internal and external stakeholders, the management sees that it is necessary to organise events which will lead the company into the right direction.

As more and more young millennials are coming out to purchase their first property, Titijaya is working hard to provide and fill the gap for this segment. We plan to launch several projects in the coming months which will be made up of residential and mix development projects.

At the recent "Smart Cities: Tackling Urbanisation and Climate Change" forum recently, it was discussed that developers should aim to build sustainable buildings to assist in transforming town centres into smart cities. Some green criteria have already been set by the authorities

and Titijaya is always constantly working to ensure that these criteria are met and exceeded to ensure a better environment for our future and generations to come.

We believe that all these steps taken will help Titijaya continue in its quest towards excellence. The management will take the necessary steps to adjust and adapt to economic conditions to ensure that we can weather whatever storm that may come. It is necessary at this point of time, to band with other related parties, and work together to ensure the sustainability of the Malaysian property industry.

We also thank you, our loyal customers for staying with us and continuing to trust us to provide you with quality properties with excellent value. I would also like to record our appreciation to our other stakeholders for your never ending support and belief in us.

Yours sincerely

Tan Sri Dato' Lim Soon Peng
Group Managing Director



NOT JUST WORK AND NO PLAY AT TITIJAYA SUMMIT



A group of Titijaya staff recently attended a 3 day, 2 nights stay at Cyberview Resort & Spa in Cyberjaya for the Titijaya Summit, the Company's Annual Planning Workshop for 2016. While serious work took place, there was also some chill time for the team to let their hair down and relax on the beautiful grounds of the resort.

At the summit, the Titijaya pledge was also affirmed by those who were in attendance. The pledge reads, "I, (name), hereby give my sincere pledge to always work hand

in hand with my colleagues, subordinates, superiors and the management as I discharge my daily duties and responsibilities, giving priority to the interests of the company and to uphold, practice and instil in others the HEBAT values. HEBAT is an acronym of Honesty, Excellence, Bold, Agility, and Teamwork. The values in this pledge will definitely hold the company closer together and will be the underlying foundation for staff at all times.

One of the more primary activities for Titijaya Summit was the finalisation of the 2016





Power Plan. This is necessary to ensure that the company has a fixed direction to look forward to, with guidelines to help everyone aim and be on track for the company's ambitions and goals for the coming 2016 year.

Some of the other discussions that took place during the Summit were to finalise KPIs for each individual department, the company's job description competency map as well as the cash conversion cycle. All these are critical to the smooth running of the company in the days to come

and thus it was necessary to have everyone's input on these matters. This is because the company believes that to succeed in achieving goals, the voice of the staff counts.

Those involved with the Titijaya Summit summed up the three days as one of the best get-togethers as so much was discussed and achieved, and being away from the office gave them the chance to concentrate on what needed to be done and set up, without any distractions from the day-to-day happenings in the office.



NEW PROJECT FOR TITIJAYA

At the recent Extraordinary General Meeting convened on 27th May, 2015, the management of Titijaya Land Berhad proposed to acquire a piece of land to build a mixed development in Penang. The proposal to acquire some 23 acres leasehold land in Batu Maung, located about 1.5km from the Sultan Abdul Halim Mua'dzam Shah Bridge (the Second Penang Bridge)

received approval from the shareholders. This project has a gross development value of RM2.6 billion and would be Titijaya's first project beyond the Klang Valley.

This project is accepted to comprise of four residential towers, four office blocks and a retail street and would be completed in three phases. The first phase will be two residential towers and some

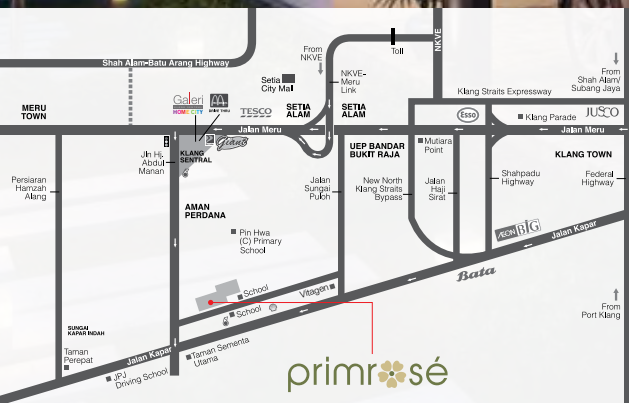
retail units and this is targeted to launch in the coming months.

