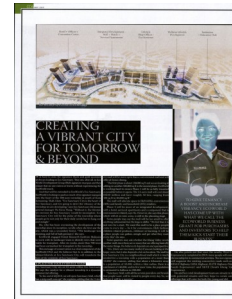


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CREATING A VIBRANT CITY FOR TOMORROW & BEYOND

IT is hard to miss the signature black and gold-accented archways leading to Eco Sanctuary. They are, after all, in Eco World Development Group Bhd's signature marques and they ensure that no one enters or leaves without experiencing the EcoWorld touch.

And that will be extended to EcoWorld's Eco Sanctuary. EcoWorld is looking to pack as much of its signature marques into the heart of the 308-acre township in south of Kota Kemuning, Shah Alam. "Eco Sanctuary City is the heart of Eco Sanctuary, and it is going to drive the vibrancy of the township we are developing," says Eco Sanctuary divisional general manager Ho Kwee Hong. "Without it, the lifestyle we envision for Eco Sanctuary would be incomplete. Eco Sanctuary City will be the pulse of the township where people go to not only for their daily needs but to hang out and mingle."

Ho, who has been overseeing the development of the township since its inception, recalls when she first saw the site, which was a secondary forest. "The landscape was stunning and full of lush greenery," she says.

EcoWorld engaged **Forest Research Institute Malaysia** to work with its landscape team to identify trees that were viable for transplant. After six weeks, more than 700 trees had been earmarked for transplant in the township.

This message of conservation is a vital component of the EcoWorld DNA and Ho believes that it, in addition to the vibrant lifestyle at Eco Sanctuary City, will transform the lives of the residents of Eco Sanctuary.

A PLACE FOR YOUR EVERYDAY NEEDS

Eco Sanctuary City sits on 62 acres within Eco Sanctuary. Ho says the catalyst for a vibrant township is a dynamic commercial offering.

"At the end of 4Q2018, we will open Sanctuary Mall, which has a strip mall concept," she explains, adding that the 3-storey mall will be more open than a conventional mall and will offer al fresco dining.

"The first phase is about 130,000 sq ft and we are looking at adding on another 500,000 sq ft in the second phase. EcoWorld is working hard to ensure Phase 1 will be as fully tenanted as possible before it opens. The 3.5-acre mall will cost about RM30 million and have roughly 50 lots, ranging from 100 sq ft to 20,000 sq ft."

The mall will allocate space to F&B (45%), conveniences (30%) and family and household (25%) retailers.

Phase 2 will be more of an integrated development, with a hotel, serviced apartments and a component that is entertainment related, says Ho. However, she says this phase, which will sit on nine acres, is still in the planning stage.

Some people may say the mall will be too small to offer anything substantial, but Ho begs to differ. "We feel that it is just nice for a start. We want this mall to be a place people come to every day — be it for conveniences, F&B, fashion, children-related products, childcare or learning. It will be a place people can gather, mingle and get what they want every day," she says.

Some quarters may ask whether the Klang Valley needs another mall, since there are so many that are offering basically the same things. Ho believes it depends on one's perspective.

"Yes, [there are too many malls] if you are looking at the larger ones, but it also depends a lot on location. The mall in Eco Sanctuary City is a neighbourhood mall which is much needed for a township with a population of a more than 10,000," she reasons, adding that about a kilometre away is a population of 50,000, within a 5km radius, there is a catchment of 140,000, and in five years' time, the population is estimated to balloon to 200,000.

"Sanctuary Mall, with all the service providers and brands that people want, will be visited by people every day. So, we believe it will be a success."

Ho also points out that once the nearby West-Coast Expressway is completed in 2019, more people will come to the township for its commercial activities. The new expressway will augment the existing connective roads such as the KESAS Highway, LKSA Highway, ELITE Highway (North-South Expressway) and SKVE (South Klang Valley Expressway).

Ho and her retail development team are already in talks with potential tenants and they hope to curate unique offerings that will cater for both the young and old.

ENCOURAGING NEW BUSINESSES

However, Ho realises that the mall's offerings may not cater for the various discerning tastes of the residents of Eco Sanctuary. As such, they will also be launching Somerset 2 to complement the mall's activities. The 66 shopoffices come in 2 and 3-storey versions, with the latter, mostly corner units, being installed with lifts.

"This product comes with a 6m-high ceiling. The owners can install a mezzanine level if they wish. Conventionally, we

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usually do 3 or 4-storey shops," says Ho. "We didn't provide the mezzanine level because if you have more area, you will need to maintain it. We purposely provide a high ceiling ground floor so that people can renovate later when their business gets better and they need more space. Structurally, the product is already designed for a mezzanine level; they only need to add on a beam and cast the slab on."

