

The BUZZ

SPB SELANGOR
PROPERTIES
BERHAD

ISSUE 01
OCTOBER 2015

PP18874/09/2015(034308)



OUR STORY

Over the years, SPB has cemented its reputation as a distinguished property development company

PLAZA BATAI

The newly refurbished
16 double storey shop lots

B.I.G GROUP NOW AVAILABLE IN DAMANSARA HEIGHTS

"Plaza Batai has
the whole package"

04/

OUR STORY

Over the years, SPB has cemented its reputation as a distinguished property development company which boasts an admirable portfolio ranging from 16 double storey shop lots at Jalan Batai in Damansara Heights to Taman Tunku apartments, Selayang Mulia terrace homes and Bukit Permata terrace homes in Gombak.

06/

ABOUT PLAZA BATAI

Plaza Batai boasts a good mix of quality tenants, from a wide selection of food and beverage outlets to health and fitness studios, beauty and wellness saloons and the up market grocer.

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MESSAGE FROM CHIEF OPERATING OFFICER

*Dear Valued Residents,
It gives me great pleasure to introduce the first edition of 'The Buzz,' our exciting newsletter showcasing the newly refurbished Plaza Batai.*

This inaugural issue will also feature the journey of Selangor Properties Berhad (SPB), the mastermind behind Plaza Batai and other iconic developments around Damansara Heights. Incorporated in 1963, SPB was transformed into a distinguished property development company with an impressive portfolio of commercial and residential developments in prime areas such as Damansara Heights, Bukit Tunku, Gombak and Selayang under the stewardship of its visionary founder, Puan Sri Datin Chook Yew Chong Wen.

SPB has established itself as the pioneer property developer of Damansara Heights and has made its presence felt within the community for the past 50 years. Back in the 1970's, SPB launched its first block of commercial shop lots comprising 16 double storey units (now known as Plaza Batai) in the heart of Damansara Heights to serve its growing residents.

Today, Plaza Batai sports a refreshed look, having recently undergone a face-lift to provide an enhanced shopping experience to the residents of Damansara Heights. With this refurbishment, we endeavour to

serve our customers better by catering to their evolving lifestyles whether it's dining, grocery shopping, health and fitness or beauty care.

We are fortunate to have the trust and support of our tenants over the years. Here, I would like to extend my warmest welcome to all our tenants to the new Plaza Batai. A special mention goes out to Ben's Independent Grocer, (B.I.G), our new anchor tenant which offers customers a complete grocery shopping and dining experience.

On behalf of the company, I would like to extend my warmest welcome to you and your family and we look forward to seeing you here. We hope that you will have an enjoyable experience at the new and refreshed Plaza Batai.

Warmest regards,

Chong Koon San
Chief Operating Officer
Selangor Properties Berhad

OUR STORY

52

years of
EXPERIENCES



Through the years

1963

SPB WAS INCORPORATED IN 12 OCTOBER 1963

with Puan Sri Datin Chook Yew Chong Wen as its first director. Then, following an IPO that was oversubscribed many times over, SPB made a spectacular debut on the Main Board of Kuala Lumpur Stock Exchange (KLSE) on 6 November 1963 with the late Tan Sri Datuk Wen Tien Kuang as Chairman and Puan Sri Datin Chook Yew Chong Wen as Managing Director.

1972

WISMA DAMANSARA WAS COMPLETED

The 16-storey office tower scored an architectural first for the country with a frontage of precast concrete panels featuring modern graphic patterns to reflect Malaysia's burgeoning nationalist spirit. In November, Block A of Kompleks Pejabat Damansara (KPD) was completed and tenanted to the Inland Revenue Department. In the same month, the 16 double storey shop lots on Jalan Batai were also completed prompting SPB to move its office there.

1986

PHASE 1 CONSTRUCTION OF PBD WAS COMPLETED

Phase 1 construction of Pusat Bandar Damansara (PBD) spanning 1.5 mil sq. ft. comprising nine blocks of offices were completed.

1999

MENARA MILENIUM WAS COMPLETED

The iconic Menara Milenium was completed and was fully tenanted. It also won the 2001 FIABCI Prix d'Excellence Award in the Office / Industrial Category.

