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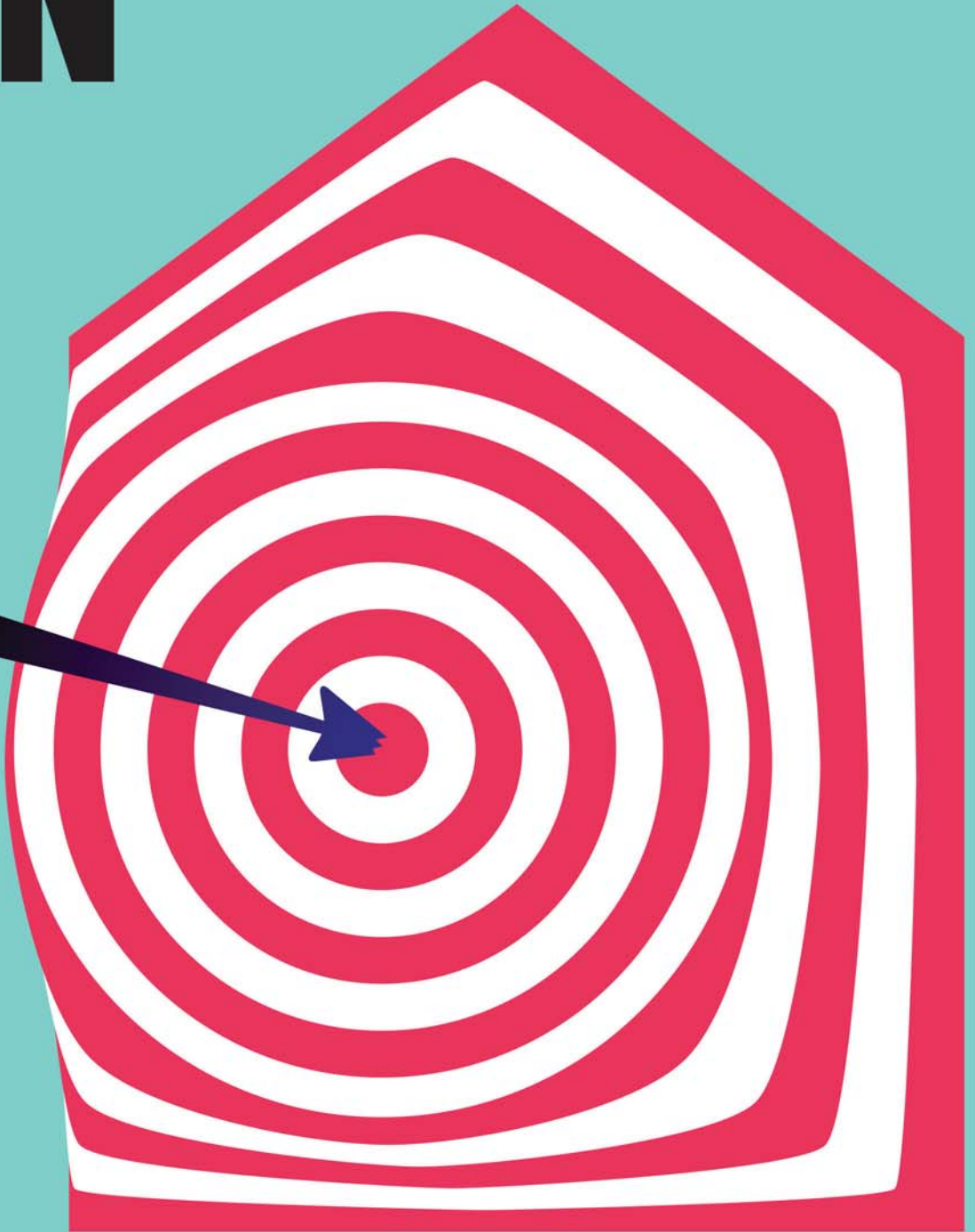
Myra Meranti
phase 2 opens
for sale on
Sunday



SPECIAL REPORT

TARGET: AUCTION DEALS

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**PRIMA to launch
LRT-linked TOD
projects worth
more than RM1b in
4Q18**

Perbadanan PRIMA Malaysia (PRIMA) is set to kick-start its transit-oriented development (TOD) with light rail transit (LRT)-linked projects in the fourth quarter this year (4Q18), it said in a press statement.

As of April 1, PRIMA has been granted land at eight stations along the LRT network — Cempaka, Pandan Jaya, Pandan Indah, Titiwangsa, Sentul New Town, Jelatek, Kinrara and Bandar Puteri — which were earmarked for development using the TOD model.



"We see PRIMA as an agency that delivers more than just brick and mortar. PRIMA homes would be the foundation for strong, integrated and harmonious communities that would grow into townships that meet social, environmental and economic sustainability objectives while at the same time ensuring that PRIMA itself is sustainable from a financial and economic standpoint," said PRIMA CEO Datuk Abdul Mutalib Alias at the closing ceremony of the "Ekspo Jualan Perumahan — Ke Arah Sejuta Impian, Alami Gaya Hidup Sejahtera" expo on April 1.

The first phase of its TOD projects will involve Cempaka and Pandan Jaya and to be followed by Pandan Indah, with the TODs there to have an estimated GDV of over RM1 billion.

**Paramount's 2-storey Keranji homes 100% taken up**

Paramount Property's latest project, the first phase of Keranji's 2-storey terraced homes, has received overwhelming response with all 204 units snapped up during the official launch last Saturday (March 31) at its Green-

woods township in Salak Perdana, Sepang.

In an email interview with EdgeProp.my, Paramount Property division CEO Beh Chun Chong said that some 300 potential homebuyers started queuing up a day before

the launch despite the rain.

"Many of them were queuing patiently with their umbrellas. The unit selection started at 9am and ended at 11.30am with 100% of [the homes] taken up on Saturday," he said, adding that their main target market comprises families using the houses for their own stay.

With a GDV of RM110 million, the first phase sits on a total of 18.18 acres of freehold land. There are a total of 458 units of 2-storey homes in the Keranji series.

Built-ups for the intermediate units are 1,775 sq ft, with prices starting from RM479,900.

Meanwhile, the end and corner units have built-ups of 1,776 sq ft (priced from RM576,900) and 2,020 sq ft (priced from RM684,400) respectively.

WCT buys 60% stake in Subang Skypark

WCT Holdings Bhd is acquiring a 60% stake in Subang Skypark Sdn Bhd — operator of the Skypark Terminal (formerly Terminal 3) of the Sultan Abdul Aziz Shah Airport in Subang, Selangor — for RM44.56 million cash.

In a filing with Bursa Malaysia on April 2, WCT said it was making the acquisition via its indirect wholly-owned subsidiary Skyline Domain Sdn Bhd.

It added that the purchase consideration took into account 60% of the unaudited net assets value of Subang Skypark Group as at June 30, 2017 and its future prospects.

WCT said the acquisition is to enable it to invest in Subang Skypark, which it believes has the potential for

value enhancement, as well as the potential for development of the car park area into a mixed commercial development project.

"It also allows the WCT Group to diversify into the ground handling for private aviation business, as well as hangarage services that are complementary to the existing retail operations at Skypark Terminal," it added.

'Gemas-JB rail a growth catalyst'

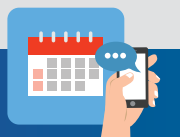
The Gemas to Johor Bahru electric double-tracking railway (PLBE) project will be a catalyst to develop and transform Segamat and Johor, Prime Minister Datuk Seri Najib Razak said, adding that despite initial challenges, the government would give priority to the project to improve public transportation.

"This project will cover 197km of rail and pass through 11 stations, and I'm confident that economic activities will be further boosted," he said at the ground-breaking ceremony of the PLBE project on April 3.

"Our ties (Malaysia and China) and economic relations will be further strengthened with the implementation of this project," he added.

The PLBE, which connects the southern part of Peninsular Malaysia, complements the network system — the Ipoh to Padang Besar sector, Rawang to Ipoh, Klang Valley, and Seremban to Gemas — of the double-tracking rail system.

Among the new stations to be built are in Bandar Segamat, Labis, Bekok, Paloh, Bandar Kluang, Renggam, Layang-Layang, Kulai and Kempas Baru.

**LAUNCHES + EVENTS**

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If you have any real estate-related events, email us at editor@edgeprop.my.
Events listed here will also appear on www.EdgeProp.my.

Bukit Puchong Running Lungs with Karen Siah

Date: April 7 (Sat)

Time: 7am to 9am

Venue: Bukit Puchong Gallery, Lot 59244 Jalan BP 7/15, Bandar Bukit Puchong, Puchong, Selangor

Contact: (03) 8068 3388

Join fitness coach Karen Siah at Bukit Puchong Gallery this Saturday morning to learn how to maintain your running pace and performance by mastering the techniques to proper breathing. After the session, you can follow her for a 5km hilly run to practise your breathing techniques.

**Calligraphy classes at Eco Ardence**

Date: April 7 (Sat)

Time: 10.30am to 12pm

Venue: Eco Ardence Sales Gallery,

Persiaran Setia Alam, Setia Alam, Shah Alam, Selangor

Contact: (03) 3342 5522

Eco Ardence will be having Chinese calligraphy workshops every Saturday, starting from this week. Let your children experience the beauty of Chinese calligraphy and the rhythm and lines of brush and ink. Call to RSVP now.

**Satay party at Sunway Eastwood**

Date: April 7 and 8 (Sat and Sun)

Time: 10am to 5pm

Venue: Sunway Eastwood Sales Gallery, Sunway Eastwood, Jalan SE2, Taman Equine, Seri Kembangan, Selangor

Contact: (017) 964 0688

Enjoy yourself at Sunway Eastwood's satay party this weekend and check out their new show units.

