

NEWS RELEASE

For Immediate Release

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Strong take-up for Ariza Seafront Terraces at private preview

Kuala Lumpur, 18 April 2017 – The Ariza Seafront Terraces by premier lifestyle property developer Eastern & Oriental Berhad (E&O) is once again recognised for its excellent design and location with the second phase of these residences garnering a strong 87% take-up rate during its private preview recently.

A seafront haven nestled within the award-winning masterplanned development of Seri Tanjung Pinang, the Ariza Seafront Terraces is among the final set of landed properties within the thriving, world-class residential enclave. Phase one of Ariza Seafront Terraces, launched in 2009, was extremely well-received and are fully sold.

“Ariza features distinctive Straits-eclectic architecture and elegant interior courtyards, showcasing the seamless blending of modern living standards with Penang’s old-world charm,” said Wayne Wong, E&O’s senior general manager for group marketing and sales.

“Leveraging on its prime seafront location, Ariza is set to offer homeowners a much-coveted seafronting lifestyle at Penang island’s address of choice,” he added.

These elegant 2½ storey, freehold terraced homes are slated to be completed in March 2019, with an estimated gross development value (GDV) of RM90 million.

Built-ups of the Ariza terrace homes range from 3,488 square feet (sq ft) for the intermediate units to 3,781 sq ft for the corner units.

Wong said the well-appointed Ariza homes present a spacious and serene abode for families, with internal courtyards that open to the sky, high ceilings, wide windows and breezy living spaces. Each Ariza unit comes with four generously sized bedrooms, with two bedrooms paired with elegant ensuite bathrooms and another two connecting bathrooms, wall-mounted split air conditioning units, comprehensive set of kitchen appliances and ample living spaces.

He pointed out that the heightened interest garnered at the recent Ariza Seafront Terrace private preview is a testament that discerning homeowners' demand for high quality homes remains strong despite the current soft market conditions.

"With our proven track record in delivering exceptional homes, backed by Seri Tanjung Pinang's outstanding location, Ariza is well positioned to offer our customers an opportunity to own a home at one of the island's most sought-after addresses," added Wong.

Wong also said that E&O's established brand and reputation as a premier lifestyle property developer contributed to the Group's recent success in securing a milestone joint-venture partnership with Kumpulan Wang Persaraan (Diperbadankan) (KWAP) to jointly develop Phase 2A of Seri Tanjung Pinang Phase 2.

*Please download the full set of Ariza Seafront Terraces photos from the link below:
https://www.dropbox.com/sh/ropjcyntm4v5tg0/AAD3zPvCfKSJpfDkLQaxM_uba?dl=0*

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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, the award-winning **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 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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