The second phase will see the remainder of the residential towers and retail units being constructed while the third phase would be the office blocks. The Company is confident of the success of this project where they expect to attract both local and foreign buyers. The commercial area is also in good position to appeal to food and beverage operators as the location is pleasing, with it being built to face the sea.

The land acquisition is expected to expand Titijaya's developments for the future. As with all previous successes, this development is also earmarked to contribute positively to the company's finances.



For Now and Forever nurture · grow · blossom



primrosé

FREEHOLD

2 Storey Linked Semi-D
Selling Price: **RM820,000** onwards
Built-up Area: From **2,274 sq ft**

OPEN FOR REGISTRATION

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.

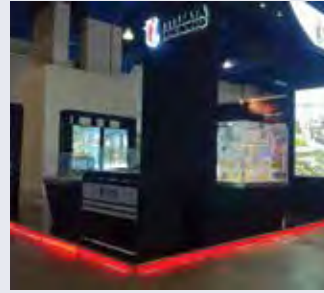
The two-storey linked semi-detached houses which have been designed to accentuate the space of the layout, is complemented by high-ceilings for natural light and ventilation. Featuring contemporary architecture, Primrosé Seri Residensi is simple yet elegant, exuding a minimalist feel.

INTRODUCING TITIJAYA TO KLANG VALLEY RESIDENTS



There will always be new property buyers, especially with millennials now actively seeking for value for money properties. It is a known fact that Titijaya aims to be in the forefront of the property industry and with this, the marketing team geared themselves up to introduce the company's properties to residents of Klang Valley.





In the past several months, Titijaya was successful in attracting new buyers as well as recorded interest from potential buyers at the various roadshows held throughout KL and Selangor. The locations include Publika, Mid Valley, Tropicana City Mall, NU Sentral, Sunway Pyramid, KL Convention Centre and Ikano Power Centre. Titijaya's presence was also felt at Klang Parade and Tesco in Setia Alam.

With the ever efficient

marketing team setting up booths to give emphasis on the various property models the team brought along with them, Titijaya properties were indeed popular. This was complemented by the banners and buntings as well as various other display materials that were available during the duration of the road shows.

Animation videos were also screened to further captivate visitors to the Titijaya booth. Sales team was of course ever ready to

meet visitors and answer any queries.

Some of the developments on show include H2O, Embun, 3elements and Zone Innovation Park. It is without

a doubt that the hard work of the staff paid off with the count of visitors to the Titijaya Land Berhad booths.



TEAMING WITH PASSION



A two days, one night motivational training session was recently organised for Head of Departments and selected staff at the Avani Sepang Gold Coast in Selangor. The objective of the training session aptly named “Teaming with Passion” was to motivate staff to take up challenges and bring themselves to the next level. This coincides with the HEBAT values that all Titijaya staff pledge to adhere to.

The training was conducted by Dr Lawrence Walter Ng and his team of Master Trainers. Dr Ng has 29 years of experience in motivating people from all walks-of-lives and

backgrounds. This training was designed to inspire people and organisations to perform even more extraordinarily.

The programme introduced the attendees to various aspects of team strengthening. Amongst the methods which were used were through games, visualisations, presentations and brainstorming sessions. This of course, was complementary to the talks that were given by the trainers throughout the two days.

Attendees were coached on how to focus on overcoming challenges, studying team strength's and working on enhancing them





as well as to think creatively in order to solve challenges and plan for the future.

The highly interactive methodology used by the trainers was intent on ensuring that at the end of the day, team spirit and focus is strengthened to create highly motivated attendees. It was apparent that whatever was learnt by the Titijaya attendees allowed them to go back with knowledge and skills that they could share with those who did not attend the training.

Without a doubt, the training provided a powerful flow of positive energy and with specialised knowledge, Titijaya's mission and growth

roadmap would be fortified. This training definitely helped with some transformation, apparent in the days after the attendees returned to their offices.



IDEAS FOR SMALL APARTMENTS

You don't need a mansion or even a house to show off your class and design flair. Small apartments the world over have proven that it is possible to style a small unit as a chic, cozy and modern home for one (or two, and a baby).