Taxation talk at Ryan & Miho sales gallery

Date: April 8 (Sun)

Time: 11am to 3.30pm

Venue: Ryan & Miho Sales Gallery, 9-P1 Block A, 72A Jalan Universiti, Petaling Jaya, Selangor

Contact: (03) 7955 9888 / (012) 356 8311

Join OSK Property for a taxation talk by tax specialist Dr Choong Kwai Fatt at Ryan & Miho sales gallery to find out how taxes can work for you. Sign up now to book a seat.

**Move-In-Now expo**

Date: April 8 (Sun)

Time: 10am to 6pm

Venue: Nusa Intan Show Unit, Jalan Nusa Intan, Seremban, Negeri Sembilan

Contact: (06) 678 2988

Seri Pajam Development will be organising an expo at its Nusa

Intan township at Senawang this Sunday to offer zero-hassle homebuying packages to buyers.

**Pre-launch of Myra Meranti phase 2**

Date: April 8 (Sun)

Time: 2pm to 8pm

Venue: Myra Meranti Sales Gallery, Jalan Pulau Meranti, Kampung Pulau Meranti, Puchong, Selangor

Contact: (1700) 818 353

Oriental Interest Bhd invites you to the pre-launch of Myra Meranti phase 2, their 3-storey 'Terrace-D' landed homes. It's your last chance to enjoy a 5% rebate and an additional 5% early-bird rebate off each purchased unit! Delicious barbecue and refreshments will be served throughout the day with live music performances.



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TOPICS

Stop! Is your home a safety hazard?

Anthony Lee Tee, Accredited building inspector and trainer, Architect Centre

Without fear or favour – Tested sustainable community living

Khaw Chay Tee, Chairman, Sri Penaga Management Corporation

Landscape: When less is definitely more!

Low Chee Leong, Director, Praxcis Design Sdn Bhd

Developers' role in excellent property management

Dato' Jeffrey Ng, Chairman, REHDA Institute

What if? Why? How? – Legal problems and solutions

Chris Tan, Managing Partner, Chur Associates

PANEL DISCUSSION

Mistakes you CAN'T afford to make!

Dato' Jeffrey Ng
Anthony Lee Tee
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Australia, S'pore and UK properties favoured by M'sia's ultra-rich

BY NATALIE KHOO

KUALA LUMPUR: About 43% of Malaysian ultra-high-net-worth individuals (UHNWIs) plan to invest in properties abroad — higher than the global average of 34% — in the next few years, said property consultancy firm Knight Frank.

Their proposed acquisitions — which exclude a primary residence or a second home — are mainly located in Australia, Singapore and the UK, the firm said in “The Wealth Report 2018” launched yesterday.

“Malaysians are very familiar [with] investing in real estate and are also looking at diversifying [their investments] outside the country.

“Malaysian investors are increasingly looking at investing in matured markets including the UK, Australia and Singapore. Not only that, aside from the traditional property sectors — such as residential, office, retail and hotel — purpose-built student accommodation, which is unheard of during the past, is seeing investors,” said Knight Frank Malaysia executive director of capital markets James Buckley.

“Student accommodation over the last five years has been the star of the UK property, consistently delivering the UK’s highest property rental yields. An increasing number of students and a structural under-supply have driven growth rate and occupancy,” he explained.

When asked if the ongoing process of the UK exiting the European Union — Brexit — poses any concerns to investors in the UK, Knight Frank Malaysia international project marketing associate director Dominic Heaton-Watson noted that investors are becoming more realistic by taking a long-term approach.

“Education will always remain as a key driver [to the UK market] and it remains strong. Education is also less correlated to the health of the general economy, which investors are attracted to,” he said.

Meanwhile, 45% of Malaysia’s wealthiest people are thinking of buying an investment property locally, which is slightly higher than



(From left) Holt, Buckley and Heaton-Watson at the launch of the The Wealth Report 2018 by Knight Frank.

the global average of 43%, according to the report, which featured findings from the Wealth Report Attitudes Survey 2018 that shows the factors affecting the investment and lifestyle decisions of wealthy individuals annually based on responses from 541 top bankers and wealth advisers.

In the survey, respondents said 56% of their clients have increased their property investments, compared with 62% who increased their exposure to equities.

Overall, UHNWIs in Asia named the UK, the US and Singapore as their three favourite overseas destinations for new homes in 2018.

Meanwhile, the new City Wealth Index — which identifies cities that matter to the ultra-wealthy by analysing four measures of current wealth, investment, lifestyle and economic performance — saw New York emerging as the top city with the highest marks across all categories, overtaking London as last year’s top city.

London places second this year, followed by San Francisco and Los Angeles.

Super-cities such as London and New York

remain compelling for investors, thanks to their transparency, liquidity, language, law, best-in-class advisers and current stability, which give them confidence.

“Asian cities took three of the top 10 spots in the City Wealth Index. Singapore’s stand-out ranking is a reflection of its strong performance across all criteria, with an especially impressive showing in lifestyle, which is considered increasingly important in the world’s international community. Tokyo and Hong Kong, the other Asian hubs that made the top grouping, underlined their status as cities attracting attention from the world’s wealthy, with notable attention continuing to come from mainland China investors,” said Knight Frank Asia-Pacific head of research Nicholas Holt.

The report defined UHNWIs as those with a personal net worth of over US\$50 million (RM193 million) or more in net assets.



SCAN NOW for more stories from Knight Frank's The Wealth Report 2018!

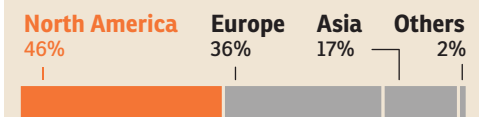
Hotspots

Most favoured countries for new UHNWI property investments

	1	2	3	4	5
Africa	UK	US	Australia	South Africa	India
Asia	UK	US	S'pore	Australia	Japan
Australasia	US	UK	Australia	New Zealand	S'pore
Europe	UK	Spain	France	US	Italy
Latin America	US	Spain	UK	Brazil	Mexico
Middle East	UK	UAE	US	France	Turkey
North America	US	UK	France	Canada	Caribbean
Russia & CIS	UK	US	Switzerland	Italy	Cyprus

Money Blocks

How property investments were allocated in 2017 by region and city



Top 10 Cities

Investment (US\$bn)*

Rank	City	Investment (US\$bn)*
1	Los Angeles	21.3
2	Central London	20.8
3	Manhattan	20.2
4	Dallas	16.7
5	Atlanta	14.2
6	Chicago	14.0
7	Boston	12.6
8	Houston	12.1
9	Washington DC	10.9
10	Berlin	10.4

Rehda wants central agency to oversee affordable housing

BY SHAWN NG

PETALING JAYA: In an effort to help more Malaysians own homes, the Real Estate and Housing Developers' Association Malaysia (Rehda) says the formation of a central agency to oversee affordable housing matters would be a good idea.

Rehda president Datuk Seri FD Iskandar Mohamed Mansor said such an agency can guide developers on building the right type of homes with the appropriate pricing, location and timing, Bernama reported on Wednesday.

He added that the agency can also be charged with overseeing the innovative rent-to-own schemes.

“We need to do more to help people own houses. Private developers probably have

deep pockets to build affordable houses, but smaller developers may need incentives,” he said at a media briefing for the survey titled “Property Industry Survey 2H2017 & Market Outlook 2018” for Peninsula Malaysia’s property market.

He also hoped that the authorities can help to ease the developers’ burden of running their businesses, which sometimes affect their cash flows.

“There is a need for a holistic approach, and we have also asked for the government to lower or waive development charges and the conversion of land premium cost, as well as construction and compliance costs which are unnecessary for developers, among other things,” said FD Iskandar.

The Rehda president also touched on



FD Iskandar: There is a need for a holistic approach.

the issue of household debt in the country, saying that the government should introduce cooling measures to reduce the size of non-housing loans.

Although Malaysia’s household debt-to-gross domestic product (GDP) ratio has gone down from 88.3% in 2016 to today’s 84.3%, mainly owing to the cooling measures in the real estate sector, it is still higher than

the comfortable levels of 60% to 65% set by the World Bank, EdgeProp.my reported him as saying.

“If we can cut down our non-housing loans and achieve the ratio of 75:25, our household debt-to-GDP ratio will drop from an unsustainable 84.3% today to a world-class 60%,” FD Iskandar explained.

He added that the only way to bring down the household debt is to slash the highly depreciative non-housing loans, which were the top reasons for one to go bankrupt in Malaysia last year, such as car loans, personal loans and business loans.

This story was first published on www.EdgeProp.my. Read more stories from the briefing at the portal.



SCAN NOW for more stories on the “Property Industry Survey 2H2017 & Market Outlook 2018”!

EdgeProp.my offers better user experience

BY EDGEPROP.MY

PETALING JAYA: EdgeProp.my, Malaysia's most useful property portal, now sports a refreshed look with enhanced user experience complete with powerful data-driven tools that help users make informed decisions.

