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PRESS RELEASE (FOR IMMEDIATE RELEASE)

Protasco unveils masterplan for De Centrum City township at Kuala Lumpur South

The new RM10 billion integrated mixed development will be rolled out in stages over the next 15 years to spur growth in the Kuala Lumpur southern corridor.

22 September 2015:

Listed developer Protasco Berhad today unveils its plans for a new township called De Centrum City in Kuala Lumpur's growing southern corridor. With an estimated growth development value (GDV) of RM10 billion, the new township will be unveiled in stages over a 15-year period. The 100-acre freehold tract of land where the township will be built, is currently the site for De Centrum Sales Gallery and Infrastructure University Kuala Lumpur (IUUKL).

A shopping centre called Gallerie @ De Centrum (Phase One) is also scheduled to open by February 2016. To date, 70 per cent of the shopping centre has been leased out to tenants who will operate a fitness centre, convenience stores, pharmacies, book store, fast-food restaurants and supermarket, among others.

The entire Phase One development comprising the shopping centre block with 29 retail units, service apartment block with 320 units, SOHO block with 192 units and 54 shop lots, will be handed over to purchasers around December 2015.

Within De Centrum City, two towers (A & B) of De Centrum Unipark have been completed while the remaining two blocks (C & D) will be completed by 2017. When fully completed, De Centrum Unipark will offer a total of 640 condominium units.

Coming up next is a premium residential development conceptualised as Rimbawan Residences @ De Centrum with 504 high-rise condominium units and 13 exclusive villas.

"De Centrum City is possibly the first township in Malaysia to be built around an existing academic institution and there is growth potential and opportunity not only for those involved with academia but also for families looking to set up new homes, companies looking for a prestigious address outside the city, businessmen and investors," explains Dato' Ir Kenny Chong Ther Nen, Protasco Bhd's Managing Director for Property & Infrastructure.

The new township is strategically located in an area dubbed Kuala Lumpur South, almost midway between Kuala Lumpur city and the Kuala Lumpur International Airport (KLIA). De Centrum City can be reached in approximately 30 minutes from downtown KL, around 30 minutes from KLIA and possibly 15 minutes from either Putrajaya or Kajang.

"Given the location of De Centrum City in close proximity with IUUKL, University Putra Malaysia and other institutions of higher learning, it is envisioned that a knowledge community will grow and evolve from here -- with start-up companies, technology incubators and other amenities to support an entrepreneurial eco-system," says Chong.

As an integrated township development, De Centrum City will offer residential units, shop-offices, small offices/home offices (SOHO), office suites, retail lots, hotels, an academic precinct, a convention and recreation centre, among others.

Most of the existing structures within the land will be demolished to make way for new ones to be built according to the master plan. The existing university campus will also be upgraded with green features added -- from a network of elevated green bridges with public parks and water features to sheltered pedestrian walkways and bicycle paths. A shuttle bus service will be implemented to link commuters between De Centrum City to the Kajang MRT station, which is scheduled to be operational by July 2017.

“De Centrum City is the first township development that is conceived from the drawing board to address the issue of community well-being. One of the definitive features of the new township is the ‘new urbanism’ concept which promotes a vehicle-free community -- where amenities can be enjoyed within walking distance,” explains David Mizan Hashim, the principal of award-winning Veritas Design Group, architect for the township.

“Unlike conventional developers, Protasco Bhd started off with government-initiated infrastructural projects and later went on to establish a university. With a strong foundation in place, they are supportive of the idea of a new township based on the principles of new urbanism -- where there will be layers of pedestrian networks with green features and public spaces within the township to create an environment conducive to healthy living,” adds Hashim.

On the prevailing slow economy, Chong says, “We own the entire prime land of De Centrum City which is unencumbered so there is less pressure on us to achieve unrealistic targets as we can pace our growth to coincide with general economic growth accordingly. We believe a sound long-term development will override any temporary fluctuations in the market.” For fiscal year 2014, Protasco Bhd recorded a turnover of RM1.06 billion and operating profit of RM57.1 million.

De Centrum City is expected to be a dynamic catalyst of growth for the Kuala Lumpur South corridor by providing investment opportunities and creating new jobs. The new township will cater to the existing population of 500,000 located within an approximate 20-minute radius, which is projected to grow exponentially within the next 10 years. True to its name, De Centrum (which means “the centre” in French) is poised to be the next potential growth centre.

ABOUT GALLERIE @ DE CENTRUM

Scheduled for opening around February 2016, Gallerie @ De Centrum will be the first shopping centre of its kind to serve an existing 500,000 population living within an approximate 20-minute radius in the Kuala Lumpur South area. Built on a 4.5-acre freehold land with a total GDV of approximately RM280 million, Gallerie @ De Centrum will comprise a shopping podium with a SOHO and serviced apartment block each and retail shops on its perimeter.

The shopping centre will house an extensive mix of tenants ranging from restaurants, cafes and supermarket to a health and fitness centre, book store and leisure space to promote the arts.

The 29-storey service apartment block offers residential units ranging in size from 575 to 1,022 sq ft while the 21-storey SOHO block offers units ranging in size from 447 to 768 sq ft. There will also be 54 shoplots within the perimeter ranging in size from 1,037 to 2,240 sq ft.

Gallerie @ De Centrum will not only be a place for shopping but also a place to chill out with a myriad of choices for entertainment and leisure -- from dining and socialising to getting a work-out and pampering oneself. A host of activities has already been planned from its opening to cater to the vibrant community in Kuala Lumpur South.

