



SERI AUSTIN *CELEBRATING* ITS 10TH ANNIVERSARY

25 July 2015

UMLand Seri Austin looks back on a decade of green and conducive development while celebrating their 10th anniversary at the Seri Austin Gallery. Over 300 business associates, Seri Austin residents, stakeholders and members of the public joined the celebration.

Member of Parliament of Johor Bahru, YB Khoo Soo Seang, who was the guest of honour, was seen among other guests and attendees enjoying an evening lined up with performances and cake cutting ceremony.

As a multiple-award winning developer, UMLand Seri Austin believes in giving back to the community and Mother Nature. The introduction of the Effective Microorganisms (EM) Technology, the first dedicated bicycle lane in the township and charity are among some of the Corporate Social Responsibility efforts. To date, Seri Austin has received 30 prestigious awards from non-governmental organisations, media and authorities. In the next decade, UMLand Seri Austin plans to continue their close-to-nature-oriented development.



JULY

- Engaging with the Johorean Community at UMLand Seri Austin

AUGUST

- Walking the Talk on Creating Quality and Healthy Lifestyle

SEPTEMBER

- Seri Austin Township Well Lit Up for the Time of Reunion

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Editor's Note

We are moving into the last quarter of the year. It's not about waiting till the end of the year and then we say we are looking forward to a new beginning in the new year of 2016. We have a few months left before 2015 ends and we should continue to achieve something we have set out to achieve in 2015 and let's all achieve it together and CELEBRATE A GREAT 2016 when the time comes!

The year hasn't ended yet and neither is our work. So, let's continue to run a good race till we reach the finish line of the year.

I would like to share an important message from YBhg Dato' Ng Eng Tee, our Executive Deputy Chairman for us to ponder.

During the press conference to announce NOKIA being acquired by Microsoft, Nokia CEO ended his speech saying this "we didn't do anything wrong, but somehow, we lost". Upon saying that, all his management team, himself included, teared sadly. Nokia has been a respectable company. They didn't do anything wrong in their business, however, the world changed too fast. Their opponents were too powerful. They missed out on learning, they missed out on changing, and thus they lost the opportunity at hand to make it big. Not only did they miss the opportunity to earn big money, they lost their chance of survival. The message of this story is, "if you don't change, you shall be removed from the competition. It's not wrong if you don't want to learn new things. However, if your thoughts and mindset cannot catch up with time, you will be eliminated." Conclusion: 1. The advantage you have yesterday, will be replaced by the trends of tomorrow. You don't have to do anything wrong, as long as your competitors catch the wave and do it RIGHT, you can lose out and fail. 2. To change and improve yourself is giving yourself a second chance. To be forced by others to change, is like being discarded. Those who refuse education to learn, will definitely learn the lesson the hard way. - Eng Tee Ng

Let's work together to improve and adapt to today's changes. Only by doing this we will achieve success.

Rose

Seri Austin Township Well Lit Up for the Time of Reunion



26 September 2015

This September, the Seri Austin Township is lit up with thousands of lantern decorations around the green township as the community, both the developer and residents, embrace the Mid-Autumn festive season. The haze that had hit the state did not dampen the spirits of get-together for the Mid-Autumn Festival held in the Seri Austin Gallery as over 300 business associates and guests turned up for the celebration.

The traditional and cultural value of reunion the Mid-Autumn festive season has come to symbolise is in line with the developer's principle in providing ample opportunities for living the quality community experience and networking.

The performance of Chang Er, the goddess of moon from the Chinese legend, was among the highlights of the event. Other performances include LED Chinese yoyo, the amazing face changing performance, singing competition and magic show. Some lucky guests walked away with prizes from the lucky draw sessions. Throughout the night, the crowd joined in the fun of the lantern party as they lighted lanterns and bathed in the silver moonlight while sharing the joy and laughter of reunion time with friends and families.

