



## Celebration of Chap Goh Meh and 2<sup>nd</sup> Anniversary of Smart Healthy City & Communities Township

20 February 2016

A more than ever festive and cultural Chap Goh Mei celebration was held at the Seri Austin Gallery.

The event showcased a musical and colourful confluence of Chinese dragon dance and lion dance performance, in addition to the yee sang tossing. The annual event was held to celebrate Chinese New Year 2016 and to share the festive joy with visitors through special events and cultural performances.

The ceremony commenced with Chinese drum performance. Guests were entertained by the Chinese dragon dance and lion dance performances as the arrival of guests of honour, the Member of Parliament Tebrau, YB Mr Khoo Soo Seang, and the Chief Executive of Iskandar Regional Development Authority (IRDA), YBhg Datuk Ismail Ibrahim, were announced.

The event was also held to commemorate the second anniversary of Seri Austin as the first Smart Healthy City & Communities Township in Iskandar Malaysia. The recognition of the township status was obtained by IRDA in February 2014.

A Chinese New Year celebration would not be complete without a much sought-after fortune forecast session. A feng shui talk was given by Master Paw on the 2016 fortune forecast for the 12 celestial animals in the Chinese zodiac. Other activities were lucky draws, Instagram photography, the King of the Monkey Performance, an appearance of God of Prosperity, wushu and stilt dance performance.





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3 January 2016

Seri Austin is once again recognised for the “Pelaksanaan Inisiatif Kejiranan Hijau melalui penggunaan berterusan Teknologi EM untuk Penjagaan Kawasan Perumahan” (‘enforcement of green neighbourhood initiative via EM technology’) by the Johor Bahru City Council (MBJB) during the launch of Strategic Plan 2016-2020 and Appreciation Night held at the Berjaya Waterfront Hotel.

The recognition is a motivation for us to continue efforts in maintaining the Green Environment Living Township promoted by the City Council.

## Editor’s Note

Do we communicate well? Yes, we do communicate well with each other all the time, but how sure are we that the communications that took place are of benefits to the company or does it only benefits the individual themselves? Day-to-day working relationships involve a great deal of business interactions, be it with the peers or even with our potential buyers and with effective communications more revenues can be generated for the company at the end of the day.

Communication within the company serves as the foundation for the survival of the company as well as our overall performance. The management plays a vital role in updating and communicating valuable information in leading staffs to be on the right track at all times. At the same time, the management in turn must be willing to listen to opinions, views and complaints to build a better working environment within the Group.

2016 is set to be another big year for Seri Austin, continue the hard work and endless wholehearted commitment in branding Seri Austin, the multiple award winning township.

*Rose*

# Seri Austin

## Once Again Applauded for Green Development by MBJB



# Supporting Community-initiated Malaysia Conference 2016

6 January 2016

This year, UMLand continues to extend their support towards Community-initiated Malaysia Conference (CIMC) by being one of the main sponsors in the platinum category. A cheque presentation ceremony was held at Seri Austin Gallery. The event organisers’ representatives from Persekutuan Tiong-Hua Johor Bahru, Johor Bahru Chinese Chamber of Commerce and Industry (JBCCI) and Southern University College attended the ceremony.

On behalf of UMLand, CEO KK Wong handed the mock-up cheque to the Head of Chinese Communities in Johor Bahru and the CIMC 2016 Organising Chairman, Mr. CP Tan.

UMLand strives to continue efforts in promoting and contributing towards the economy and development of Iskandar Malaysia.





# Spreading Festive Joy and Goodwill of Chinese New Year



UMLand Seri Austin recently organised a social visit to Sherun Old Folks' Home & Handicapped Centre in conjunction with the Chinese New Year celebration, with the hope of spreading joy and goodwill of Chinese New Year. Prior to the visit, Seri Austin prepared a cash contribution of RM2000 and various household items and daily consumables to help facilitate the old folks' home's operation.

CEO KK Wong along with the Seri Austin's team served and had a pleasant time with the home residents over lunch. To extend their Lunar New Year greetings, staffs went round wishing each resident while presenting them with ang pows, biscuits and mandarin oranges before the visit ended.

## Extending Sponsorship to Local School Activity

15 February 2016

Seri Austin continues the efforts to engage with the local community by contributing to the Parent Teacher Association of Sekolah Kebangsaan Taman Mount Austin (SKTMA). Five hampers, consisting of a range of supplies, were handed to the school representatives. The contribution is part of our Corporate Social Responsibility (CSR) efforts in showing support for local schools' activities.



## Putting Smiles on Students Welcoming A New School Term



2 January 2016



Following a Back-to-School programme, UMLand Seri Austin was glad to put smiles on 40 school-going children from Bandar Selesa Jaya.

The programme was part of our Corporate Social Responsibility (CSR) initiative to assist under-privileged families' school-going children with necessary supplies to welcome a new school term. It was organised in collaboration with the Persatuan Pengaruh Dewa On Sakthi Karumariamman and was officiated by a representative from the Pulai Member of Parliament, Datuk Nur Jazlan Mohamed, and the State Assemblyman of Gambir, YB Datuk M. Asojan.





## Investors and Public *excited by property forecasts and trends at* **Property Outlook 2016**

9 January 2016

The second year of Property Outlook 2016 continued to draw a full crowd of participants, from property agents, bankers, potential buyers and public interested in valuable information on the property market and smart investments to property watchers and investors.