When space is a premium, you can choose to use some decoration and design techniques that can make your home seem much larger than it actually is. Here are some examples which you may look at and adapt to make your home, truly your home.

Choose A Light Colour

When choosing the paint for your house, avoid dark colours. To highlight space, choose whites, neutrals or light pastels which will give the illusion of expanded space. Carry this scheme throughout with the same treatments for fixtures and furnishings, and floor finishes. This is because lighter tones create feelings of spaciousness. Add a splash of colour to brighten up the house with artwork, shelf displays, quilts or pillows.

Go Minimalist!

Adopt a minimalist decor scheme. Do not feel compelled to fill up your apartment so it doesn't look "empty". Organise your space so that everything has a place, you don't have to display all of your stuff. Using the concept of bare minimum, accentuate what you think works. You can also pair up the light colour of your house with several objects in metallic silver or black for a modern look.

Use Your Wall Space

Make use of your wall space by using shelves instead of cupboards to avoid a boxed up feeling. Use it for both organisation and decoration purposes. Use these shelves to house items which you often use, but ensure that it is placed in a spot which is pleasing to the eye. For example, you can hang a pot rack which can hold kitchenware but serves as a decorative display in the kitchen.

Multi-Purpose Furnishings

To avoid cluttering your floor space gets pieces that can have more than one purpose. For instance, a big basket near the front door can serve as both a decorative and storage piece where you can toss your stuff in till you clear them up later in the day. A wicker basket can also serve as a coffee table or hidden storage with a throw on it. Built-in windows or wall seating will give you extra seating spaces, and serve as a shelf to place items.

Flaunt those Floor-to-Ceiling Drapes or Blinds

To make your apartment bigger, maximise the amount of sunlight into it. A good idea would be to have large glass windows which you can cover if you wish too. Large windows allows natural light to filter in during the day which can then be reflected by the light coloured walls, making the place look extra luxurious in space. When using floor-to-ceiling drapes or blinds, you also create an illusion in those small spaces to make it look much larger. Don't forget! These drapes or blinds can also be decorative statements, if you choose well.

It isn't so difficult to decorate those smaller units if you work with some of the above ideas. With creativity and patience to find the right items for decoration, you will surely succeed to wow your visitors to your home. All you need to do after is to bask in those compliments and enjoy the space you have made for yourself.



The Perfect Work-Live-Shop Lifestyle in Boutique City



NOUVO

SOFO
RM279,000
onwards
From 504 sq ft

SOLD OUT

OPEN FOR SALE

TRENDY. A BOUTIQUE CITY PULSATING WITH LIFE. JUST DOWNSTAIRS

A convergence of urban architecture and breathtaking landscape, the integrated business centre at 3elements fuses shopping pleasures with ingenious practicality.

- > NOUVO Serviced Apartments
- > SOFO block Andira & Briza
- > 4-6 storey shopoffices with escalator
- > Alfresco-themed boulevards
- > 4 storey retail mall

ANOTHER FEATHER TO THE CAP!



H2O @ Ara Damansara was selected for the Highly Commended award at the South East Asia Property Awards held at JW Marriot Hotel on 26th August, 2015. The Highly Commended award was for “Best Mid-range Condo Development” category. H2O @ Ara Damansara is one of the ongoing projects by Titijaya Land Berhad which is unique in that it is built on a water theme.

The awards showcase quality developers, projects and services in the real estate industry. It particularly pays attention to high calibre work involving construction, architecture and interior design. The award selection

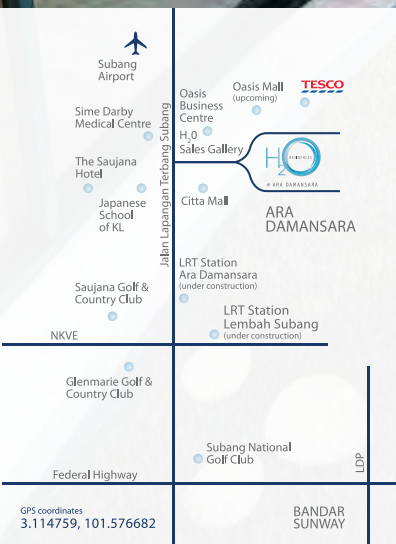
is professionally run and has a judging system which is audited by BBDO to ensure that everything is above board.