More information at www.decentrum.com.my

ABOUT RIMBAWAN RESIDENCES @ DE CENTRUM

Rimbawan Residences @ De Centrum is designed as a premium residential development within De Centrum City comprising four tower blocks and 13 exclusive villa units which come complete with individual plunge pools. Built on 7.4 acres of freehold land, the four tower blocks offer 504 condominium units ranging in size from 875 to 1,330 sq ft; while the villas are approximately 3,450 sq ft.

Based on the “urban forest” concept, the entrance to Rimbawan Residences @ De Centrum will be book-ended by the enchanting “Mist Canopy”, a green walkway sheltered by rows of trees in a colourful mix. Hidden nozzles will spray mists from the top of the trees to cool the environment and to create the romance of an enchanted forest. The Mist Canopy will be a conversation piece for proud owners of Rimbawan Residences @ De Centrum as they take strolls along the sheltered walkway.

Reinforcing the urban forest concept will be a “Forest Retreat”, a park created from an existing tropical forest where matured trees and foliage are already part of the ecosystem. An elevated suspension bridge will connect residents from their condominium grounds to an adjacent park with pavilions that provide shelters, barbeque pits and hammocks on tree branches where residents can unwind amid nature.

The recreation area on level four is built upon a “floating deck” concept giving the feel of being on an elevated level. Recreational amenities include: a glass gym overlooking the entrance to the residences; infinity pool; play area for children; barbeque pits; tennis court; mini putting green; and a flower garden; among others.

The driveway and lobby area will also be a conversation piece. Hidden LED lights will light up the place in a colourful array to create the feel of being among the stars at night. The centre of focus at the driveway will be a musical water fountain that is lighted up with unique patterns when seen from the high-rise units. The driveway and lobby area will not only impress visitors but also provide a unique experience when the area is lighted up at dusk.

Rimbawan Residences @ De Centrum, with an estimated GDV of RM342 million, is expected to be completed around the end of 2018. The architect for the project is Veritas Design Group while the the landscape designer is Hoda Design. More information at www.decentrum.com.my

ABOUT THE DEVELOPER

Protasco Berhad was listed on the main board of Bursa Malaysia on 8 August 2003. The Group’s legacy began as early as 1993 through the establishment of various wholly owned subsidiaries which include: HCM Engineering Sdn Bhd, Kumpulan Ikram Sdn Bhd and Protasco Trading Sdn Bhd.

Since then, Protasco Bhd has steadily developed itself into a diversified business entity specialising in road maintenance; constructions of roads, bridges and buildings; provision of engineering and consultancy services; trading and manufacturing of construction materials and infrastructure products; education; and property development.

Protasco Bhd expects its growth for 2015 to be driven by the Construction and Property Development Divisions. For fiscal year 2014, the Group recorded an increase in turnover to RM1.06 billion and operating profit of RM57.1 million.

Protasco Bhd strongly believes balanced development and growth would propel the organisation forward. The Group seeks to engineer appropriate infrastructure solutions, which contributes towards a better quality of life. With extensive international alliances, it has the capability to harness technology while being guided by a set of core values inherent within the organisation.

Sitting on the Board of Directors are: Tan Sri Dato’ Dr Hadenan Bin A Jalil (Chairman); Dato’ Sri Ir Chong Ket Pen (Executive Vice Chairman & Group Managing Director); Dato’ Sri Su-Azian @ Muzaffar Syah Bin Abd Rahman; Dato’ Mohd Hanif Bin Sher Mohamed; Dato’ Mohd Ibrahim Bin Mohd Nor; Dato’ Shaiful Hazizy Bin Zainol Abidin; Ir Tan Heng Kui; Dato’ Tan Yee Boon and Suhaimi Bin Badrul Jamil.

More information at www.protasco.com.my

ABOUT THE ARCHITECT

The Veritas Design Group was founded in 1987 upon the principles of constant innovation and a commitment to quality. Today the Veritas Design Group is led by its group president David Mizan Hashim and principals Lillian Tay, Azif Nasaruddin,

Ng Yiek Seng, Azril Amir Jaafar, Zainal F. Abdul Aziz, Shamsuddin Wahap, Eric Tham, Shah Jaffar and Richard Raymond and is backed by a team of over 330 qualified professionals and support staff. Although Veritas began as an architectural practice, it now offers a full range of supporting design services through subsidiary and associates companies.

The firm's head office is located in Kuala Lumpur with a branch office in Penang and Johor Bahru. Although much of its work has been in Malaysia, Veritas is undertaking an increasing amount of work overseas. Veritas established its first international office in Dubai in 2005, followed by another in Ho Chi Minh City in 2007, Melbourne in 2010, Mumbai and Portland in 2012 and recently Al-Khobar, Saudi Arabia in 2013. More information at theveritasdesigngroup.com

ABOUT THE LANDSCAPE ARCHITECT

Hoda Design Sdn Bhd is a landscape consultancy and design firm dedicated to creating comfortable, attractive and conducive living environments. Using their experience in landscape architectural design, they integrate their design elements with art, culture and the natural surroundings to ensure sustainability and practicality. The firm incorporates urban forestry and reforestation efforts into their work to ensure green spaces are restored.

Each design provides a unique experience through its creative mix of man-made elements and art in harmony with nature. Hoda Design was recently awarded The Green Era Award 2015 by The President of Association Otherways Management & Consulting France for their support and effort in green developments. More information at www.hodadesign.com

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