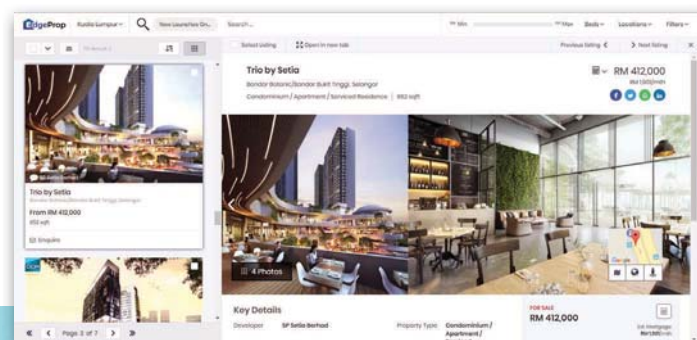
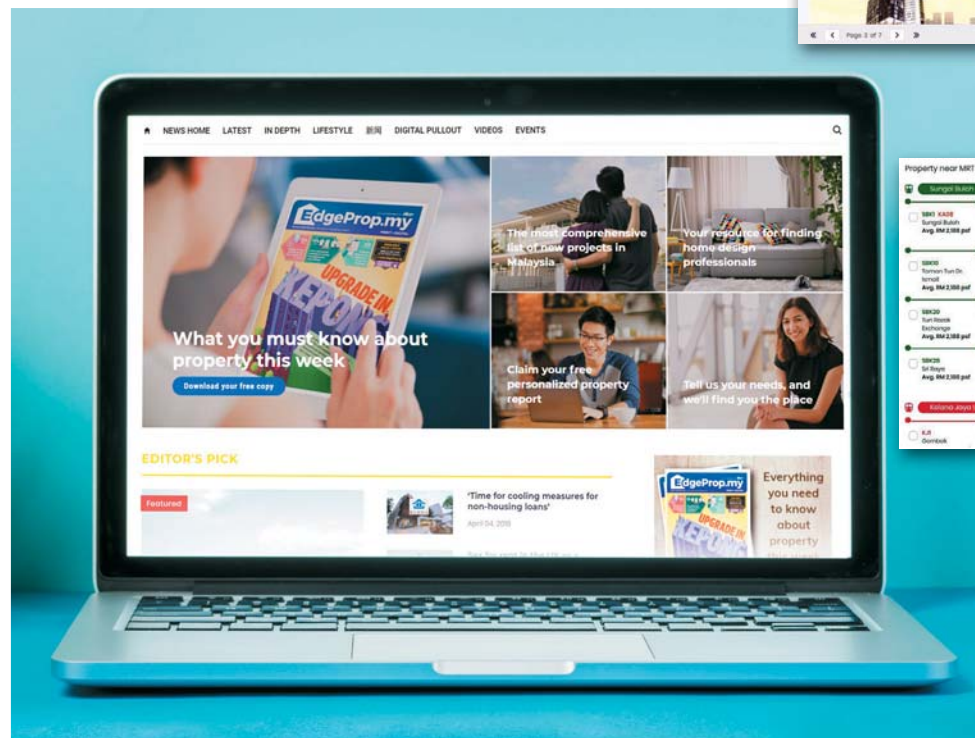
With the latest revamp effective April 3, EdgeProp.my's intuitive search engine empowers users to nail desired properties with ease, thanks to data analysis and machine learning algorithms.

One of the new features enables users to find properties based on relevant parameters such as actual travel time, and mass rapid transit and light rail transit stations. The easy-to-use map-based navigation is a further boon for users.

EdgeProp.my (formerly known as The-EdgeProperty.com) is Malaysia's most useful property website that makes sense of the property market by combining property listings with up-to-date news, home price data, local information and innovative tools.

By combining free, instant value estimates for all Malaysian homes with sold prices, local market information and hundreds of thousands of properties available for sale and to rent, EdgeProp.my has rapidly become the ultimate destination for property consumers to search for property and do their market research.

Besides breaking property-related news, EdgeProp.my's team of experienced journal-



Some of the powerful tools on the revamped EdgeProp.my portal



ists also reviews new project launches while keeping a close tab on upcoming property hot spots.

To ensure users a complete property investment journey, EdgeProp.my also hosts a home renovation microsite — ZING.my — that features the works of design professionals. The information curated is complete

with budgets and contact details.

Stay tuned for HomeAdvisor, a one-stop centre that provides free property reports and innovative calculators such as Buy Vs Rent.

EdgeProp.my was founded to democratise property investment, making the market more effective for both property consumers and professionals alike.



Myra Meranti phase 2 opens for sale on Sunday

BY RACHEL CHEW

PETALING JAYA: Oriental Interest Bhd (OIB) will be opening phase 2 of its Myra Meranti development for sale this Sunday.

Located in Kampung Pulau Meranti, Puchong, Myra Meranti is a 9.63-acre leasehold mixed-use development.

The GDV for the three-phase development is RM95 million.

The first phase of this boutique development comprised 31 units of 3-storey terraced houses with built-up sizes of 20ft by 70ft and 20ft by 65ft.

The selling price was from RM763,800 before early-bird and bumiputera discounts.

OIB chief operating officer of marketing Beh Suan Sim told EdgeProp.my that all 31 units were taken up while 80% of them have converted to sales.

"The first phase [in December] was indeed very well received. This has encouraged us to soft launch phase 2 this Sunday," said Beh, adding that the official launch would be sometime in August.

She said bookings for phase 2 from buyers who missed out on phase 1 stood at 20% to 30%.

"Aside from that, we have received 2,000 registrations of interest so far for the 53 units in phase 2. Given the good result of phase 1, we are confident that phase 2, which will offer similar products, will be well received," Beh said.

Phase 2 comprises 53 units of 3-storey terraced houses with built-ups of 20ft by 70ft and 20ft by 65ft.

The selling price starts from RM810,350 (before the early-bird rebate).

An artist's impression of Myra Meranti, a low-density development 15 minutes away from Putrajaya and Cyberjaya.



"Myra Meranti is conceptualised with three pillars in mind: space, environment and security, focusing on buyers who value space and affordability.

"We're marketing this as a 'Terrace-D', whereby the house will be designed like a semidee but priced like a terraced house. Each house comes with five bedrooms and en suite bathrooms for each. With high ceilings, tall windows and dual balcony spaces, purchasers will have ample space," Beh explained.

The development emphasises landscaping, with a man-made pond, children's playground, communal area with a gazebo, as well as wider roads and a 1.5km jogging track.

"The community will be gated and guarded where there will be 24-hour surveillance with guards," she said, adding that the residential units have individual land titles.

According to Beh, most of the buyers are locals or civil servants working in Putrajaya

and Cyberjaya, which are just 10 to 15 minutes' drive away.

"Most of them are growing families or up-graders familiar with the location. Although there are many landed home choices in Puchong and Putrajaya, I believe Myra Meranti is special because it offers more space than normal terraced houses, at more affordable prices compared to other semidees.

"We also offer details that would minimise the renovation work, such as built-in air-conditional piping, automation point, alarm system and high-speed internet with fibre optic cabling," she shared.

Phases 1 and 2 are slated for completion by October 2019.

Phase 3 will be rolled out at the end of this year or early next year, and will comprise 18 2-storey shophouses.

"We want to make sure the [residential] units are sold and residents will be moving



Lim (left) and Beh believe the key of a sustainable project is to build a community, not just buildings.

in to support the commercial [area] before opening phase 3 for sale.

"We want to build a sustainable community," said OIB sales and marketing manager Wendy Lim.

As for the good response to Myra Meranti, Lim said the company's strategy is to plan a project from the buyers' perspective.

"We always put ourselves in the purchaser's shoes and ask ourselves 'would I buy this project?' before launching a project. The preparation and research may take longer but it is all worth it to ensure that we have the right product on the right location with the right pricing," she noted.

OIB plans to launch more projects in the Klang Valley with the "Myra" brand.

"We will be launching Myra Alam at Puncak Alam soon. It is a RM293 million project with 981 landed and strata homes," Lim disclosed.



HUNTING FOR BARGAINS AT THE AUCTION



BY SHAWN NG

Where does one find bargains in the real estate market? Property investors say: Look at property auctions. Data from AuctionGuru.com.my showed that, in the midst of rising foreclosures in the current market slowdown, many auction properties — especially high-end ones — were unable to secure buyers even after several rounds under the hammer. This spells good opportunities for bargain buys.

AuctionGuru.com.my executive director and Ernte Real Assets auctioneer Gary Chia has picked out five “bargain” residences in “Grade A” locations in the Klang Valley from the property auction portal’s data in 2017.

Among them is a 2-storey semidee house in Taman Tun Dr Ismail, Kuala Lumpur. The freehold property with a land area of 8,804.88 sq ft has been put up for auction since November 2014. The reserve price plunged 51.4% from the initial RM6 million to RM2.92 million at the last round of auction in May 2017, but it still failed to find a new owner.

There were four other houses that have their reserve price cut by between 27.1% and 41%, namely a 2½-storey bungalow and a 3½-storey bungalow at Damansara Heights, Kuala Lumpur, a 3-storey bungalow at Petaling Garden, Selangor and a 2-storey bungalow at Mont’Kiara, Kuala Lumpur.

Chia offers possible reasons for the lack of interest in these prime properties. One could be that people are conserving liquidity as they expect tough

AUCTIONGURU.COM.MY



Chia believes there are deals to be found in the current soft market, which is expected to remain weak for some time.

times ahead. Secondly, the tightened lending environment has dampened purchases, while some units with private caveats deter buyers.

Nevertheless, Chia believes there are deals to be found in the current soft market, which is expected to remain weak for some time.

“All five properties will be put up for another round of auction. These are considered good deals as the prices have dropped significantly, so if you have surplus cash, they are very attractive deals,” he offers.

Some expert advice

Twincrest Properties Sdn Bhd principal Betty Chan has been investing in auction properties and helping her clients do so for the past 13 years.

“Over the years, I have bid for 20 to 30 auction properties for my clients and myself and more than 10 of them were successful,” Chan tells EdgeProp.my in an interview conducted at her first auction property — an office unit in Damansara Intan, Petaling Jaya adjacent to Tropicana City Mall that she acquired in 2005.

She had spotted the 1,248 sq ft office unit in a newspaper. “At that time, a similar unit like this was going for around RM320,000 but I managed to get it at about RM270,000 at its second auction. The initial reserve price was RM300,000 but there was no bidder, so the price was reduced by 10%,” she recalls.

She then forked out about RM20,000 to RM30,000 to renovate the unit. She then leased it out for RM2,800 per month for about seven to eight years before turning it into her own office.