Fun at UMLand Seri Austin: *Durian Fiesta!*



23 July 2015

UMLand Seri Austin staffs recently enjoyed a highly-anticipated durian-licious tea time buffet at the sales gallery.

A whole host of selection and quality of durian was on offer for sampling, including Musang King, Kampung and D24. The durian buffet was complemented by other seasonal fruits such as, among others, rambutans and dukongs.

By the end of the event, there were already talks on a future durian festival of a much bigger scale, based on the overwhelming response!



Introducing the Latest Addition to Seri Austin Township: Seri Austin North

UMLand Seri Austin is proud to introduce Seri Austin North, a new addition to the Seri Austin Township, which was driven by the market's growing demands for well-planned township developments. UMLand Seri Austin is looking to strengthen its presence in northern Seri Austin, featuring new elegant house designs which will give your home a unique look of its own.

At Seri Austin North, existing and future residents will continue to enjoy the comfort and amenities provided, including an outdoor fitness zone, a multi-purpose activity court, herbs garden, children's playground and parks. ✕



Walking the Talk on *Creating* Quality and Healthy Lifestyle



1 August 2015

UMLand Seri Austin continues to walk the talk on creating quality and healthy lifestyle by initiating a smoke-free work place. A ceremony was held and officiated by YB Datuk Haji Ayub Bin Rahmat, Chairman of the Committee on Health and Environment.

Addressing the ceremony, YB Ayub said, "This is a good move by UMLand Seri Austin whereby it is not only to promote a smoke-free environment, but also to help hardcore smokers among employees to quit".

According to UMLand Seri Austin Chief Executive Officer, Mr. KK Wong, "Our main focus throughout this first year will be on education and outreach helping our staffs to understand that smoking is limited only to the assigned areas within our office". The policy will help control cigarette butt litter and ensure zero second-hand smoke at the gallery.

An aerobic session was presented by Jabatan Kesihatan Negeri Johor (JKNJ) in the morning, along with exhibitions on Johor Bebas Asap Rokok (JBAR) and dengue awareness, to promote a healthier lifestyle.

A blood donation campaign was also held in collaboration with Hospital Sultanah Aminah as part of the company's commendable Corporate Social Responsibility (CSR). More than 50 donors, including staffs, business associates and Seri Austin residents showed their support for the campaign.





Seri Austin Township Awarded 3 South East Asia Property Awards

26 August 2015

UMLand Seri Austin recently outperformed themselves again at the South East Asia Property Awards (Malaysia) 2015 held at the JW Marriott Hotel Kuala Lumpur. More than 300 influential industry leaders, VIPS and top real estate professionals were present.

At the event, UMLand Seri Austin took home three Highly Recommended Awards: Best Developer, Special Recognition in CSR and Best Green Development.

Engaging the Community at Seri Austin

2 July 2015

UMLand Seri Austin strives to engage the wider community through their Corporate Social Responsibility (CSR) Programme. In this holy month of Ramadan, UMLand Seri Austin staffs and business associates were delighted to be joined by some 20 children from the Asrama Kebajikan Ar-Rayyan in a break-fasting session held in The Puteri Pacific Johor Bahru.



CEO KK Wong, presented donation of RM5,000 to the founder of Rumah Kebajikan Ar Rayyan, Ustaz Halimi Haji Kolan, in the presence of the Johor Bahru City Mayor, YB Dato Haji Abdul Rahman Mohamed Dewam.



Another highlight was the launch and certificate presentation of the Johor Talent Development Programme (JTDP), collaboration between UMLand Seri Austin and Elnet Talent Solutions PLT, the coordinator of Johor Talent Development Program. Dynasty View Sdn Bhd (DVSB) is the first private company in Johor to support the state government's efforts in tackling unemployment among graduates.