Founded by the late Tan Sri Datuk Wen Tien Kuang and Puan Sri Datin Chook Yew Chong Wen, Selangor Properties Berhad (SPB) was officially incorporated in October 1963 and listed on Bursa Malaysia's Main Board a month later. Back in the day, Puan Sri single-handedly managed all aspects of the operations. In her first project, she refurbished 3 units of shop lots and converted them into flats for renting. Her go-getter attitude eventually led her to more opportunities such as the UK Heights and Bukit Tunku projects which are esteemed developments that have stood the test of time. Today, SPB's principal activities are property and investment holding as well as property development.

Puan Sri, who is currently assuming the position of Chairperson, was instrumental in transforming SPB into one of the most recognisable property development companies in the vicinity of Kuala Lumpur, especially Damansara Heights.

During the early 1960's, SPB's primary focus was on creating a thriving and sustainable community in Damansara Heights. The company changed the landscape of Damansara Heights with the sprouting of many commercial buildings in the 70's. Wisma Damansara, which was considered a pioneer office building was completed in 1972 together with 16 double storey shop lots at Jalan Batai (now known as Plaza Batai), followed by Kompleks Pejabat Damansara and Wisma Perdana.

Armed with a deep understanding of the social-demographics of Damansara Heights community, SPB continued to deliver prestigious developments in this prime area. In 1999, Menara Milenium, one of Kuala Lumpur's most iconic office buildings was completed. Standing at 25 storeys high, it is much sought after as the preferred corporate address with high commercial value.

Over the years, SPB has cemented its reputation as a distinguished property development company which boasts an admirable portfolio ranging from 16 double storey shop lots at Jalan Batai in Damansara Heights to Taman Tunku apartments, Selayang Mulia terrace homes and Bukit Permata terrace homes in Gombak. The company's investment properties includes Menara Milenium, Wisma Damansara, Kompleks Pejabat Damansara, Plaza Batai, SPB Tower and Taman Tunku Apartments, all of which are located within the highly regarded district of Damansara Heights.

Guided by the principles of 'Passion for Perfection', SPB resolves to enhance the living pleasure and standards of the community it serves, especially Damansara Heights, a place it holds dearly to its heart.

ABOUT PLAZA BATAI

B PLAZA BATAI

THE PAST

Located within a prestigious residential address, Plaza Batai was the first block of commercial shops built during 1970's in the heart of Damansara Heights.



This commercial centre has served the residents for more than four decades and holds a special place in their hearts.

It was the idea of Puan Sri Datin Chook Yew Chong Wen, founder and current chairperson of Selangor Properties Berhad (SPB) to construct this 16-unit double storey shop lots for the convenience and enjoyment of Damansara Heights residents. Each unit is

approximately 1,600 square feet in size. The entire centre spans a combined shop space of more than 45,000 square feet for both ground level and first floor, as well as parking bays for more than 200 vehicles.

In September last year, upgrading works kicked off in full gear as part of Plaza Batai's rebranding exercise.

A PIONEER TENANT



"To acquire a customer is easy but to retain one takes a lot of hard work. We are grateful to our customers who have been so supportive throughout the years. We have created a bond, a friendship with them that is beyond monetary transaction. This invaluable relationship is what kept us going strong for so many years and we are truly thankful for that"

ANNIE WONG & JUNE LEE
Owners of Cherry Pink Flowers and Gifts

It has been 28 years since Annie Wong started her floral business Cherry Pink Flowers and Gifts here at Plaza Batai. Back then, her business was housed in one of these 16 unit double storey shop lots. When Annie first started her business, she was not sure about Damansara Heights as the location as she has just arrived to Kuala Lumpur not too long ago with her cousin. But she took a chance and it paid off quite handsomely.

A huge part of her decision to keep Cherry Pink here for so long was due to her loyal customers. Many of Annie's loyal customers are residents who live nearby and have seen her business grow. She says, "They are the nicest people, really! When I first started this shop, I didn't know much about floral arrangements, but they were patient with me and one customer even taught me about colour combination."

Over the years, Annie noticed that the trends were changing, and people's needs and wants have evolved with their lifestyles. She is very pleased that Plaza Batai is introducing new tenants which she believes will attract new crowd to the centre.