It turns out to be a good investment. Even with the renovation cost factored in, the total cost was still 20% below the market price for similar units back then. She was also earning a handsome rental return of 11.2% for the unit then.

According to Chan, similar units in Damansara Intan are currently asking for some RM600,000, marking a capital appreciation of up to 100% over the past 13 years for her unit.

Secrets to success

What does it take to succeed as an auction property investor? Chan offers one tip: Strike at the right time.

Due to the current challenging market environment, a number of foreclosure properties have to go through many rounds of auction with their reserve prices reduced by 10% each round. This has prompted many potential bidders to wait for prices to go down further.

However, for Chan, a reserve price that is 10% to 20% lower than the current market price is a good price to bid.

“When the reserve price of a good property has been reduced to an extremely low level, it will attract more bidders and stiffer competition, which could lead to an even higher hammer price,” she explains.

Hence, instead of waiting for the reserve price to drop further, one should take action when the price is right, she urges.

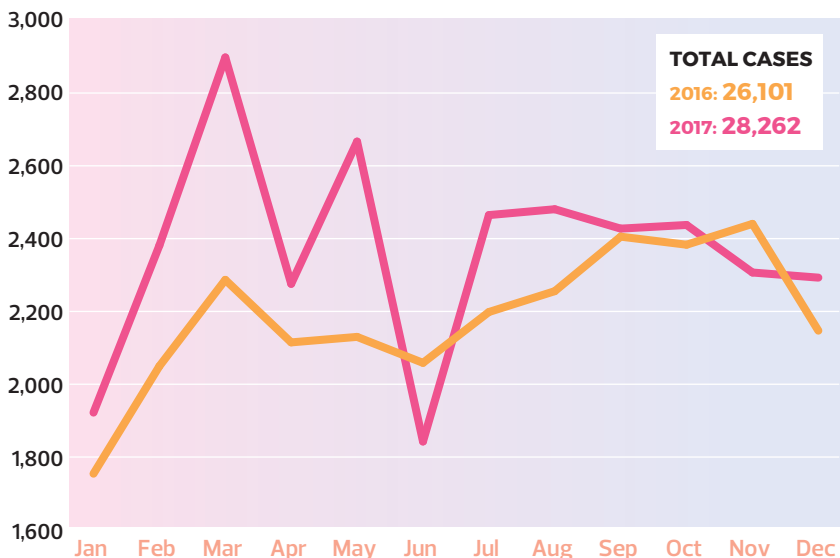
After successful procurement, Chan would fork out a sum of money to renovate and furnish the property. The overall cost of the auction property could end up no different from the current market price, but it won’t be a bare unit, she points out.



Foreclosure property

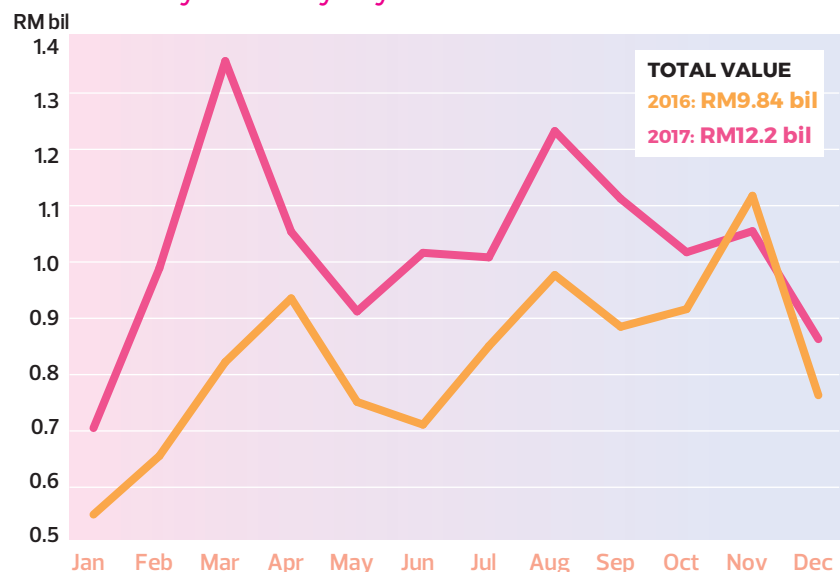
VOLUME

Increased by 8.28% y-o-y in 2017



VALUE

Increased by 23.98% y-o-y in 2017



AUCTIONGURU.COM.MY

TWINCREST PROPERTIES



Chan: When the reserve price of a good property has been reduced to an extremely low level, it will attract more bidders and stiffer competition.

To reap a decent harvest from the auction property investment, Chan says one has to be patient and wait for the property value to go up.

Risks

As with all investments, interested bidders should be aware of the risks involved in investing in auction properties.

For instance, properties on auction are sold on an "as-is-where-is" basis and most of the time you are unable to carry out internal inspections, so there is a risk that the property might be in very poor condition.

AuctionGuru.com.my's Chia says that one may also risk deposit forfeiture if one fails to secure a loan to finance the purchase within the stipulated 90 or 120 days.

Chan highlights that if the previous occupant refuses to leave, the successful bidder would have to file an eviction order against the occupant in court, thus incurring additional cost and time.

She also warns that some auction properties may come with hidden costs such as utility bills defaulted by the previous owner or tenant.

"I once acquired a 2-storey terraced house in Denai Alam, Selangor for RM655,000 at an auction. The house had an outstanding electricity bill of some RM30,000, but luckily it fell under the account of the previous owner, so I didn't have to bear the cost," she recounts.

Hence, prospective buyers are advised to check all the terms and conditions stated in the proclamation of sale and conditions of sale of an auction property.

Five residential properties in the Klang Valley that have slashed their reserve prices (as of end-2017)

2-STOREY SEMIDEE

Taman Tun Dr Ismail, Kuala Lumpur

Tenure: Freehold
 Land area: 8,804.88 sq ft
 First auction: Nov 19, 2014
 Reserve price: RM6,000,000
 Last auction: May 12, 2017
 Reserve price: RM2,916,000
 (▼ 51.4%)



1

2½-STOREY BUNGALOW

Damansara Heights, Kuala Lumpur

Tenure: Freehold
 Land area: 11,722 sq ft
 First auction: Sept 8, 2016
 Reserve price: RM12,000,000
 Last auction: Jan 22, 2018
 Reserve price: RM7,085,880
 (▼ 41%)

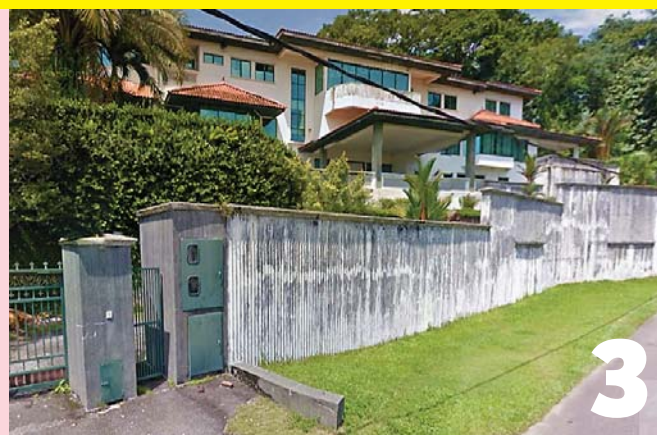


2

3-STOREY BUNGALOW

Petaling Garden, Selangor

Tenure: Freehold
 Land area: 29,621 sq ft
 First auction: Aug 24, 2015
 Reserve price: RM16,500,000
 Last auction: Feb 12, 2018
 Reserve price: RM10,000,000
 (▼ 39.39%)

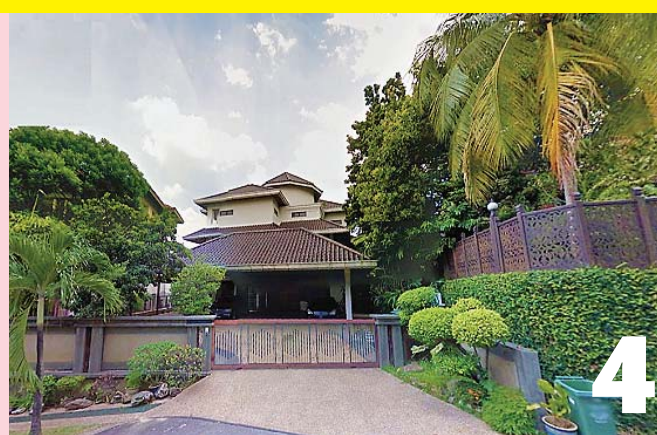


3

3½-STOREY BUNGALOW

Damansara Heights, Kuala Lumpur

Tenure: Freehold
 Land area: 7,546 sq ft
 First auction: Dec 2, 2016
 Reserve price: RM10,000,000
 Last auction: Nov 22, 2017
 Reserve price: RM6,561,000
 (▼ 34.4%)



4

2-STOREY BUNGALOW

Mont'Kiara, Kuala Lumpur

Tenure: Freehold
 Land area: 9,407 sq ft
 First auction: July 25, 2016
 Reserve price: RM9,000,000
 Last auction: Aug 4, 2017
 Reserve price: RM6,561,000
 (▼ 27.1%)



5

A step-by-step guide to buying auction properties



BY SHAWN NG

1 Learn the basics

An auction property is real estate that has been foreclosed by a bank or the High Court, mainly because the owner has failed to settle the payment for mortgages or quit rent.



Auction properties can be categorised into:

Loan Agreement Cum Assignment (LACA) properties

Properties without an individual title or strata title; their auctions will be conducted by banks.

Non-LACA properties

Properties with an individual or strata title; their auctions will be conducted by the court.



2 Identify the right property

For those who are new to property auctions, they may not know how to find a foreclosure property with good investment potential and whether the reserve price is attractive enough for them to bid.

