

NEWS RELEASE

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Seri Tanjung Pinang wins award for Property Development Excellence

*E&O's flagship seafront masterplanned Penang project garners
accolades for stellar innovation*

Kuala Lumpur, 1 November 2016 – Seri Tanjung Pinang, the 240-acre seafront masterplanned development by Eastern & Oriental Berhad (E&O), underscored its position as Penang island's most desired addresses at the recent The Edge Property Excellence Awards 2016.

Seri Tanjung Pinang won the award in the Property Development Excellence category which recognises completed large-scale projects that have made an impact through their design and concept. The award also acknowledged Seri Tanjung Pinang as a catalyst for growth that continued to contribute to the vibrancy of its vicinity.

E&O executive deputy chairman Dato' Seri Terry Tham Ka Hon said, "We are heartened by this win which coincides with Seri Tanjung Pinang's eleventh year since our debut launch in 2005.

"Our vision was to create a world-class development that celebrates the best facets of island living. This award for the project, which is born through E&O's collaboration with award-winning local and international partners, validates the realisation of that vision."

E&O had engaged the US-based architectural firm WATG---responsible for award-winning international destinations such as Four Seasons, Grand Hyatt, and Ritz Carlton resorts---to conceptualise the integrated masterplan for Seri Tanjung Pinang. The developer then partnered with Malaysia's own Aga Khan Award for Architecture winner, GDP Architects, to transform the concept to reality.

As a matter of background, in 2003, E&O through its subsidiary Tanjung Pinang Development Sdn Bhd, assumed the rights, obligations and liabilities of the former concessionaire for the then idle and partially-reclaimed Seri Tanjung Pinang project. In reviving the abandoned site,

E&O reconfigured the development mix in favour of residential homes instead of the original focus on high density commercial properties. Despite the substantial initial acquisition and investment cost during still testing economic conditions, E&O completed the reclamation of Seri Tanjung Pinang, and held its maiden launch of terraced homes in 2005, with handover to purchasers in 2006.

Seri Tanjung Pinang is today a thriving cosmopolitan community of choice where over 20 nationalities call home. Starting with a maiden launch of courtyard terraced homes in 2005, this exemplar residential development has evolved through the years to feature a cross section of homes that include seafront villas, semi-detached homes, high-end condominiums, executive apartments as well as low- and medium-cost apartments. The Quayside Seafront Resort Condominiums---E&O's signature condominium project at Seri Tanjung Pinang---boasts an expansive 4.5-acre residents' waterpark among its range of world-standard facilities, a distinction rarely found in other regional developments.

The Straits Quay festive retail marina on the eastward side of the masterplanned development has become one of Penang island's must-visit destinations. Aside from the selection of retail and F&B offerings, its seafront setting complete with boats docked at the marina make it a picturesque spot for locals and tourists to visit, an idyllic respite from the hustle and bustle of George Town.

While Seri Tanjung Pinang is home to its residents, it is also a boon to the community around Tanjung Tokong. The seafronting public promenade fringing the development has become a favourite recreational stretch for the neighbouring population who use it for their daily exercise, walking their pets or simply for a leisurely evening stroll by the sea.

There is also the 4-acre Straits Green public park at Seri Tanjung Pinang which provides ample open, green space for the folks of Tanjung Tokong. Children would head straight for the state-of-the-art waterplay area while the rest of the spacious park is ideal for picnics, exercise and relaxation. The community also benefits from E&O's free weekly dancercise sessions led by a trained instructor at Straits Green.

Within Straits Green is a community garden which serves as base for E&O's flagship Think Green community education programme. This is where schoolchildren from schools around Tanjung Tokong congregate to learn about eco-consciousness, healthy living and community spirit through the special programmes run by E&O in collaboration with the Consumers Association of Penang.

Attributing the success of Seri Tanjung Pinang to E&O's loyal supporters, Tham said "We may chart the course, but ultimately, the success of Seri Tanjung Pinang rests on the support and confidence of our valued E&O customers. For this, I must thank our purchasers, many of whom have followed us in each launch, for supporting and sharing the Seri Tanjung Pinang vision with us."

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The E&O Group (东家集团)

The E&O Group (**Eastern & Oriental Berhad**) is a listed company on Bursa Malaysia that has established a reputation as the premier lifestyle property developer of exclusive addresses for the discerning.

In Kuala Lumpur, E&O's landmark properties include **The Mews, St Mary Residences, Dua Residency, Idamansara** and **Seventy Damansara**, all located in the most prime and prestigious neighbourhoods of the capital city.

In Penang, **Seri Tanjung Pinang** is the island's first masterplanned seafront development that is now a highly sought-after and thriving community to locals as well as expatriates from over 20 nationalities.

In Johor's southern development corridor of Iskandar Malaysia, E&O has embarked on **Avira**, a 207-acre wellness-themed development within Medini that has easy accessibility to the Second Link connection to Singapore.

In its expansion overseas, E&O's international foray into real estate investment and development is focused within prime locations in London, including **Princes House** along Kingsway, **ESCA House** in Bayswater, and a commercial property in **Hammersmith**.

E&O's leading position as a lifestyle developer is anchored by its niche in luxury hospitality derived from its namesake, the iconic **Eastern & Oriental Hotel**, a cherished heritage landmark in George Town established in 1885. Along the popular beachfront, **Lone Pine Hotel** stands as the only boutique resort on Batu Ferringhi and the Group has further leveraged on its experience and expertise in hospitality management with the opening of **E&O Residences** serviced apartments in Kuala Lumpur.

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