

# The BUZZ

**SPB** SELANGOR  
PROPERTIES  
BERHAD  
Passion for Excellence

ISSUE 03  
MAY 2016

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A PERFECTION  
WORTH  
ACQUIRING



#### OVER 50 YEARS OF EXCELLENCE

Resilience, determination, hardwork  
and strength are the pillars  
behind the success of SPB

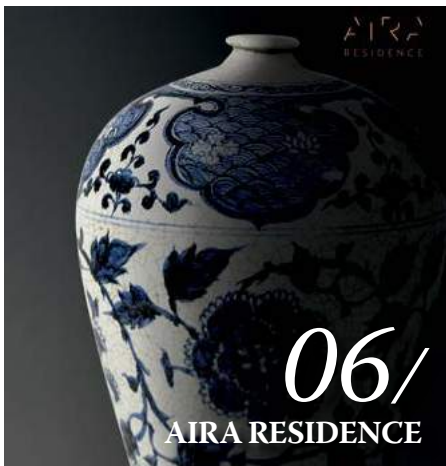
#### AIRA RESIDENCE

Discover Kuala Lumpur's  
best kept secret

#### TADIKA FATIMA

Educating and nurturing  
the young

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# MESSAGE FROM CHIEF OPERATING OFFICER

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*Dear Valued Residents,  
I trust that you have enjoyed all the  
festivities and are all in good health.*



On the 24th of March, we held our 54th Annual General Meeting at Kuala Lumpur Golf and Country Club. It was an exciting meeting with the shareholders as we shared our new development plan for 2016.

This issue features the journey of Selangor Properties Berhad (SPB) over the years. It also shows how one lady's resilience, determination and hardwork have left a mark in the company.

SPB has been around for over 50 years since its incorporation in 1963. The company has achieved many milestones by developing housing estates which became distinguished addresses in Kuala Lumpur. We are well known for our development in Damansara Heights. In fact, the name of SPB is synonymous to Damansara Heights and we were the first developer that developed the area. Back in the 1960's, we acquired 1,000 acres of rubber plantation land at the outskirts of Kuala Lumpur and drew up a 5 phase development plan for the land. The development was called Damansara Heights, named after the Damansara River. Some of the landmark properties that were developed includes Menara Milenium, Wisma Damansara, Kompleks Pejabat Damansara, Plaza Batai and Taman Tunku Apartments.

This year, we will be launching our most exclusive and luxurious development, AIRA Residence. With only 105 beautifully designed and spacious apartments available, access to this rare property in Bukit Damansara, the last of its kind, will be very limited. AIRA Residence is located at a very exclusive high point of Jalan Batai and is surrounded by luxurious bungalow homes. I would like to invite you to register your interest with us on [www.airaresidence.com](http://www.airaresidence.com). Our sales representatives will contact you and bring you through this exclusive and luxurious development.

We hope you will enjoy reading about our journey and we look forward to connecting with you on your interest for AIRA Residence.

Warmest regards,

**Chong Koon San**  
Chief Operating Officer



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# OVER 50 YEARS OF EXCELLENCE

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In Malaysia, the success of Chinese family-owned corporations are typically attributed to hard work, resilience and prudence, with descendants building on the founder's life work. The story of Selangor Properties Berhad is thus remarkable in that it advanced from obscurity to a multi-billion dollar international property development and investment corporation within a single generation.

Tradition dictates that wealth and power are available to women only through inheritance or marriage. Remarkable in her time, Puan Sri Datin Chook Yew Chong Wen was able to break free from this tradition as the company's founder and current chairperson.

From a very young age, she had developed a strong innate interest to do business. In order to acquire business acumen, she keenly followed and observed her father in conducting his business, as her father, Chong Khoon Lin, was a well-established business owner in tin mining in the areas of Ulu Langat. In the 1930s and 1940s, while pursuing her undergraduate studies in Hong Kong and China and away from her family, she was caught in the midst of WWII. Having had to endure the great hardship under Japanese occupation during the WWII and thereafter being an impecunious student pursuing her post graduate studies in New York, she was ever determined to create a better living for herself and her family.

In 1950s, she started her first property development project with 3 shoplots, which she refurbished and rented as residential flats. Puan Sri belonged to a generation that both created and seized new opportunities, and she was able to build on similar successes until SPB was officially incorporated a decade later on the 12th of October 1963. With her late husband Tan Sri Dato' Wen Tien Kuang by her side, SPB grew into a property investment holdings and property development empire.

From introducing the concept of "serviced apartments" to Malaysia to developing full-scale commercial and residential real estate projects, Puan Sri has been a pioneer in the true sense of the word. She left her mark in many developments undertaken by her in areas such as Damansara Heights, Bukit Tunku and Ukay Heights. Today, despite being in her 90s, Puan Sri's indomitable spirit remains intact. Her courage, resilience and strength continue to be reflected in every aspect of the company she founded.