For a start, Twincrest Properties Sdn Bhd principal Betty Chan recommends keeping an eye on properties located in established areas, such as Mont' Kiara, Kota Damansara, Cheras and Seri Kembangan, as these locations have a ready demand for renting and buying.

Subsequently, one should compare the reserve price against similar properties in the area.

3 Inspect the neighbourhood

Your next step is to visit your targeted property to inspect its condition and the surrounding area.

According to AuctionGuru.com.my executive director Gary Chia, it is also crucial to be familiar with the location and conduct a comparative study of the potential appreciation of the property with those in

the primary and secondary markets while taking the rental market in the area into consideration.

Although the interior of an auction property is usually inaccessible, potential bidders can conduct an external inspection and find out the details about the previous owner and the history of the property from neighbours. Also try to find out if the property is still occupied.

SEARCH

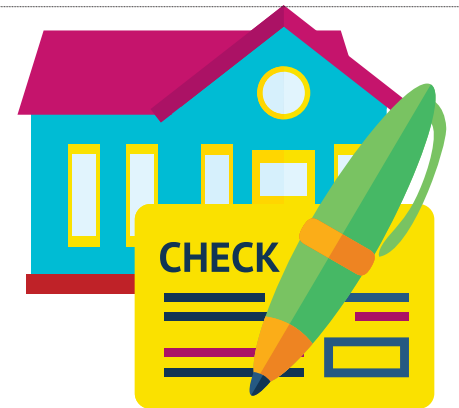


4 Do your research

One headache that may arise when buying an auction property is when you discover there is a private caveat on it. This means the property has been secured by other bidders but is still qualified to be auctioned.

If there is a private caveat, banks may not finance the property. However, the caveat can be removed by filing an application to the court. This will take about two to three months.

If you want to avoid the trouble, you should conduct a title search at the relevant land office.



5 Be prepared

Obtain a copy of the proclamation of sale (POS) and conditions of sale (COS) from the auctioneer or solicitor to understand all the details about the desired property, the deposit you have to prepare and the cost to be undertaken or excluded by the financial institutions.

On top of that, you are advised to check your eligibility for mortgage loan and seek legal advice on the COS prior to the auction.

6 Bidding



A. Normal auction

(i) **Registration** — register yourself with the auctioneer before the auction starts. An individual bidder needs to bring his or her identification card, a bank draft for the deposit and additional funds to top up the possible difference on the deposit between the reserve price and the successful bidding price. For company bidders, they need to bring the memorandum and articles of the company, certificate of incorporation (Form 9), return of allotment of share (Form 24), letter of authorisation, identification card, a bank draft for the deposit and the additional funds.

(ii) **Set a limit** — the excitement of bidding, the desire to get your property and the competitive atmosphere can make you overshoot your budget, so it is wise to know your limit. It will be helpful to outline a few bidding strategies and keep in mind that being calm, confident and strategic is the key to successful bidding.

(iii) **Successful bid** — the auction will be concluded once the highest bid is called out three times by the auctioneer. The successful bidder is required to sign the contract of sale, pay the deposit of the bidding price and settle the balance within 90 or 120 days.

For a LACA property, one will need to prepare a bank draft equivalent to 5% of the reserve price as deposit, with the balance of the purchase price to be settled within

90 days of the successful bid. On the other hand, the deposit for a non-LACA property is 10% and the period to settle the balance is 120 days.

(iv) **Additional cash** — bidders should also prepare additional cash on the auction day to top up the difference on the deposit sum between the successful bidding price and the reserve price. The sum must be paid immediately after the auction.

If you do not win the bid, you can get back your bank draft from the auctioneer after the auction.

B. Online auction (based on general practices)

(i) **Sign up with the portal** — sign up to create an online account at the e-auction portal.

(ii) **Identify your target** — once your account has been verified, you will be able to start browsing the auction property listings. You will get to view details including auction date and time, reserve price, location, property type, property tenure, built-up or land size, encumbrances and others. You are advised to read the POS and COS carefully.

(iii) **Register as a bidder** — once you have targeted a property for bidding, you will have to register for the auction by providing your details and submit the deposit to the auctioneer using online banking transfer, or in the form of a bank draft using Pos

Laju or by hand within a certain number of working days before the auction. If you want to withdraw from the auction, you can inform the auctioneer no later than one day before the auction date.

(iv) **Bid online** — on the auction day, log in to the website at least 10 minutes before the auction starts and read the terms and conditions. Once the auction starts, the reserve price and the amount for each bid will be shown on the website as bidders place their bids. There will be a few minutes for bidders to place their bids and the system will notify you to place a new bid if you have been outbid. Once the time has lapsed, the final bidder will be declared the successful bidder. If no bid is made within a certain time frame, the auction will be terminated.

(v) **Successful bid** — the auctioneer will generate the memorandum of sale and deliver it to the successful bidder and the deposit amount paid by the successful bidder will be delivered to the plaintiff's solicitors via Pos Laju services. The successful bidder will have to sign the contract of sale and pay the differential up-bid deposit (if any) using online bank transfer, Pos Laju services or by hand by a certain working day. The successful bidder will have to settle the balance within 90 or 120 days. Failed bidders will have their deposits refunded via online banking transfer or Pos Laju.

Panasonic

Recognising our responsibilities as industrialists, we will devote ourselves to the **progress and development of society** and the **well-being of people** through our business activities, thereby **enhancing the quality of life throughout the world.**

— Konosuke Matsushita
Founder

100

A CENTURY OF
RELIABILITY

From left: Panasonic Malaysia Sdn Bhd managing director Cheng Chee Chung, Panasonic Group of Companies in Malaysia (PM, PMMA, PAVCKM, PAVCJM, PAPAMY, PIDMY) chairman Tan Sri Asmat Kamaludin, and Panasonic Appliances Asia Pacific managing director Hiroyuki Tagishi

A century of
Panasonic's mission
on society betterment
1918-2018

A SPECIAL REPORT BY

EdgeProp.my

APRIL 6, 2018



EdgeProp.my

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Defying odds for a better society

To stay strong throughout 100 years is a feat that few companies can achieve. What's more, it has been a century browbeaten by a world war, several economic crises and two major tsunami earthquakes that hit close to home (Japan) — all of which had threatened to dissolve the corporation. Yet, Panasonic not only survived, but thrived, as a testament to the result of determination, diligence and altruism.

The company's steadfastness can be traced to its late founder's own grit in overcoming countless struggles. Born in Wakayama Prefecture in 1894, Konosuke Matsushita was forced to work away from home at the age of nine due to a reversal in family fortunes. Before he was 20, Matsushita had to endure the death of seven of his 10-member family one by one, including his parents. At 20, he took on the responsibility of a household when his sister arranged his marriage to Mumeno Iue, one year his junior.

At 22, when Matsushita's invention of an upgraded electrical light socket was spurned by his employer, Matsushita started out on his own with his wife, brother-in-law and two friends. The enterprise was almost short-lived, as the device was too ahead of its time. On the brink of liquidation, it caught the attention of one company that noticed the ingenuity of the socket mould and decided to order a thousand insulator plates for electric fans from him.

The profit enabled Matsushita, at 23, to rent a 2-storey home to launch Matsushita Electric Housewares Manufacturing Works. Starting with an innovative attachment plug and a two-way socket, the company began to earn a reputation for high-quality products at attainable prices.

Shifting the paradigm of his times

Upon Japan's surrender in World War 2, the Allied Forces succeeded to implement their reforms in the country. Part of the restructuring exercise included the dismissal of senior personnel, intended to unravel the imperious strongholds of public and private organisations then — a move that was largely welcomed by the labour unions.

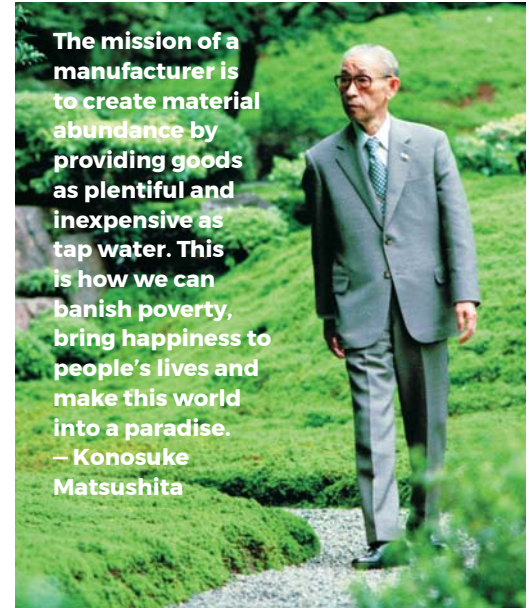
In contrast, Panasonic's own employees and affiliates fought for Matsushita to be retained. Taken by surprise, the authorities eventually exempted the injunction from Panasonic.

The extraordinary support from the grassroots attested to Matsushita's exceptional leadership, whose core principle was to improve the society.

Below are 10 of his policies. Deemed unconventional during his time, they have been a strong backbone for the company's advancement till today.