Titijaya is indeed honoured to be alongside, joining the ranks of the best in the Southeast Asian property industry. This is because the other recipients at the event were those who were seen as serious about generating high standard projects.

With this award, Titijaya will continue in its quest to produce quality properties for their buyers. We will work hand-in-hand with the relevant parties to strengthen our offerings in the real estate industry and look forward to more good times like this.



Cooler Signature Residences in a Prime Locale



SOHO & Serviced Apartment
FREEHOLD

Built up area: **449 - 1,502 sq ft**

NEW RELEASE

HAUS₂ OWN IN UNPRECEDENTED AQUATIC SURROUNDINGS.

Inspired by the simple beauty of water, H₂O Residences is ingenious by design. Stunning in architecture, its ultra stylish living spaces are set amid unprecedented aquatic environment and surrounded by unlimited urban amenities. Urban cool has just been redefined.

H₂O is unique in that it is fully inspired and derived from water, where the facade takes its form conceptually and literally from water. The form originates from the ground with 36% soft landscape and grows as an aquatic motif on the podium facade. It is liquidified and then actualised as an aquatic facility on the pool deck level and ultimately resolidified as ice-cubes at the building facade.

IFTAR AT RUANG SUBANG



On the 8th of July, midway through Ramadhan, an iftar event was organised for Muslim staff to break their fast with their non-Muslim colleagues. The iftar was held at the trendy, hipster Ruang Subang in SS18, Subang Jaya.

The event which started after work, was graced with the attendance of Tan Sri Lim. The event venue was decked in red, gold and black balloons. The effect was simply outstanding.

Tan Sri Lim welcomed everyone and reiterated how important Titijaya staff was to the company. He thanked everyone for their contribution and dedication,





and invited them to enjoy the night.

From photo booths, to funky music, the staff got a chance to mingle around with colleagues from other departments throughout the

company. The photo booth was immensely popular as there were many props on hand for the photo sessions. From "Titijaya Rocks" to "The Boss", laughter rang throughout Ruang as it was

pretty hilarious holding on to the props.

At maghrib time, the staff were treated to a buffet dinner of many varieties. Everyone was unanimous that the spread

was super yummy. With all the fun and enjoyment, happy tummies and a door gift for all, those who attended this iftar agreed it was a delightful evening out.



DURIAN ACTION!



Titijaya invited staff and close associates of the company to a recent durian feast. The event was aptly named "Durian Action!" and was held in the height of the durian season.

On offer were the various species of durians, from the humble durian kampong, to the D24 and the majestic Musang King. It was a treat indeed for all who joined in this celebration of the king of fruit.

The creamy golden texture of the durian, some bitter, some rich, and some so sweet was enjoyed and

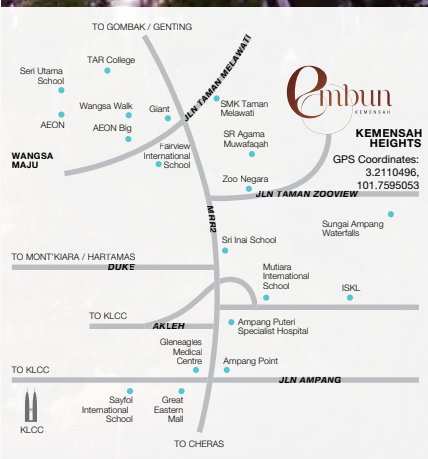
exclaimed by the durian lovers. There were of course, friendly banters on which was the best variation of the durian.

To compliment the durians, other seasonal fruits such as the mangosteen which is an absolute delight, was offered. For those who were not too keen on the "stinky" fruit, the other fruits were perfect for them to join in the festivities.

At the end of the day, it was clear that durians were not just for eating. They were perfect for socialising and for fantastic memories to store forever.



Exemplary Green Homes for an Inspired Lifestyle



Embun
KEMENSAH
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.

GOING GREEN



The main objective of the green day is to encourage a healthy lifestyle. Several desserts such as barley & sweet potato, green bean & barley, barley & bubur kacang hijau was cooked and served to the rest in the office.

The staff of Titijaya decided to organise a Green Day in the office recently where all staff were encouraged to wear Green on that day. This was done also to celebrate the

environment and Mother Nature.