The property talk started with welcoming speech by CEO of Seri Austin followed by a presentation by Master Paw, the Director of Master Paw Feng Shui Academy, who had audience taking notes diligently on the fortune forecasts for the 12 animal zodiac signs in the lunar year of Monkey. Ms. Loraine Ng, the Head of Southern iProperty.com Malaysia, offered views on perceptions towards Budget 2015 before she provided a comprehensive analysis of trends and opportunities in the real estate sector for 2016. The CEO of REI Group International, Dr. Danielle Gambero, shared his thoughts and perspectives on smart investment plans that everyone must be equipped with on the booming economy and property developments that are underway in the Iskandar Malaysia region.

Meanwhile, Mr Vincent Ho, Executive Director of FB Chart Wealth Management, shared a comprehensive financial plan as well as a forecast on the best prospects and trends in the capital markets that would affect the real estate sector.

## Johor Graduates Enhance Employability via

### Johor Talent Development Programme 2016



12 March 2016

Seri Austin is always ready to support the Johor state's efforts, particularly in resolving unemployment among graduates via the Johor Talent Development Programme 2016. The programme made its first debut in 2015. This year's programme continues to be facilitated by Elnet Talent Solutions at Elnet Training Academy, Johor Bahru.

CEO KK Wong was invited as a guest speaker to share his experience with 20 fresh graduate students from universities all over Johor who represent a fair range of specialisations and backgrounds. The four days programme was conducted with the aim to optimise talents in Johor through a human capital building programme and by mobilising fresh or unemployed graduates in meeting Malaysia's workforce requirements by providing them quality trainings, exposure and a foundation to enhance their employability.



# Running for A Good Cause



As part of the company's continuous support towards the local community, Seri Austin sent a team of 11 participants to take part in the EIS Run for Hope 5km Charity Run. Organised by the Excelsior International School in support of the Yayasan Tunku Laksamana Johor Cancer Foundation, the event was held at the Dataran Pahlawan, Nusajaya, in conjunction with the Demi DUA Johor Carnival.



Seri Austin Team with Mr Ng Boon Yew, CEO of Excelsior International School (Middle)

Participants warmed up to an adrenaline-pumping Zumba aerobics routine led by coaches from Green Fitness before setting their feet on the 5 km track around Kota Iskandar. Participants received t-shirts prior to the activities and after the charity run, their certificate of participation. All of the collected participants' registration fees contributed to the Yayasan Tunku Laksamana Johor Cancer Foundation directly.

## Sub-urban Night Ride in Seri Austin



A group of 60 riders took part in the *Suburban Ride*, a night cycling event around Seri Austin area. The ride marked the debut of night cycling organised by the Happy Riders Connect cycling group. The event brought together riders representing local authorities, including Johor Bahru City Council (MBJB), Johor Police Force and Iskandar Region Development Authority (IRDA), as well as the Happy Riders Connect Community. From the starting point at Starbucks Seri Austin, the group cycled a total of 18 km around Taman Seri Austin, Bandar Dato' Onn, Taman Daya and Taman Setia Indah.



## Positive Relationship with Media Valued and Fostered at Seri Austin



UMLand Seri Austin hosted the Chinese New Year Media Lunch 2016 exclusively for local media companies at Renaissance Hotel, Johor Bahru. The objective of the event was to show appreciation and foster a positive relationship between Seri Austin and media.

CEO KK Wong, expressed the importance of fostering a good relationship with different media outlets for the best and most appropriate coverage. He also shared about property market outlooks and upcoming developments at Seri Austin before he led the big Chinese-New-Year-must-have yee sang toss for abundance of wealth, fortune, prosperity and good health. Everyone reached in with their chopsticks and tossed the yee sang as high as possible while saying auspicious words and well wishes in ushering in a new and wonderful lunar year ahead.



## Events & Activities

# CNY Open House Celebrations

UMLand Seri Alam



UMLand Medini



Nippon Paint



Datuk Nur Jazlan Open House



YB Khoo Soo Seang Open House





## Events & Activities

### CNY Lunch with JB Chinese Community Leaders & Johor Deputy Chief Police

2 March 2016



CEO of Seri Austin (left) with Datuk Aishah Mohammad, Johor Police Deputy Chief (2<sup>nd</sup> from right)



### Launch of Johor Strategic Economic Growth Plan And Iskandar Malaysia CTP II

6 March 2016





# PROJECTS IN PROGRESS

## SERI AUSTIN HILLS

### Jade 2 Type A

Double Storey Terrace

22' x 75'

2,227 sq.ft.



100%

### Jade 1 Type A

Double Storey Terrace

22' x 75'

2,227 sq.ft.



100%

### Jade 2 Type B

Double Storey Terrace

24' x 75'

2,507 sq.ft.



100%

### Jade 1 Type B

Double Storey Terrace

24' x 75'

2,507 sq.ft.



100%

## Seri Austin North

### Aster

2 Storey Cluster

32' x 75'

2,601 sq.ft.



89.27%

### Aster

2 Storey Semi-D

32' x 85'

2,802 sq.ft.



83.39%

## Neighbourhood Activities

### Maslee Express



### Jusco



### Sokka Gakkai



60%

### Football Activities @ Seri Austin



Frenz Southern Football Club

## UPCOMING EVENTS

### APRIL

1 - 3 April 2016

MAPEX @ JB City Square

### MAY

5 - 8 May 2016

Property Fair @ JB City Square

### JUNE

4 June 2016  
16 June 2016  
24 - 26 June 2016

UMLand - IRDA Golf Challenge 2016  
Staff Buka Puasa & Charity Event 2016  
UMLand Seri Austin Road Show