1. Unlike his contemporaries, which kept trade secrets closely guarded, Matsushita declared he would teach the company's techniques of making insulating material to any able worker, regardless old or new.
2. To counter trade unions that grew hostile in the face of massive unemployment, Matsushita formed the "Hoichi Kai" ("one-step society") in 1920, to promote company spirit through sports, cultural, recreational and other bonding activities.
3. Crippled by the Great Kanto Earthquake in 1923, many companies in Japan collapsed. Matsushita felt that communication was key in alleviating the apprehension, and in 1927, he established two periodicals — one for his employees and one for his retail outlets, to share company updates and encourage feedback.
4. During the 1929 Great Depression, Matsushita's company was similarly impacted. However, he refused to lay off even a single employee. Instead, he implemented a half-day work at the same wages, compensated with no leaves. At the same time, all employees were to do their best to sell inventory. Consequently, the company recovered full-scale production within two months.
5. In 1933, the company was the first sole proprietorship in Japan to apply the autonomous management system, aimed at developing capable managers.
6. Matsushita saw the importance of developing people and opened an Employee Training Institute in 1934 and Factory Worker Training Institute in 1936. After World War 2, they were reopened in 1960 as the Matsushita Electric Technical College.
7. In 1935, he instituted a fair price policy to counter a haphazard system of lopsided profits in the market then. The subsequent establishment of the Matsushita Retailers Association helped to create healthy competition that prospered businesses and consumers mutually.
8. From 1935, Matsushita set a precedent for regular discussion meetings open to all employees.
9. In 1936, Matsushita changed the traditional two-day holiday per month to four days and recommended that half of it be used for self-study.
10. In 1937, he established the Health Insurance Association and in 1940, the Matsushita Hospital to provide healthcare for company staff.

The mission of a manufacturer is to create material abundance by providing goods as plentiful and inexpensive as tap water. This is how we can banish poverty, bring happiness to people's lives and make this world into a paradise.
— Konosuke Matsushita



In 1929, to ground the company's expansion, Matsushita formulated the Management Objective (cover page) and Company Creed (page 8), adding the Seven Principles several years later. These basic tenets have remained unchanged throughout the decades.

Compacted under its slogan, "A better life, a better world", this is Panasonic's brand promise to pursue a better life for each individual customer through its various fields, says MD of Panasonic Malaysia, Cheng Chee Chung.

Seven Principles:

Contribution to society
Fairness and honesty
Cooperation and team spirit
Untiring effort for improvement
Courtesy and humility
Adaptability
Gratitude

Present-day fast facts:

Head office: Kadoma City, Osaka, Japan
President: Kazuhiro Tsuga
Worldwide staff count:
Approximately 258,000
Companies: 496 (parent company and consolidated subsidiaries)

Panasonic's early products designed to make lives better

1927

An electrical iron was a luxury item that few could afford until Matsushita determined to make it accessible to the population at large by risking a mass production scheme for similar quality.



1931

To counter the problem of unreliable radios in those days, Panasonic laboured arduously to produce this three-tube radio (R-31) to provide uninterrupted broadcasts. Matsushita also paid for the patent of a critical radio part and offered it free to the entire market to stimulate the expansion of the industry.



1951

Inspired by a study tour to the US, Matsushita developed the first agitator-type washing machine, the MW-101, with a 2kg capacity featuring a round enamel tank, so that housewives could perform this back-breaking chore by just a touch of a button.



1952

The first National TV set, the 17K-531, became the pioneering model for rectangular cathode ray tubes (CRT) and TV screens, which had been round before that.



1953

National's electric refrigerator, the NR-351, made its debut. A notch above its contemporaries, it soon became a premium household appliance.



1958

This lightweight air conditioner made it possible for homes in Japan to enjoy a cooler environment, something that had only been available for business use due to its high cost and huge size.



1960

The K21-10 was National's first 21-inch diagonal colour TV set, employing breakthrough technology developed by the company to offer superior performance.



A time-tested tenacity

Panasonic remains firm-footed in Malaysia through the generations, thanks to its relentlessness in staying ahead in the electronics industry and its dexterity in adapting to the local market.

From Matsushita to National to Panasonic, these names have made their presence in countless households and businesses in Malaysia, right from the flower power era to the threshold of the hybrid age. How is such durable relevance maintained for over half a century?

“We have a total of six research and development centres, including for air conditioners, audio visual, home appliances and office products. On top of that, for the Asia Pacific market, Panasonic Appliances Asia Pacific has set up a design centre in the Malaysian office to further understand and localise the products that we offer to consumers,” says Panasonic Malaysia managing director Cheng Chee Chung.

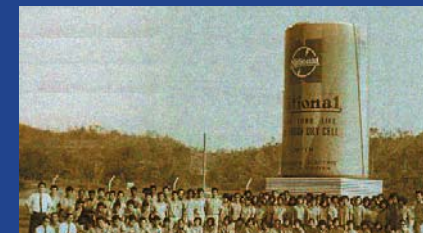
“This office has also established Asia Lifestyle Research Centre for the Asia Pacific market that conducts surveys on consumer lifestyle and product development to gather feedback and improve our products. Factors such as consumer behaviour and cultural lifestyle play an important role in influencing the development of the products,” he adds.

Panasonic Group of Companies in Malaysia (as of 2016)

RM14.6 billion
consolidated sales
(contributing 1.32% of total Malaysia GDP)

23,025
total employees

Significant milestones in Malaysia



1965

Matsushita Electric opened its first factory in Kuala Lumpur.

1976

Matsushita Sales and Services Sdn Bhd (MASCO) was established.

1979

Kedai Nasional was launched nationwide.

1979



Founder Konosuke Matsushita was conferred the Tan Sri title by then-Prime Minister Tun Hussein Onn.

1992

MASCO changed its name to National Panasonic Malaysia (NPM).

2001

NPM Distribution Centre was officially opened in Shah Alam.

2003



The global brand unification took place; thereon National became Panasonic, and the brand tagline “Ideas for Life” was created. Subsequently, NPM Sdn Bhd became Panasonic Malaysia Sdn Bhd.

2012

The new headquarters in Petaling Jaya was completed.

2017

Panasonic Malaysia officially launched its new HOME-2-COM Solution Center at The Vertical Podium, Bangsar South, KL. The first of its kind in the Asean region, it is a platform for reference and inspiration for its B2B (business-to-business) segment, displaying technologies that can be used in the home, town and commercial entities.

2018



Panasonic has expanded to 148 Panashops, 285 service centres and service networks, 10 manufacturing plants and 23 companies under its Panasonic Group, encompassing manufacturing, research and development, sales and marketing, and management.



Advertisements on wheels are not a latter-day technique, as proven here.



The pioneering batch of leaders of the first Matsushita Electric factory in 1965.



Panashops (then known as National shops) have been great intertwining partners of Panasonic in serving their respective communities, spanning decades down to the second or third generations now.



A roadshow in an open field displaying the latest wares.



Before flat screens, there were solid TV sets complete with antennae.



If this National shop still existed now, it would have been just as Instagrammable as it was then.

The industry offers its congratulations

Throughout its journey in Malaysia, Panasonic has teamed up with a host of industry players which share a common vision for a better world.



Dato' M Murly
President & group CEO,
Aspen Group

"Coming together is a beginning, keeping together is progress, and working together is success." Panasonic has proven to be consistently proactive, innovative and reliable in its product development, empowering people and businesses through its technology. One hundred years in business, of ideas and creations is a wonderful achievement.

Ir Anilarasu Amaranazan
Chief operating officer,
Aspen Group

Great integrity and strong work ethics have led to Panasonic's glorious success. It has been a real honour to work with it and we value each and every opportunity to do so. We salute its efforts in reaching such an exceptional milestone.



Au Foong Yee
MD and editor-in-chief,
EdgeProp.my

Konosuke Matsushita may be knocked down time and again, but he is NEVER knocked out! He is an inspiration not just to the Panasonic family but also to individuals and institutions the world over. He is proof that it's possible to arrive at 100 years thriving if one's heart beats for the people.



Dato' Choy Wai Hin
Group MD, Federal Furniture
Holdings (M) Bhd

We are honoured to partner with Panasonic as it constantly strives to create great products that benefit the Malaysian public and enhance the quality of life. We have been inspired by its deeply-rooted corporate philosophy of contributing to human well-being and we look forward to many more years of successful partnership with Panasonic.



Ngan Chee Meng
CEO, Gamuda Land

Panasonic's continuous commitment to innovation and energy efficiency has created a better life for millions of homes and communities around the world. The brand has shown great leadership in technological growth and innovation over the years. May its brand remain reliable and continue to inspire many lives around the world.

TS Soon
General manager,
I-City Properties Sdn Bhd

We sincerely appreciate Panasonic's efficient and gracious customer service, the level of detail and accountability it has demonstrated in each project, and the way it conducts business as a whole. We have, and will continue to, recommend its service to others. We could not be more satisfied with its work and we look forward to continuing this relationship.



Dato' Hoo Kim See
Senior general manager
for the central region,
IJM Land Bhd

We applaud Panasonic's commitment in investing in innovative technology to bring unique products and solutions to the masses. Its partnership approach, innovative spirit and commitment to customer focus are highly commended. We are proud to be working with Panasonic and wish it continued success in the years to come.



Datuk Tee Eng Ho
Executive chairman,
Kerjaya Prospek Group Bhd

Panasonic has a long-standing and strong brand presence in Malaysia and many of us have grown up with the brand. As a main contractor/developer today, I have seen Panasonic products being promoted as part of the home lifestyles in property developments. This shows the confidence and trust in the Panasonic brand.



Mario Gross
President and CEO,
Lafarge Malaysia Bhd

As Panasonic evolves over a century of ingenuity, it is heartening to note its steadfast commitment in "adding a little more brightness to our lives". We look forward to expand the bond of friendship and cooperation between our two brands towards our mutual goal of building better homes for better lives.



Kurt Stocks
General manager,
LEGOLAND Malaysia Resort

We believe this fantastic accomplishment is due to Panasonic's leading commitment to quality, engineering and customer service in the industry. LEGOLAND Malaysia Resort truly appreciates the unparalleled quality and support given by Panasonic.



**Mohd Faiq
Tan Sri Abu Sahid**
Group MD, Maju Group

We are very pleased to have Panasonic as a valuable partner on our project MAJU Kuala Lumpur. With its sustainable and innovative home appliances, it has helped us to shape a better living for our target market, the M40. We are impressed by its progress and technologies, and we can't wait to see what Panasonic will bring in the future.



