



DVSB SHINES AT ASIA PACIFIC PROPERTY AWARDS

08 May 2014

The Asia Pacific Property Awards Gala dinner was held on 8th May 2014, at Shangri-la Hotel Kuala Lumpur, recognizing excellent achievers in all sectors of the property and real estate industry. The International Property Awards are signified by a celebration of progressiveness and the highest level of undisputable achievements of all sectors of the property and real estate industry worldwide. At the Asia Property 2014- 2015 Awards, Dynasty View Sdn. Bhd. (A wholly owned subsidiary of UMLand Bhd) triumph in two distinguished categories which are Property Single Unit (Best 5-Star) and Residential Development (Highly Commended) for the luxurious Ametrine Bungalow Development at Seri Austin Hills of Seri Austin's township.

The awards were given based on the quality of design, construction, presentation of individual properties, property development, interior, architecture and marketing. Recognition of achievements in each category or discipline is chosen by a panel of 50 well-respected judging panels represented by well established – professional bodies across the globe.

Progressing profoundly in green urbanization, Seri Austin had also been recognized as the 1st Role model for the Smart and Healthy City and Community Township.

Envisioning the township with two recreational parks, SERI AUSTIN is recognized as the 1st gazette Smoke – free parks in Iskandar Malaysia region. The Smart Healthy City aims to identify principles of an ecologically sensitive quality of life, and to achieve an urban ecosystem that would ultimately create smart, interconnected and inclusive communities.



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Editor's Note



How time flies. We are already on to the 17th issue of Seri Austin's bulletin. Seri Austin had successfully launched several new phases that offer buyers the best selection of spacious, modern and stylish homes. 2014 is celebrated with many happy occasions for residents at Seri Austin such as Earth Day 2014, Preview of D' Lagoon & Mother's Day Celebration, Awards Celebration, Preview of Jade 2 and Father's Day Celebration. As DVSB becomes a name synonymous with delivering quality products and services, Seri Austin expands the foothold to becoming the most sought-after township in Iskandar Malaysia.

A rewarding year that shines with achievements, at the Asia Property Pacific Awards 2014 – 2015, DVSB had been awarded for achievements in the Property Single Unit and Residential Development categories for their luxurious Ametrine Bungalow Development at Seri Austin Township. The secret to our success is to constantly exceed customers' expectations for value and service as well as building up and maintaining good relationships with residents to ensure long term satisfaction.

We extend an invitation to all our residents to our newly completed Seri Austin Sales Gallery. Dedicated to meet the needs of residents and visitors alike, we have upgraded our premises and services to serve you even better. Do drop by and meet our friendly staff who will always be at your service. We would also like to take this opportunity to wish all our Muslim readers Selamat Berpuasa during the blessed month of Ramadhan and Selamat Hari Raya Aidilfitri. May the year ahead usher in continued progress and success.

Shazreena



LARGEST EXPO IN JOHOR

23-25 May 2014



This year's Malaysia Property Expo (Mapex) in Johor was held in a large momentum with properties valued at RM18.7bil available for purchase. The property expo returned to Persada Johor this year with a two-fold increase of available property units at 22,600 compared to some 12,000 on sale in the same event in November, last year. Organizing Chairman, Mr. Wong Kuen Kong said that the event had the most number of participants with 35 developers setting up 107 booths during the three-day exhibition which started on May 23. He said that the increase in the number of exhibitors this year showed that developers were still confident in the Johor property market and that the property market is bullish.

"We expect the second half of the year to be even better economically and contribute towards an even faster growing property market in Johor," he said in his

speech during the opening ceremony. Mr KK Wong, who is also Johor Real Estate and Housing Developers Association (Rehda) branch deputy chairman, added that despite recent cooling measures introduced by the state government, there was still a huge demand for property in the state. The event was launched by state Housing and Local Government Exco Chairman Datuk Abdul Latif Bandi, who emphasized that the state government would give its full cooperation to Rehda to ensure that the locals have an opportunity to own affordable homes. Datuk Abdul Latif, who read out Johor Menteri Besar Mohamed Khaled Nordin's speech, revealed that the government had step up measures to control the hike in property prices. The one-stop property exhibition also included seminars on pre-Goods and Services Tax investment strategies, the Malaysian property market outlook and Feng Shui advice on homes.

Preview of **D' LAGOON @ SERI AUSTIN** & Awards Celebration 18 May 2014



On Sunday, 18th May 2014, Dynasty View Sdn Bhd (DVSB) triumphantly organized a Preview of D' Lagoon @ SERI AUSTIN in conjunction with the Mother's Day Celebration at the Permata Ballroom at The Puteri Pan Pacific Hotel, Johor Bahru. The much anticipated event was presided by Chief Executive Officer of Dynasty View Sdn Bhd (DVSB), Mr. KK Wong whom set the event in motion with a welcoming speech followed by a great line up of activities. Amongst the attractions of D' Lagoon are luxury condominium facilities such as an azure swimming pool, calming Gazebo, games room, rejuvenate garden and multipurpose hall. D' Lagoon also offers low density development with niche 6 units per floor accompanied with 5 tiers security including 24 hour patrol, smart card access, CCTV allocated strategically.