JTDP is aimed at improving graduates' employability by developing organisational and soft skills among graduates in Johor. The first batch of participants is 20 fresh graduates and undergraduates from, among others, University Technology Malaysia, J-Biotech and Crescendo College Johor Bahru. The programme will be conducted over 40 hours – 8 hours per day for five days, and include components such as performance mind set, enhancing self-esteem, customer service skills, workplace communication, entrepreneurship and business plan proposal, problem solving, resume writing and presentation skills. At the end of the programme, participants will be required to present a business plan to complete the programme.

Events & Activities

1 Sesi Maklumbalas Awam; Kajian Pelan Induk Koridor Pembangunan Selat Johor (KPSJ) 2015 **5 August 2015**



2 Iskandar Investment Berhad Open House **3 August 2015**



4 Johor Chief Minister Open House **17 July 2015**



3 Tan Sri Shahrir's Open House **25 July 2015**



5 State Secretary Open House **17 July 2015**



Opening in December 2015



STARBUCKS

Drive-Thru Store in Seri Austin

Again the 1st at Seri Austin:

- 1st and Biggest Stand-alone Drive-Thru Concept Store in Johor
- 1st Resort Modern Concept Store in Malaysia



Starbucks Malaysia introduces the first and biggest stand-alone drive-thru concept store in Johor in the tranquil neighbourhood of Taman Seri Austin with convenience in mind.

Seri Austin residences will now be able to enjoy Starbucks coffee as this store will provide better access to coffee lovers who live in the neighbourhood instead of having to travel out for their favourite beverage. This store also gives customers the option to enjoy their favourite coffee on the go, or at the store should they prefer to stretch their legs and relax.

Starbucks Drive-Thru Seri Austin highlights on the design concept of Resort Modern, which is the first in Malaysia that features oak woodwork and weaved pendant lamps that are distinctive and refines the concept of this store. The new store has an overall square feet (sq ft) of 4,376 sq ft and can seat approximately 136 people, indoor and outdoor seating combine.

Starbucks is a community gathering place where people come together to connect over coffee and enjoy the Third Place experience. We look forward to offering the highest-quality arabica coffee, handcrafted beverages, scrumptious food, legendary service and the unique Starbucks Experience to customers.

PROJECTS IN PROGRESS

SERI AUSTIN
HILLS

Pearl 1
Double Storey Terrace

26' x 28'
2,588 sq.ft.



COMPLETED

Pearl 2
Double Storey Terrace

24' x 28'
2,473 sq.ft.



COMPLETED

Zircon
3 Storey Shop Office

24' x 80'
5,699 sq.ft.



95.82%

Jade 1 Type A
Double Storey Terrace

22' x 75'
2,227 sq.ft.



96.07%

Jade 1 Type B
Double Storey Terrace

24' x 75'
2,507 sq.ft.



96.07%

Jade 2 Type A
Double Storey Terrace

22' x 75'
2,227 sq.ft.



96.51%

Jade 2 Type B
Double Storey Terrace

24' x 75'
2,507 sq.ft.



96.51%

SERI AUSTIN RESIDENCE LUXURY APARTMENT

Tower 3
Luxury Apartment

661 -
1,208 sq.ft.



COMPLETED

D'Lagoon
Luxury Apartment

807 -
1,033 sq.ft.



15.62%

D'Lagoon
3 Storey Strata Terrace

22' x 54'
2,796 sq.ft.



9.03%

Sokka Gakkai Training Center



20%

Aster
2 Storey Cluster

32' x 75'
2,601 sq.ft.



49.79%

Aster
2 Storey Semi-D

32' x 85'
2,802 sq.ft.



37.81%

UPCOMING EVENTS

OCTOBER

2 - 6 October 2015
13 - 18 October 2015
24 October 2015

NOVEMBER

6 - 8 November 2015
20 - 22 November 2015

DECEMBER

4 - 6 December 2015

UMLand Property Fair @ JBCC
iProperty Fair @ JBCC
UMLand-MBJB Golf Challenge 2015

2nd MAPEX 2015 @ JBCC
Tesco Tebrau Roadshow

Tesco Plentong Roadshow