Dato' Andy Kwan
President, Malaysian Air
Conditioning & Refrigeration
Association (MACRA)

As a premier and trusted brand, Panasonic has won the hearts of consumers for its high-quality and innovative lifestyle products. MACRA is proud and honoured to have an international icon such as Panasonic as one of our life members.



Dato' Azman Mahmud
CEO, Malaysian Investment
Development Authority
(MIDA)

Panasonic has been serving Malaysian households for decades. Despite being a leading global electronics company, Panasonic continues to evolve its ideas and technology, demonstrating that even the strongest must reinvent themselves to stay ahead. As Panasonic continues to grow in Malaysia, MIDA looks forward to more quality jobs and businesses being created for the country.

**Dato' Dr Norraesah
Mohammad**

May Panasonic continue its growing success in its mission of improving the lives and well-being of society through innovative and reliable products.



Dr James Tee
MD/CEO, Medini Iskandar
Malaysia Sdn Bhd

Panasonic has been true to its core in establishing itself as a brand dedicated to improving our lives and striving for societal progress. It has become a popular brand not only among homemakers but also among corporations, which have enjoyed its many innovative solutions. As a flourishing smart and sustainable central business district, Medini City is proud to be working alongside Panasonic, exploring various opportunities that will bring about positive changes to how we live.



The 2-storey terraces in Hillpark @ Shah Alam North employ the Japanese NEXT+HOME solutions for enhanced quality living, along with the "Kajiraku" design for functional and efficient space utilisation.



Tan Sri Eddy Chen
Group MD, MKH Bhd

It is wonderful to have been one of Panasonic's business partners. We look forward to continue working hand-in-hand in delivering value and realising the aspiration of creating "a better life, a better world".



Gladys Goh
Group general manager,
Nippon Paint Malaysia
Sdn Bhd

We truly recognise Panasonic's unwavering mission to improve better living for everyone, and we are immensely proud to have had the opportunity to work with the company towards this goal. Kudos, Panasonic Malaysia, in leading and inspiring the industry to greater heights! We look forward to richer, better lives with it.



Wang Chong Hwa
Chief operating officer,
Paramount Property
Development Sdn Bhd

With the dynamic business environment and keen competition, it is indeed remarkable for a corporation to continue to excel in the field that it operates over a century. Well done, Panasonic! We look forward to more collaborations in the near future.



Dato' Jeffrey Ng Tiong Lip
Chairman, REHDA Institute

Building a lasting international brand legacy of more than 100 years is indeed an impressive feat. Panasonic has positioned itself as a reputable brand internationally, with many of its eco-friendly products being used in Malaysian homes, supporting developers' effort to promote sustainability in their developments.



Datuk Tan Hon Lim
Executive vice-president,
S P Setia Bhd

S P Setia is proud to collaborate with Panasonic for the MYHOME initiative as it has always been a trusted and reliable brand. One hundred years is a milestone of immense pride for a company that is not only technologically innovative but also one that gives back to the community in so many ways, improving the lifestyle of many of its ardent followers.



Kenneth Tan
MD, Sanctuary Lakes
Global Group

A hundred years on from Konosuke Matsushita's invention of the attachment plug, the world remains in desperate need of new solutions. Never before in history has there been so many people drawing upon the finite ecological resources of this fragile planet. Panasonic's founder believed that businesses can contribute to the betterment of human society, and few corporations today are better positioned than Panasonic to help humanity tackle pressing global challenges. We salute and encourage the Panasonic team to carry on the imagination and persistence of Matsushita in striving to make the world better.



Mohd Azanuddin Salleh
MD, SIRIM QAS International
Sdn Bhd

Panasonic has always shown great commitment in enhancing the lives of Malaysians with safe and quality products over the years.



Lee Chee Seng
Chief operating officer,
SkyWorld Development
Group

One hundred years is definitely a fantastic achievement! Panasonic has proven to us that its brand represents the very best in innovation, quality, customer service and support. It is truly the creator for a better life and a better world.



Each home in Cheria Residences is designed to be energy-efficient with built-in PURETECH air ventilation and heat insulation technology. Security is monitored by a comprehensive video intercom and home network system.



Ung Lay Ting
MD, Tropicana
Corporation Bhd

One of the greatest milestones we have achieved is the development of innovative and smart semi-detached homes at Cheria Residences in Tropicana Aman. We would like to express our sincere appreciation to Panasonic for helping us achieve our vision in creating sustainable and eco-friendly lifestyles.

Kong Sze Choon
UOA Group

This centennial anniversary celebration is a testament to the fact that Panasonic is an innovative company that has made a lasting, positive contribution to everyday life. May Panasonic continue to thrive at the forefront of innovation for another century of success.

Carrie Fong
Chairperson, REHDA Youth

Panasonic is a brand that has made many Malaysians' lives more comfortable and efficient. As a household name, it continues to inspire with new initiatives to improve the world we live in. Having been privy to some of the latest technologies coming out of Panasonic during REHDA Youth's Future Forward Forum, we are assured that Panasonic has the solutions and a strategy for the future. It is a vital partner to head into the next 100 years with.

Shaping the future of sustainable living

Panasonic embraces innovation in broad and diversified areas.

While most oak-rooted entities face the onslaught of digital disruption with apprehension or remonstrance, Panasonic has not only embraced it, but marched among the vanguards. Born out of an invention, the company has always been at the forefront of innovation.

"Our products have evolved with the changing needs of the market. A century ago, our products were made under the most basic conditions to do simple household chores. Over the years, our solutions have become more efficient and eco-friendly," states Panasonic Malaysia managing director Cheng Chee Chung.



Panasonic – the key products and solutions in focus

CONSUMER ELECTRONICS

- Air Conditioning
- Cooking Appliances
- General Appliances
- Health & Beauty
- AV & Digital Imaging
- Batteries



The Ketapat Rendang Brownies Coklat drama allows viewers to see demonstrations of Panasonic's daily appliances, while enjoying the Ramadan-based story.



Panasonic's beauty solutions get Hong Kong actress and TV presenter Ali Lee's thumbs-up as she shares her experience using them.



Whether you are a professional or an amateur, the Panasonic Lumix cameras can help you get the desired shots.



With their dynamic visuals on a Firefly aircraft, the Panasonic Sky Series Air Conditioners take to the skies.



The essence of Japanese artisanship is embodied in the Shokunin Collection, seen here with the Ola Bola cast.



Chefs Dato' Fazley and Martin Yan show their skills in the Battle of the Chefs, featuring Panasonic Cooking in collaboration with the Asian Food Channel.



Panasonic Evolta batteries set a new record for the longest-distance toy train ride by powering the Takara Tomy Plarail Train N700 Shinkansen.

COMMERCIAL SOLUTIONS

- Security Solutions
- Professional AV Solutions
- IP PABX & Communication Systems
- Commercial Air Conditioners
- Cold Chain Systems
- Factory Automation
- Avionics
- Automotive
- Industrial Devices



The world could watch the opening and closing ceremonies of the Olympics in clear view because of Panasonic's cutting-edge system projectors developed under its professional AV solutions.



Through an IP-based platform, the integrated security systems incorporated with various analytics, including face recognition, can be designed to link with systems for car park management, door access, IP PABX and video intercom.



Large-scale developments will find the Panasonic VRF air-conditioning system to be the most energy-efficient. An outdoor system supports up to 64 indoor units, which can be remotely monitored through a cloud system.



Panasonic supplies fluorocarbon-free CO₂ refrigerant condensing units to Jaya Grocer in Malaysia.

ECO SOLUTIONS

- Indoor Air Quality
- Energy Solutions
- Building Technologies
- Housing Materials
- Lighting



Panasonic's kitchen solutions have now expanded to innovative cabinets with intelligent storage mechanisms and built-in appliances.



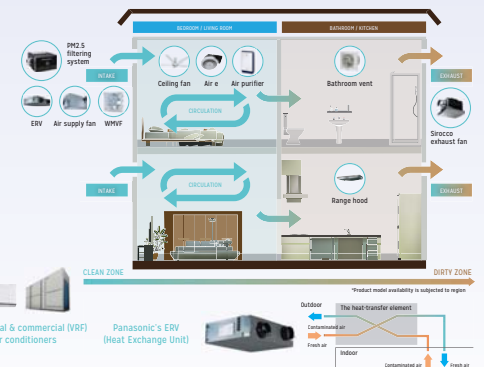
Construction through W-PC technology is a form of Industrialised Building System (IBS) implemented for better efficiency, consistent quality and less wastage.

The HIT Solar Photovoltaic Panels by Panasonic boast the world's highest conversion efficiency and are made in Malaysia.



Indoor Air Quality (IAQ)

Defining new standards for healthy living. Building airtightness maximises energy efficiency to keep the air cool. However, it also causes the indoor air to be polluted due to the lack of ventilation. Find out how Panasonic's Air Solution is able to take in, filter, circulate and expel air from the house all at once.



Panasonic's total indoor air quality management solution includes air intake, filtering, circulation, purification, cooling, exchange, ionisation, and exhaust.



Where imagination is given shape

If you want a feel of a futuristic sphere, step into the newly-minted Panasonic Home-2-Com Solution Center. The revolutionary solutions displayed in an avant-garde visual gallery will ignite your creativity to a world of possibilities. The latest innovations in indoor air quality, energy and LED lighting, security, communications, professional AV, smart solutions and lifestyle appliances are aimed at supporting any home, town and commercial development towards a better world.

PANASONIC HOME-2.COM SOLUTION CENTER

Address: Unit G-2, Ground Floor, The Vertical Podium, Bangsar South, Jalan Kerinchi, Kuala Lumpur

Tel: (03) 2242 1326

Operating hours:
Mondays – Fridays | 10am – 5pm
Closed on Saturday, Sundays and public holidays

Leading the way in smart townships

Panasonic's project raises the quality of living.