The office was decorated with “green items” and things related to the soil. There were also lucky draws to be won for lucky green dressed staff so everyone really took an effort to go green.

More events similar to this will be organised in the future to promote camaraderie and to allow staff to have a break from the daily routines in the office.



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.

AIDILFITRI & BIRTHDAY CELEBRATIONS



A birthday cum Hari Raya lunch was held in August to celebrate the festive season as well as July and August babies in the office. A potluck was organised of hari raya food and there were also cakes brought to the office.

This event brought together staff from the various departments where they mingled and got to chat. This event was organised

because a balanced work life is so important in today's working environment. A lunch like this allows staff to get to know one another on a social level.

It is without a doubt that the staff enjoyed this break judging from the amount of chatter and laughter in the office. The lunch closed with a cake cutting ceremony by those celebrating their birthdays.



A SIMPLE GUIDE TO PROPERTY INVESTMENT

Thinking of investing in property? It is not longer just about buying a home to live in, but has also become a popular investment vehicle. Investing in property however, is different and much more complicated compared to investment of stocks and bonds. Once you have bought your first home, you may be thinking of purchasing another one for investment. Here is a simple guide on property investment.

Properties for Rent

Properties for rent are where you buy a property and rent it out to a tenant. As the landlord, you are responsible for the mortgage, taxes as well as maintenance of the property. You should work out your costs, and charge a rent which can cover your monthly payments for the property, after which when the mortgage is fully paid, the rental becomes profit. There are risks however to rental properties as investments, which include bad tenants

who default on payments, damages the property, or in the worst case scenario, you do not have a tenant at all.

REITs

REITs are real estate investment trusts which is created when companies pool investors' money to purchase and operate properties. REITs are publicly traded instruments and are sold on exchanges, like stock. Instead of being a sole owner of a property, REITs allow investors into non-residential investments such as malls, or office buildings. Your risk is then less as it is shared with others and also spread out.

Property Appreciation

If you are looking for a riskier (but often faster) way to make money, you may want to invest in property for price appreciation. Property can become more valuable when there is a change in the real estate. For example, there is less and less land around your property in an area which is

highly sought after, a major shopping centre is being built close by or when you renovate your property which makes it very attractive to potential buyers or renters. You would need some sort of experience in the property market to be able investment for appreciation as you need to have sound knowledge of the areas you are looking at.

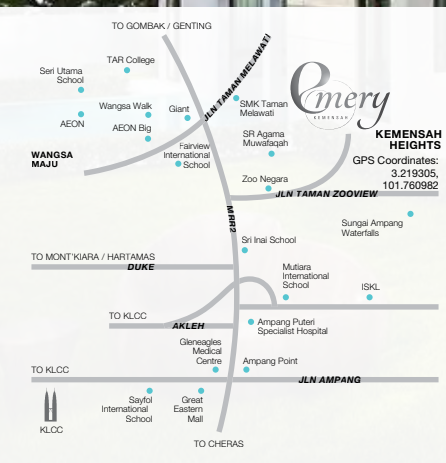
Property Trading

This is an extremely risky type of investment and is totally different from those who are looking at price appreciation. These investments are bought with the intention of holding them only for a short period, often several months, and are then resold, hopefully for a profit. Many who choose this method of investment will scout for undervalued properties or those which are in an extremely popular area. The big risk is that they are unable to sell it off within their "comfortable" period and is

stuck with mortgage payments which may lead to them having to let the property go at any price, thus resulting in losses.

From the few types of property investment featured here, you must know that there are many other variations of such property investments. Property investment does have good potential, but you must be aware that not every property is going to be assured of a gain. You should be careful with your choices, the cost and benefits of such an investment, and should always get advice from those who have more experience from you in the property industry.

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.

Developer Licence No: 12369-2/06-2016/0604(L). Advertising & Sales Permit No.: 12369-2/06-2016/0604(P). Validity Period: 25/06/2014-24/06/2016. Approving Authority: Majlis Perbandaran Ampang Jaya. Approve Building Plan No.: KB 740-1/2-19/13. Tenure of Land: Freehold. Expected Completion Date: Dec 2017. Land Encumbrances: Malayan Banking Berhad. No. of Units: 52 unit. Selling Price: RM2,200,000 (min) - RM3,980,000 (max). Discount Bumiputra: 7%.

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