The event also celebrated DVSB winning of 2 awards at the Asia Pacific Property 2014 - 2015 Awards, Property Single Unit and Residential Development categories for Ametrine Bungalow Development at Seri Austin Hills of Seri Austin Township.

Amidst the highlights of the event were the enthralling Magician & Illusion Show, property talk on the latest update of the property market insight, interior design tips, Fengshui perspective and legal aspects of property purchase. The event received overwhelming response with more than 200 attendees comprised of loyal business associates, consultants, contractors, bankers, solicitors, and suppliers, with light refreshments served throughout during the event.





5th UMLAND IRDA GOLF CHALLENGE 2014

17 May 2014

On 17th May 2014, UM Land held the annual UM Land – IRDA Golf Challenge 2014 at IOI Palm Villa Golf Resort, Johor Bahru. The tournament serves as a platform for relationship bonding with IRDA as a gesture of appreciation for the constant support given to UM Land. Among the honorable special guests were Yang Berhormat Tan Sri Shahrir Abdul Samad, Member of Parliament Johor Bahru, Yang Amat Berbahagia Tun Musa Hitam, Chairman UM Land and IRDA Advisory Council Member and Yang Berbahagia Professor Datuk Ismail Ibrahim, Chief Executive IRDA.

UMLand is proud to be the winner of this year Golf Challenge. The tournament winners took home prized trophies and special prizes, while other participants took home attractive lucky draw prizes such as Samsung 65" curved UHD TV, Samsung 60" LED Smart TV 3D, Samsung 55" LED Smart TV 3D, Samsung Galaxy Note Pro, 1 Set World First Push Pull Door Lock and Samsung Galaxy S5 and other great prizes.

As part of UM Land's CSR initiative, Mr Charlie Chia, Group Chief Executive Officer of UM Land emphasized that UM Land is a developer who will always be attentive to the community needs, as he presented a mock cheque of RM 10, 000 to the Kiwanis Club Johor Bahru as part of UM Land's contribution. The event ended commendably with a memorable Chinese Set Dinner by Le Grandeur Palm Resort Johor Bahru.



1st Quarter **TOP SALES** Achievement 28 April 2014

Ms. Chan Wan Ting @ Ms. Christina, who has been with the sales team at Dynasty View Sdn. Bhd for one and a half year, is a star performer achieving sales with value of RM 15.5 million. Ms. Christina said this was due to the dedicated leadership of CEO Mr. KK Wong, who had led in a systematic and energetic way, also manager, Mr. Steven Ng and senior executive, Mr. Joe Boey for their constant guidance and support alongside colleagues who are cooperative and work as a team. She also mentioned that, "The working environment provides her not only countless learning opportunities but also more to explore in life. With hard work and teamwork, we wish Christina the best and hope she continues to achieve good sales for DVSB!"



International Conference Johor Bahru Towards World City 2020

25 June 2014



As the fastest and urbanizing city, Johor Bahru was propelled towards the platform of advancing growth. In addressing diverse views and perspectives on urban planning, social development as well as other potential engines which underlined future cities, the International Conference Johor Bahru Towards World City 2020 was held recently on 25th June 2014, at Persada Johor as the next step towards sustainable urbanization. An estimated 700 to 1000 attendees participated in the seminar, exhibition and design competition. Touching on the contexts of Johor Bahru as a World City 2020 are the keynotes delivered by prominent speakers comprising of Tun Musa Hitam, Former Deputy Prime Minister of Malaysia, Lord Mayor Daisaku Kadokawa, Lord Mayor of Kyoto, Japan, Datuk Ismail Bin Ibrahim, Chief Executive Iskandar Development Authority (IRDA), Mr. Shigio Naruse, Director of Future City Initiative, Cabinet Office, Government of Japan and many more.

The Deputy Minister of Urban Wellbeing, Housing and Local Government, Datuk Halimah Mohd Sadique and Mayor of Johor Bahru, Tuan Haji Abdul Rahman Bin Mohamed Dewam initiated and launched the ceremony.

Royal Banquet Dinner was held on 25th June 2014, graced by the presence of DYMM

Sultan Ibrahim Ibni Almarhum Sultan Iskandar . During the dinner, Dynasty View Sdn Bhd was presented "**Conductive Living Township Award**" by the Sultan of Johor. UMLand was proud to be the GOLD Sponsor of the event with a total contribution of RM250,000.



• Datuk Halimah visiting UMLand booth.