# KOMPLEKS PEJABAT DAMANSARA



Kompleks Pejabat Damansara (KPD), located in Jalan Dungun sprawling across 3.6 acres parcel of freehold land was completed in 1973. The completion of Kompleks Pejabat Damansara established Damansara Heights as a new exciting commercial hub in Kuala Lumpur. The development that consist of 5 blocks of 4-storey office building was designed by BEP Arkitek Sdn Bhd. The architectural firm is one of the leading firms in Malaysia and was responsible for some of the major governmental and commercial buildings here.

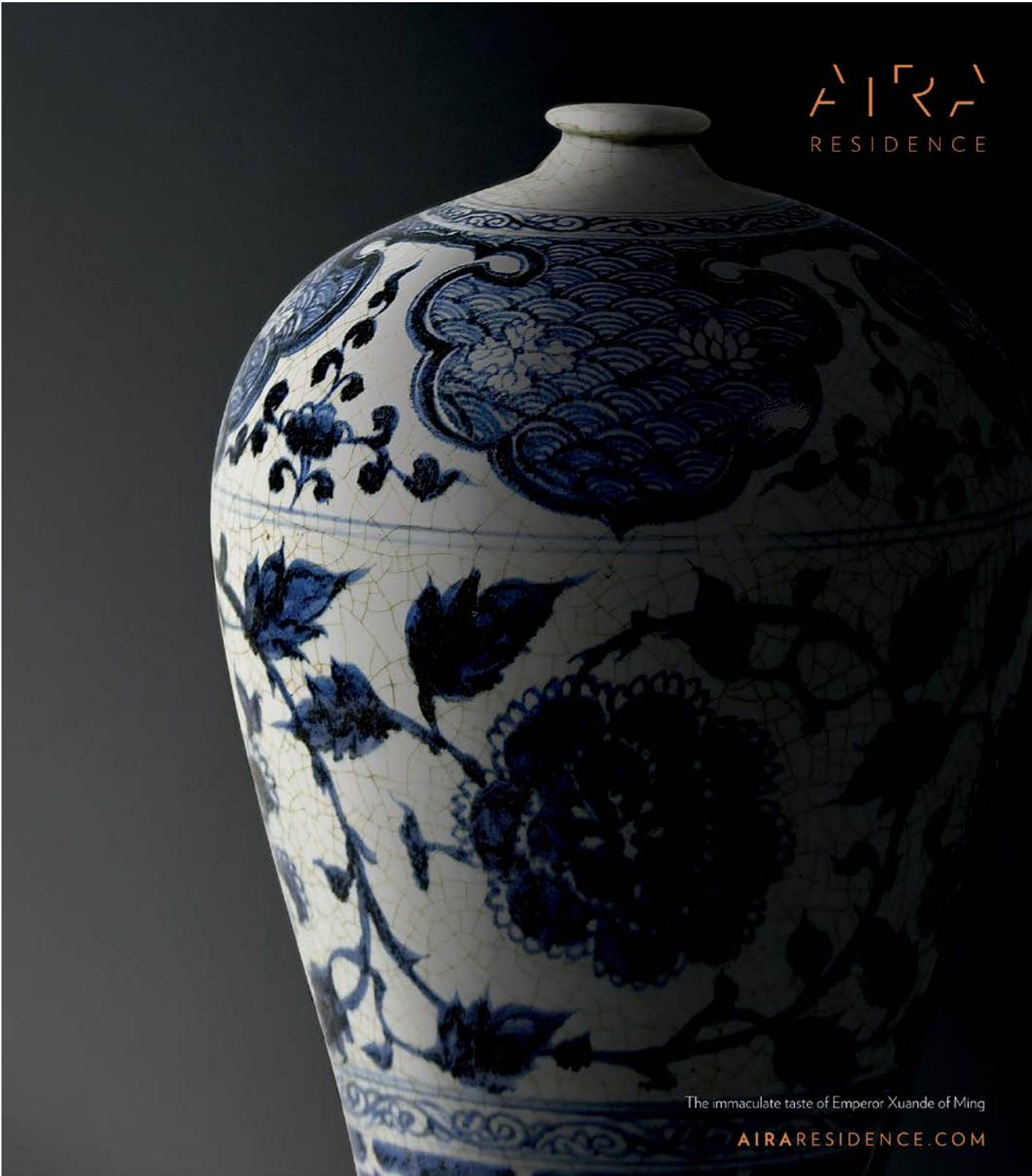
After 43 years, KPD remains the headquarters for Selangor Properties Berhad. In 1973, this commercial hub was home to the newly incorporated Kuala Lumpur Stock Exchange (KLSE). Today KPD is fully tenanted and is office to employees from United Nations, Maybank, Help Institution to name a few.

We believe in the importance of creating green spaces within our developments hence unlike typical office buildings today, KPD has a fair share of greeneries. This

was intentionally done in order to create a tranquil ambience within the development.

In order to grow with times and to meet the current needs of Damansara Heights community, we will be planning to redevelop KPD.





