

MOVING FORWARD WITH YOU IN MIND

Greetings all! Welcome to the very first edition of this newsletter, our latest initiative designed to keep you connected to Bön Estates' ever expanding development vision and provide us with a bridge to those who matter most: You.



This is also an opportune platform to express our gratitude to our key stakeholders, not just for the support they provide in raising the profile of Bön Estates in the public sphere, but also the vital role they play in bringing our collective vision for better living to life.

And on that front, the Bön Estates team is pleased to report that construction on our flagship project The Estate @ South Bangsar is progressing extremely well, with earthworks and piling well underway and an announcement on our main contractor for the project to be made by September this year.

As our team works tirelessly to make this project a success, we are also honoured to receive valued recognition along the way, such as the recent three accolades from the Asia Property Awards. This validates our outlook and drive to craft better living standards, and it encourages us to further push for meaningful change in the way properties are delivered and modern lives are lived.

Success has reinforced our outlook of being community-focused, and it boosts our dedication to crafting homes that put people at the central heart of a living environment by advocating harmony, balance and good living.

We approach building homes as though we building our own, giving careful thought



and meticulous attention to every corner and every detail, asking ourselves every step of the way how each element contributes to enhancing value to the dweller.

That is why our team has been conditioned to be hands-on in every step of the process; down to fine details and furnishing.

I hope you enjoy your read... and remember, life is an art and you deserve to live it Well Crafted! — Goh Soo Sing, Bön Estates Managing Director

However, at Bön Estates, we also believe our perspective is not complete without yours, and as we progress, we will continue to expand on initiatives such as this newsletter so that we are always in touch with your views and aspirations, which ultimately form the DNA of ours.

With this monthly circular, we hope to constantly keep you abreast with the latest solutions, products and events organised by Bön Estates to further enrich your lifestyle experience. We also wish it to be a platform to share the fresh ideas, design concepts and “good living” principles we believe will reinvent quality living standards.

In this issue, we also offer a sneak peek into how our values are now being expanded to reach out to a young generation of urban aspirants, with our soon-to-be-unveiled Bön Kiara project in Mont Kiara.

GAINING RECOGNITION FOR OUR UNIQUE APPROACH

To receive important recognition from reputable award organisations at such an early stage is both humbling and tremendously invigorating.

Goh Soo Sing, Bön Estates Managing Director.



Bön Estates prides itself on adopting a different approach to delivering a new standard of living, putting immense thought into details and providing lifestyle solutions that are people-centric.

But, it also acknowledges that it is relatively new to the development arena. So, to receive important recognition from reputable award organisations at such an early stage is both humbling and tremendously invigorating, says Bön Estates managing director Goh Soo Sing.

"Not only is it a vindication to the intense planning and thought put into our lifestyle ideology and product offering by the

team, it is also a tremendous boost of encouragement that says we are on the right path," Goh said.

The latest is its recent award-haul at the PropertyGuru Asia Property Awards (Malaysia) 2017, where Bön Estates took home awards in all three nominated categories: Best Landscape Architectural Design, Best High-End Condominium Development (KL) and Best Boutique Developer.

Goh said that being just nominated in these three categories among established and renowned names in the development fraternity was reward enough for such a

young entity as Bön Estates, but to go home with three surpassed all expectations.

Upon receiving the award for Best Landscape Architectural Design for The Estate @ South Bangsar, Goh paid special tribute to Seksan Design, which was instrumental in bringing the vision of intimate green spaces to life. He also thanked The Estate's customers and buyers for sharing the vision of the project and believing that there is "an art to good living".

On winning the Best High-End Condominium Development (KL) award, Goh pointed out that The Estate overall outlook of providing physical and emotive appeal was helping it buck the trend and appeal to the high-end market despite prevailing soft market conditions.

"Again I want to thank the Bön Estates team for its professional conduct in delivering our message of values and principles, while approaching this project as if we were building our own homes," he said, explaining how intimately connected the team is to the project.

The big prize was the Best Boutique Developer Award. Goh expressed gratitude to the esteemed judges for recognising and believing in the ideology behind the company and its overall vision.