Annie is slowly taking a step back and letting her daughter June, take over the business. Having been educated and experienced a part of her life abroad, June is trying to bring new changes to the business. She says, "We have to move with the times. With the refurbishment and modernisation of Plaza Batai, we are anticipating a new breed of customers who are conscious of the value of products and services they pay for. Therefore, we are studying the market quite carefully. One of the steps we've taken is building an online website for order and delivery for the convenience of our customers."

"To acquire a customer is easy but to retain one takes a lot of hard work. We are grateful to our customers who have been so supportive throughout the years. We have created a bond, a friendship with them that is beyond monetary transaction. This invaluable relationship is what kept us going strong for so many years and we are truly thankful for that," says June.

Cherry Pink Flowers and Gifts is located on the ground floor at unit 6-6 and is open from Monday to Saturday, from 8.30a.m. to 7.00p.m.

THE PRESENT

Having undergone a major refurbishment, Plaza Batai is sporting a modernised look that exudes vibrancy and friendliness for a more holistic shopping and dining experience. The 16 units of newly refurbished outlets echoes the affluent persona of its community through the exquisite interior design and product displays.



The refreshed Plaza Batai has been carefully designed to cater to the increasingly sophisticated lifestyles of Damansara Heights residents. The commercial centre has expanded its food and beverage choices to include Japanese and Thai fusion restaurants and an all-day dining café, among others.

For diners who reminisce the comfort and familiarity of coffee shop dining, they can enjoy the local delicacies "just like good ol' times" at Restoran Shangri-La.

Plaza Batai boasts a good mix of quality tenants, from a wide selection of food and beverage outlets to health and fitness studios, beauty and wellness saloons and the up market grocer, Ben's Independent Grocer (B.I.G).

Joining Plaza Batai as its newest addition is the B.I.G Group. B.I.G which is the anchor tenant for Plaza Batai, offers the best in grocery shopping and dining. This grocer which is occupying the space of an entire ground floor of the front block will feature a wide selection of imported and local products and promises to keep grocery shopping fun and fresh.

OUR ANCHOR TENANT

"There isn't anything quite like Plaza Batai, nestled conveniently amongst a tight-knit neighbourhood. Amidst all the heavy on-going construction, it still gives you a pleasant, serene and community feel, and that's what I liked about it."



BENJAMIN YONG
Founder and Group Chief Executive Officer
of BIG Group

If the BIG Man of plausibly Malaysia's most outstanding restaurateur with a chain of more than 20 restaurants, cafes, bars and a supermarket calls himself the Group Chief Eating Officer on their official website, you know you're in a for wild ride of food experience. Also the founder, Benjamin Yong, 37, confessed that when he started the business he did not actively seek for opportunities, but it came in the form of excess retail space at his mother's fashion boutique in 1 Utama. They decided to combine it with a café, and the first of many more successful restaurants was born.

"People always have the impression that I had crazy ambitions from day one which was not the case. There were no grand plans to begin with," says Ben. He continues, "But we are firmly guided by the principle of "building relationship between people through good food", and the rest just fell into place."

When the Group decided to expand its business, it wanted to have a second BIG Grocer together with a few concept restaurants. While scouting for a location that provides both great geographical location and a strong sense of community feel, Ben found Plaza Batai. He said that Plaza Batai has the 'whole package' of what he envisioned his second supermarket grocery business would be. Ben who spent most of his adolescent years in Damansara Heights has a special affinity for this neighbourhood. "There isn't anything quite like Plaza Batai, nestled conveniently amongst a tight-knit neighbourhood. Amidst all the heavy on-going



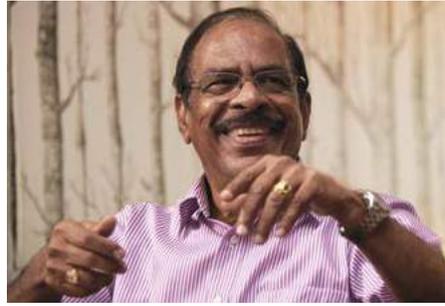
construction, it still gives you a pleasant, serene and community feel, and that's what I liked about it," he explains.