AIRA  
RESIDENCE

The immaculate taste of Emperor Xuande of Ming

[AIRARESIDENCE.COM](http://AIRARESIDENCE.COM)

## PERFECTION WORTH ACQUIRING

The demand for exceptional and meticulous craftsmanship is required from a perfectionist. Discover the promise at [airaresidence.com](http://airaresidence.com).



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# AIRA RESIDENCE

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*AIRA Residence is where solitude meets bespoke living*

*This European-inspired luxurious condominium development is perched atop  
Jalan Batai in Damansara Heights on a 3 acres parcel of freehold land.  
This quiet and tranquil location enjoys unobstructed views  
of Kuala Lumpur City Centre.*

With over a decade of conscientious planning, Selangor Properties Berhad (SPB) is ready to reveal Kuala Lumpur's best kept secret.

The 105 luxurious AIRA Residence units in Damansara Heights represents a rare opportunity to own a sky-home in this prestigious location. Unit sizes in this low-density development range from 2,679sf to 7,730sf, giving home owners the generous space they desire. The design of AIRA Residence reflects SPB's meticulous attention to detail, incorporating the finest finishes and the highest quality materials - many of which are unique to this development and are the firsts in the market.

Each artfully composed home will be accessible via a private lift lobby and feature a unique entry system that allows flow-through ventilation to take advantage of the cooling hill-top breezes. The interior spaces have been carefully crafted with a European sensibility of spatial arrangement where each space flows into the next through a choreographed progression of discreet rooms. This unique and refined sense of living extends to the parking area which features personalised private garages that can accommodate three luxury cars and feature built-in storage cabinets, power outlets and lighting.

The state-of-the-art security system of the building is designed by a leading security consultant. Every unit is equipped with intercom links to the lobby lounge, has 24-hour surveillance and multiple levels of security ensuring the utmost safety for residents.

AIRA Residence boasts a spacious lobby lounge which includes a concierge desk, coffee lounge, a kitchen and indoor/outdoor spaces for meetings, easy reading or just casual relaxation.

Adding to the bespoke nature of this project, SPB will be offering an array of options which allow purchasers to customise the interior of their homes to suit their personal preferences. Buyers can select from a range of optional packages covering material finishes, lighting, smart home systems, furnishings and personalised home-design - all of the highest quality befitting the development.

AIRA Residences' common facilities again reflect the luxury boutique nature of the development. Residents will enjoy a modern well-equipped gym and an infinity pool that merges with the terraced gardens. For those who seek tranquility, the secluded garden is the perfect escape. Sports enthusiasts will enjoy themselves at the Sports Lounge and Bar which offer both healthy recreation and entertainment variety. The entertainment options continue with a beautifully designed indoor/outdoor entertainment room on the ground floor and a special rooftop viewing deck complete with kitchen facilities, barbecue and an indoor/outdoor lounge area offering stunning night views of the Kuala Lumpur City Centre.

AIRA Residence aims to be an exemplar in sustainable development by achieving a 'Gold' rating under the Malaysian Green Building Index (GBI) system. Some of the green initiatives include a rain harvesting system; bio-ponds; energy efficient lighting; the use of low volatile organic paints; the incorporation of electric car charging facilities; and the use of low-e glass to minimise the amount of light and heat entering living areas, thus reducing air conditioning running costs.

AIRA Residence is a masterpiece orchestrated by three award-winning international design firms - Interior Designers: Piet Boon Studio; Architects: Aedas; and Landscape Architects: Tierra Design. The design team, known for their exceptional craftsmanship, has added this prestigious development to SPB's impressive list of iconic properties.

This luxurious condominium development is expected to be launched in quarter three 2016.

[www.airaresidence.com](http://www.airaresidence.com)

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# SPB GIVES BACK



Sister Letitsia and the staff of Tadika Fatima

Education has always been an integral part in educating and nurturing the young. We have always been taught from young to study hard in order to enjoy a better life in future. At Selangor Properties, we too believe in the importance of education and the solid foundation one receives at a young age. As such, we have been contributing to Tadika Fatima since 2014. The contribution made goes to the staff's salaries and the children's weekly meals.

Tadika Fatima under the leadership of Sister Letitsia has been operating for 54 years and is officially registered under the Ministry of Education. This kindergarten caters to children from marginalised families and takes in 40 children yearly from ages 4 to 6. It aims to prepare children for primary school education. "We hope that the boys and girls can stand up on their own in the society by receiving adequate education" says Sister Letitsia.

Tadika Fatima in its earlier years were initiated by the Young Christian Society of Assunta Secondary School. Students from this society spent their weekends tutoring underprivileged children with the guidance of the Franciscan Missionaries of Mary Sisters which includes Sister Letitsia. Today Sister Letitsia, 83 years of age spends her time teaching music in the kindergarten. "I feel young with the children and it is a joy to be here to teach music" says Sister Letitsia.

Mrs. Kalyani A/P Pillaiyar and Mrs. Kamala Devi A/P Suppiah has been teaching in Tadika Fatima for more than 20 years. Both teachers feel a sense of achievement and satisfaction when they see their students excel academically. They hope that children today understand the importance of education, takes it seriously and are able to see how education will shape their future.