Somerset 2, which will be sited on 7.4 acres, has a gross development value of RM200 million.

To accelerate the setting up of businesses in Eco Sanctuary City, Ho's team has come up with special grants to support budding entrepreneurs.

"To give tenancy a boost and increase vibrancy, EcoWorld has come up with what we call the EcoWorld Business Grant for purchasers and investors to help them kick start their business. There are the Pioneer Grant, Franchising Grant and Investment Grant," she says.

The grant, which will be between 2% and 3% of the purchase price, will encourage businesses to start within 6 to 12 months.

EcoWorld will also provide a landlord and tenant

matchmaking service. Ho says this is to help the owners find tenants before the units are completed and handed over. This will enable businesses to be started quickly.

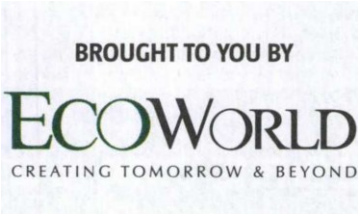
CARING FOR OTHERS

Another exciting element in Sanctuary Mall is the Care Hub which aims to provide Eco Sanctuary residents, and those from nearby areas, with services ranging from wellness to rehabilitation and physiotherapy. A consultant will assess the person or family's needs and send the relevant caregiver to assist them at home. The fee will depend on the level of care needed.

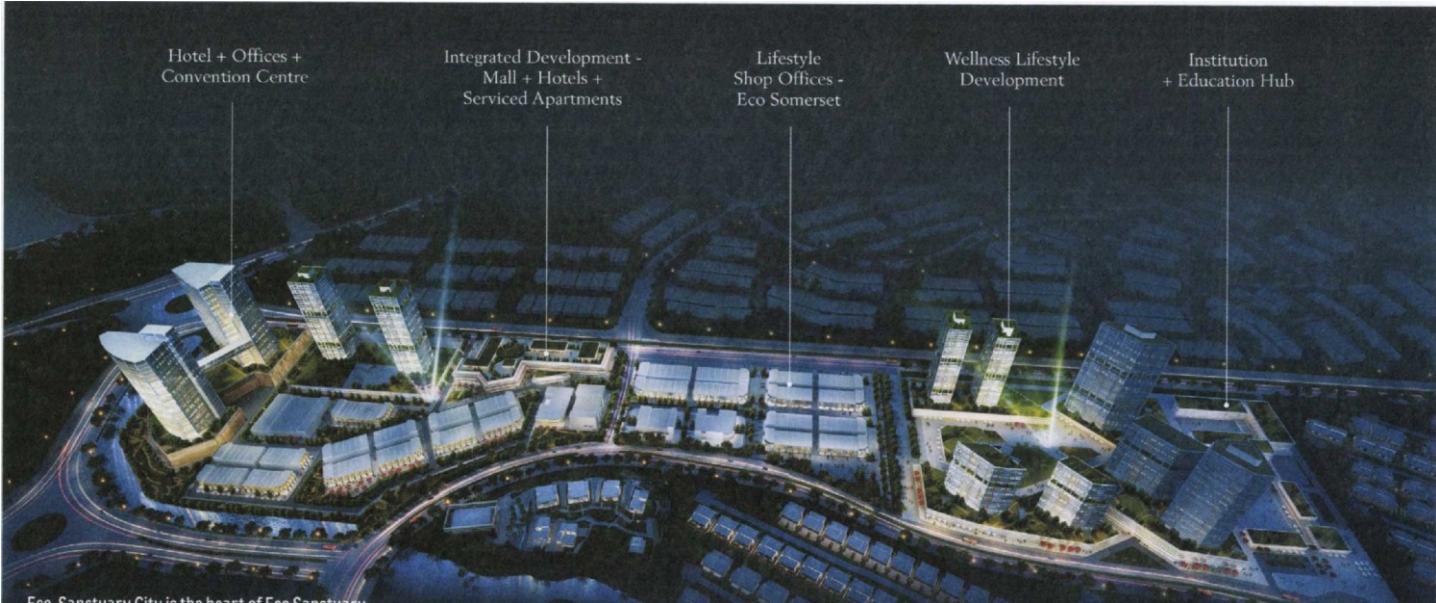
"We want our residents and families to grow and enjoy life in our township. So we are trying to minimise the hassle families may face especially when there is an elderly person or child who requires medical care or has a wellness related issue. The Care Hub is equipped to assist appropriately," Ho says.

What is Eco Sanctuary's message to potential buyers and investors? "I want the next generation to be proud of where they live," says Ho. "And I hope that they will recommend or introduce this place [to people] all over the world."

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Ho, with the retail development team for Eco Sanctuary City