DVSB-MEDIA BOWLING CHALLENGE 2014 19 June 2014



On the 19th June 2014, DVSB organized a friendly bowling game at the Daiman Bowl, Johor Jaya, Johor Bahru. The event was held for the fourth time as part of Seri Austin's sport activities with the media, also to build stronger rapport and the show of goodwill alongside appreciation to the media that has been supporting us over the years. This tournament serves as a platform for us to build a closer relationship with the media team. With the commanding 23 teams of media whom had participated in this annual event, are the following media, Nanyang, Harian Metro, Sinar Harian, Genesis Info Sdn. Bhd, iProperty.com (M) Sdn. Bhd., NSTP, Berita Harian, Awani, Hijrah, and RTM. MBBJ Councillors had also formed a team participating. The "Nanyang Team" had been awarded as the champion for DVSB – Media Bowling Challenge 2014. While for the DVSB Category, the winning title goes to "We Thought We Won," with their team members (Mr. Haszafi, Mr. Hafizul and Mr.Mustaffa). All winners took home trophies and a hamper as their winning prizes. The tournament ended on a celebratory tone with refreshments provided.

PREVIEW OF JADE 2 DOUBLE STOREY TERRACE BY THE PARK & FATHER'S DAY CELEBRATION 15 June 2014

Dynasty View Sdn Bhd (DVSB) organized a Preview of Jade 2 Luxury Double Storey Terrace House whilst celebrating Father's Day on 15th June 2014. The event was held at Seri Austin Sales Gallery from 10.00 am to 5.00 pm. The "Jade 2" Luxury Double Storey Terrace Houses with an area of development of about 8.77 acres comprises 115 units Double Storey Terrace Houses. There are two types of designs and façades for this development, 39 units of Type A (22' x 75') featuring 4 bedrooms and 4 bathrooms with a spacious built up of 2,227 sq. ft and 76 units of Type B (24' x 75') featuring 4 bedrooms, 4 bathrooms and 1 utility rooms.

The 115 units of double storey terrace houses are located in a serene gated and guarded community. In addition to the great line up of home finishing, buyers will enjoy High Speed Broad Band (HSBB) where they are entitled to TM Residential Package VIP 5 free for 2 years. (With Terms and Conditions Apply) Amongst the highlights for the day are the Father and Child Look Alike Contest, Cultural Dance Performance, games and fun activities with buffet lunch catered.



SITE PROGRESS

SERI AUSTIN HILLS



Amethyst 1
Double Storey Terrace
(22' x 75') 2,013 sq.ft. | **Work In Progress (%)**
99%



Amethyst 2
Double Storey Terrace
(22' x 75') 2,062 sq.ft. | **Work In Progress (%)**
92%



Iolite 1
Double Storey Terrace
(20' x 70') 1,949 sq.ft. | **Work In Progress (%)**
98%



Iolite 2
Double Storey Terrace
(20' x 70') 2,027 sq.ft. | **Work In Progress (%)**
94%



Olivine 1
Double Storey Cluster 1
(35' x 75') 2,669 sq.ft. | **Work In Progress (%)**
57%



Olivine 2
Double Storey Cluster 2
(32' x 75') 2,764 sq.ft. | **Work In Progress (%)**
57%



Olivine 2
Double Storey Semi Detached
(35' x 90') 3,067 sq.ft. | **Work In Progress (%)**
62%



Pearl 1
Double Storey Terrace
(26' x 80') 2,588 sq.ft. | **Work In Progress (%)**
37%



Pearl 2
Double Storey Terrace
(24' x 80') 2,473 sq.ft. | **Work In Progress (%)**
24%



Zircon
Zircon Shop Office
Shop Lot
(24' x 80') 5,699 sq.ft. | **Work In Progress (%)**
49%



Jade 1
Double Storey Terrace
(22' x 75') 2,209 sq.ft. | **Work In Progress (%)**
37%



Jade 1 (Type B)
Double Storey Terrace
(24' x 75') 2,552 sq.ft. | **Work In Progress (%)**
37%



Jade 2
Double Storey Terrace
(22' x 75') 2,227 sq.ft. | **Work In Progress (%)**
41%



Jade 2 (Type B)
Double Storey Terrace
(24' x 75') 2,507 sq.ft. | **Work In Progress (%)**
41%

SERI AUSTIN RESIDENCE LUXURY APARTMENT



Tower 1
Residence Apartment | **Work In Progress (%)**
99%



Tower 2
Residence Apartment | **Work In Progress (%)**
77%



Tower 3
Residence Apartment | **Work In Progress (%)**
35%

UPCOMING EVENT (July– September 2014)

JULY

- 17 Jul** Majlis Berbuka Puasa bersama kakitangan dan sumbangan kepada Persatuan Bagi Kanak-Kanak Kerencamatan Akal Johor
- 19 Jul** Seri Austin 9th Anniversary Celebration & Official Launch of Jade 2 Double Storey Terrace House

AUGUST

- 15-17 Aug** Roadshow @ Tesco, Tebrau City

SEPTEMBER

- 6 Sep** Soft Launch of D'Lagoon & Mooncake Festival Celebration