Panasonic has pushed the envelope for “a better life” by actualising “a better world”. Utilising its own site in Fujisawa City, Japan, Panasonic Corp has created a model of a sustainable smart town (SST) to be replicated around the world. The 19ha township has been built in partnership with Fujisawa City and a number of other like-minded companies. Opened on Nov 27, 2014, the Fujisawa SST proves that a higher quality living is possible. Unlike other normal developers, Panasonic does not conclude at the completion of construction. In fact, it is only the beginning, as the township blueprint is based not

just on brick and mortar, but also on the nuts and bolts of actual living for the next 100 years. Comprising 1,000 households along with commercial, healthcare, welfare, educational and recreational facilities, the eco-based concept prioritises community, comfort, security, wellness and mobility. Leveraging its expertise in energy-efficient and smart solutions, Panasonic has implemented substantive state-of-the-art structures to reduce CO₂ emission and water consumption by 70% and 30% respectively, while raising utilisation rate of renewable energy to over 30%.

In a nutshell



Energy

The entire town is fitted with high-efficiency solar panels and energy storage systems that can generate and save enough power to serve both individual homes and public spaces optimally. The renewable supply will remain intact even during major power disruptions for up to three days.



Security

Instead of having high fences and imposing walls, the town is safeguarded by an unobtrusive virtual-gated system of surveillance cameras, intelligent lighting and human patrols. This barrier-free environment facilitates community bonding.



Mobility

Sharing services are available for electric vehicles, electric scooters and electric-assisted bicycles, besides car rental. For conventional cars, the environmental automobile inspection service is at hand to help improve petrol mileage and reduce CO₂ emissions.



Community

Every resident is a “town parent” who co-nurtures the town. Discussions are facilitated through a dedicated web portal accessible to every resident, which also serves as the town's one-stop information service. Consented ideas, through a committee, are implemented by a town management company, which will continuously support the sustainable evolution of the town. Community bonds are further fostered through the town square, which comprises a library and numerous facilities for communal activities.



Wellness

A comprehensive care system provides seamless medical, nursing and elderly care, plus pharmaceutical services for its residents, on top of regular health promotion events.

Accredited among the top

Bearing a name that spells reliability and quality, Panasonic has garnered numerous accolades that evidence its position in the forefront of the electronics industry throughout the years.

BrandLaureate 2016

Panasonic Malaysia managing director Cheng Chee Chung was conferred The BrandLaureate Best Choice Industry Brand Icon Leadership Award in the Consumer Electronics Industry. This special category is reserved for only one exclusive recipient for the year to honour outstanding leaders in their respective industries. The awards is organised by the Asia Pacific Brands Foundation, which is dedicated to advancing the branding standards in the region. Founded in 2004, it made its debut in Malaysia in 2006.



Reader's Digest Trusted Brand Awards 2017

Panasonic Malaysia bagged five gold awards in the TV, air conditioner, refrigerator, washing machine and water purifier categories. Since 2001, Panasonic Malaysia has won The Trusted Brand award in various categories for 16 consecutive years. Launched in 1999, Reader's Digest Trusted Brands Survey (formerly known as Reader's Digest Super Brands) identifies which brands, among the thousands available in the market, appeal most to affluent Asian consumers. The Trusted Brand achievement marks the genuine high regard consumers have towards the Panasonic brand.

Putra Brand Awards 2017

Panasonic Malaysia was bestowed The People's Choice Gold Award in the Personal, Household & Outdoor Appliances category. Since the Putra Brand Awards was established in 2010, Panasonic has never failed to be recognised every year. Established by the Association of Accredited Advertising Agents Malaysia and endorsed by the Malaysia External Trade Development Corporation (MATRADE), the Putra Brand Awards seeks to recognise local and international brands that Malaysians appreciate. Winners are picked based on consumer preference.

PERSONAL, HOUSEHOLD & OUTDOOR APPLIANCES GOLD



Pursuing a better life and a better world

Panasonic takes its corporate social responsibility (CSR) and contribution to the betterment of the property sector seriously. Here are some of its key activities in the past years.



Flood and disaster reliefs

Penang

In November 2017, Panasonic Malaysia helped alleviate the distress of Penangites by offering free repair service for electrical appliances, free carton boxes and discounted parts to its customers and dealers swamped by the sudden deluge.

East Coast

In February 2015, Panasonic Malaysia donated a total of 1,275 electrical items worth RM655,233 to 88 schools in Kelantan and Pahang that were most critically hit by the floods.



HEARTHEART Project

In January 2016, Panasonic Malaysia donated 16,000 picture books to more than 7,700 primary schools in Malaysia under the HEARTHEART Project, which was initiated by the international Nonprofit Organization XYZ (cross wise). The picture books were a token of gratitude to the global community that had rendered aid during the 2011 Great East Japan Earthquake.



Panasonic Sports Complex

In June 2008, Panasonic Group of Companies donated the Panasonic Sports Complex to the Ministry of Youth and Sports. The RM34 million high-tech sports complex in Shah Alam houses a 2,000-seating capacity outdoor stadium and an indoor arena within its 15.3 acres.

Eco-education

Kid Witness News

Panasonic runs the Kid Witness News programme worldwide annually. In Malaysia, the programme began in 2005. School children aged 10 to 17, in teams of four, come up with five-minute video productions themed on environment, communication or sports.



Eco Picture Diary

The Eco Picture Diary is part of Panasonic's global eco-learning programme that was introduced in Malaysia from 2011. In collaboration with the Ministry of Education, Panasonic Malaysia distributes special three-day diary books in which children record their environmental-saving gestures. Participants with the best diaries win prizes from Panasonic Malaysia.

EdgeProp Malaysia's Best Managed Property Awards

For two consecutive years since 2017, Panasonic Malaysia has been one of the two main partners of EdgeProp Malaysia's Best Managed Property Awards organised by EdgeProp.my. In honouring real estates that are excellently managed, the venture seeks to raise the bar on Malaysian property management practices, encompassing stratified and non-stratified buildings in the residential, commercial and mixed development categories.

Lafarge-EdgeProp MYHOME project

Panasonic Malaysia is working hand-in-hand with other industry leaders towards designing homes based on feedback from the general public. Kicked off in early 2018, the collaboration between Lafarge and EdgeProp.my gathered urbanites' views through a nationwide survey, which will be translated into homes that would better meet the needs of the population and improve overall living quality.



Virtual Property Expo 2017

Panasonic Malaysia lent its support for the first-ever Virtual Property Expo in Malaysia last year. Organised by EdgeProp.my, the virtual fair marked a step forward in the digitisation of the real estate industry in the nation.



Putting people first

As of 2016, Panasonic in Malaysia has 13,765 full-time and 9,260 contract employees. Five of them from Panasonic Malaysia Sdn Bhd share why they love working here.

Progress and development can be realised only through the combined efforts and cooperation of each employee of our company. United in spirit, we pledge to perform our corporate duties with dedication, diligence and integrity.

— Panasonic's company creed



Takaaki Uehara
Consumer Marketing
and Customer Service
Director (24 years)

In school (Japan), we were exposed to Konosuke Matsushita's Basic Business

Philosophy and "sunao" mind (an uncluttered mind that can discern the state of affairs without pre-conceived prejudice) practice. Since then, I have been impressed with his wisdom and approach towards life and business. His philosophy is relevant both in our business operations and personal lives. It has guided me through the years.

I have gained many opportunities and valuable experiences here. I am also fortunate to have worked for fantastic and inspirational bosses. In Malaysia, we are proud to achieve No. 1 shop share for consumer electrical products in our biggest retailer, Senheng, for 2017. This is thanks to the hard work of our staff.



Chew Keng Heng
Marketing Innovation
Department General
Manager (26 years)

I have grown up using Panasonic (previously National) appliances and

have known Panasonic as a big brand with a strong business culture. I was also impressed by Matsushita's philosophy. So, in my final year at varsity, Matsushita Sales & Service Sdn Bhd (the name of the company then) was one of the multinational companies (MNCs) I aimed to work in.

The constant challenges, innovations and leaderships make every day feel like a fresh experience. Plus, the culture, system and pragmatic leadership have made me stay. I have fond memories of working with colleagues from different places and cultures around the country. I will always treasure their professionalism, support and camaraderie.



Rusli Baba
Integrated Solutions
Department General
Manager (29 years)

While pursuing my business degree, I became interested in the Japanese work philosophy. I also aspired to work for a

well-established MNC, so I applied for a junior marketing executive position. That was the best decision I ever made.

The company puts equal emphasis on customer service and staff welfare. We also practise the Matsushita Basic Business Philosophy and are constantly reminded of our work culture — teamwork, plan ahead, growth driven, creative and caring.

Panasonic has made me a motivated, detailed and results-oriented person. All the difficulties we have faced while working on projects, and the joy and satisfaction upon their completion, are priceless.



Chew Yoke Yuen
Audio Visual
Communication
Department Marketing
Executive (5 years)

I had always wanted to work in a well-known MNC

like Panasonic. The working environment and the challenges, along with supportive superiors and colleagues, make my journey here interesting.

When I was managing home audio products in the past, I was assigned to do a solo presentation at the annual Panasonic AV Key Dealer Conference to our nationwide business partners.

I was naturally apprehensive but I received lots of support from my superiors. The biggest surprise was when my deputy managing director gave me a jar of honey to help prevent sore throat. Consequently, I did well at the conference and that gave me the confidence that I hold on to till today.



Shamini Krishnan
Human Resources
Executive (5 years)

I joined Panasonic because it is a company that emphasises contribution to society — something which

we are very proud of. I am proud to be a part of a strong and supportive team. We practise teamwork and never fail to bring out the best in each other.

I am in charge of payroll. Sometimes we have to stay back to ensure staff salary is remitted on time. Sometimes we encounter technical glitches. However, backed by a strong team, we always somehow manage to get things done.