Besides Ben's Independent Grocer, Plaza Batai will also feature Beast, a grill and bar concept steak house, Ben's General Food Store which is a part-café and part delicatessen, with a couple more restaurants underway. Because Ben has lived in this neighbourhood, he feels he has quite a good grasp of what the community expects when it comes to grocery shopping and dining. "We are trying to go for something contemporary but at the same time comforting because we understand that the residents need to identify with the products or the dining concepts that we offer. Only then, can they feel at ease and truly enjoy their time spent here at Plaza Batai. This is essentially what we have been trying to achieve through our philosophy of building a relationship with our customers through good food and creating innovative, fresh and exciting experiences," concludes Ben.

OUR REGULAR SHOPPER

This is not the typical commercial centre you see at central business districts or other neighbourhoods where people just come and go. There are no personal touches there. Here, you can see that it's getting more modern and trendy to serve the changing lifestyles of the residents, but they did not forget what is most important to the people – the homely, community-focused concept that has been the signature of Plaza Batai all these years.

MANOHARAN SUPAIYA



Mr Manoharan is indeed a regular shopper at Plaza Batai. He frequents the place 3 to 4 times a week for groceries, to dine with family, have a cuppa with friends and sometimes to get his reading materials. He retired from United Plantations Berhad in Teluk Intan as Group Engineer in 2002 and moved to Damansara Heights a year later where he settled down rather easily here. He partially credit this to Plaza Batai for being a one-stop centre which catered to the needs of his family back then.

Location wise, Plaza Batai strikes gold with Mr Mano as his home is merely 2 kilometres away. If not driving, he sometimes take a 30-minute leisurely stroll to get here. Besides the convenience of its location and the ample parking spaces, what attracted Mr Mano to

Plaza Batai is the homely ambience which is growing obscure in bustling cities. He says, "It's so rare to find a neighbourhood commercial centre where shop owners know you by name these days. I'm very pleased to find such camaraderie here."

When asked if he is excited about the new changes that are coming to Plaza Batai, Mr Mano answered with an enthusiastic "yes". "I am really looking forward to the new supermarket to do my grocery shopping so that I don't have to drive to Bangsar as the traffic can get quite nasty," laughs Mr Mano.

He said that Plaza Batai is making sound changes in moving with the time. He also praised the management for the great effort taken to keep the place community-centred and not over-commercialising it. He adds, "This is not the typical commercial centre you see at central business districts or other neighbourhoods where people just come and go. There are no personal touches there. Here, you can see that it's getting more modern and trendy to serve the changing lifestyles of the residents, but they did not forget what is most important to the people – the homely, community-focused concept that has been the signature of Plaza Batai all these years."

SPB GIVES BACK

SPB CONTRIBUTES TO
PERSATUAN DIALISIS KURNIA
PETALING JAYA



Selangor Properties Berhad (SPB) has been contributing to Persatuan Dialisis Kurnia Petaling Jaya (PDK) since 2008. This long term partnership has supported many financially challenged patients to receive dialysis treatment. Our contribution to PDK has assisted 65 end-stage kidney failure patients yearly, of which 70% are senior citizens with low household income. It has also contributed to the operating cost of the centre. In addition to this, two haemodialysis machines and other equipment have been purchased.

We have always believed in giving back to the community to improve their health and livelihood and we are honoured to make an impact in the lives of these patients.



Selangor Properties Berhad (5199-X)
Level 2, Block D, Kompleks Pejabat Damansara
Jalan Dungun, Damansara Heights
50490 Kuala Lumpur Wilayah Persekutuan, Malaysia
Phone : +603 - 2094 1122 Fax : +603 - 2095 0150

www.selangorproperties.com.my

PUBLISHED BY

Keruan Jaya Sdn Bhd (309054-K)
(a subsidiary of Selangor Properties Berhad)
Level 2, Block D, Kompleks Pejabat Damansara
Jalan Dungun, Damansara Heights
50490 Kuala Lumpur Wilayah Persekutuan, Malaysia
Phone : +603 - 2094 1122 Fax : +603 - 2095 0150

PRINTED BY

Akitiara Industri Sdn Bhd
183, Jalan TPP1/3 Taman Industri Puchong
47100 Puchong, Malaysia