"We want to move forward in a unique direction and change the way developers interact with customers. In our own small way, we hope through this recognition we can positively impact the industry and even larger key players in the property sector," he said.



THE ESTATE PROGRESSING AT PROMISING PACE

Construction on the project has been proceeding smoothly, with key progress targets met in the earthworks and piling stage.



The Estate, Bön Estates' luxury flagship project taking shape in South Bangsar, is one that promises to redefine property and lifestyle value, and the company is pleased to report that it is well on path to deliver on all fronts.

Construction on the project has been proceeding smoothly, with key progress targets met in the earthworks and piling stage.

A major upcoming milestone will be the announcement of the main contractor, which is slated to be made in September this year.

The onsite team reports that key elements of the structural piling, such as the Contiguous Caisson Pile (CCP) and the Contiguous Bored Pile (CBP) Wall are now 79% completed.

Meanwhile, work on bored piles for Tower A of the two-towered building, as well as for areas surrounding it, are now fully completed. Pilecap work on Tower A is also 63% completed, while for areas surrounding the tower, it is at 28% completion.

Work on Tower B follows closely, with bored piles 77% completed and pilecap work expected to begin soon.

Also on target is the piling work for the podium component of the structure, which will play host to many of the project's exciting facilities and landscaped attractions.

The current status report is that work on bored piles for the podium is at 61%, while micropiles are 49% completed and pilecap work is 3% completed.

Moving at this pace, marketing director Angeline Liau revealed that the podium component of the structure will begin to take form soon, setting the pace for entire development to begin taking its promised shape in the near future.





CONNECTING THROUGH SHARED VISION

Art Printing Works (APW), 29 Jalan Riong, Bangsar
21 – 23 July 2017



Shifting socio-economic factors are changing the way young urbanites engage with their ecosystem, and being sensitive to this, Bön Estates is responding by changing the way developers engage with a new generation of lifestyle seekers.

Determined to redefine the rules of engagement with young professionals and first-time buyers, Bön Estates organised the Bloc Party on July 21–23, its first-ever collaborative development initiative that urged future home seekers to share their perspectives, aspirations and expectations.

The event, held at Art Printing Works on 29 Jalan Riong in Bangsar, provided a platform for a new generation of buyers to offer valued feedback about lifestyle choices that would ultimately contribute to the shape and feel of Bön Estates' exciting upcoming project in the vibrant Kuala Lumpur suburb of Mont' Kiara.

Dubbed Bön Kiara, the project is envisioned to be an address that satisfies the ambitions of aspirational young urbanites; offering an improved quality of life and also connecting them with their surroundings in a more personal and meaningful sense.

There, a connected and interactive ecosystem is being crafted with the provision of spaces that foster social encounters, build new bonds and encourage the exchange of shared ideas.

In similar spirit, the three-day Bloc Party was a celebration of shared visions and fresh perspectives. It was an event that delivered a fun-filled food and music festival environment to garner honest opinions and valuable insights from the next generation of home buyers.



Attendees were encouraged to participate in a survey that probed into the preferences on a range of factors, including interior design, facilities and overall ambience. This was facilitated by a laid back atmosphere of good food, good music and interesting opportunities to interact with conceptual lifestyle elements.

Planned as part of the project's ecosystem is a joint initiative with EPIC Communities, a community-driven developer that shapes unified communities by creating a co-operative, resilient and sustainable living environment.

This outlook includes the adoption of the "Grow Your Greens" programme, which promotes best practices in waste management and enlightens a community on ways to put waste to good use by turning it into fuel for food source.

To share this outlook, the Bloc Party featured a Grow Your Greens Exhibition aimed at educating the next generation of urban dwellers about the benefits of simulating an integrated lifestyle of responsible waste

management, food consumption and the advantage of a circular economy. Through the exhibition, participant experienced tangible ways to grow food at their doorsteps so that a more self-sustainable living ideology is achieved.

Bön Estates managing director Goh Soo Sing said Bön Kiara represents an expansion and evolution of the company's people-centric development ideology, while staying true to its core principles of harmony, synergy and sustainability.

Going forward, Goh said Bön Estates would continue to push the envelope and consistently look to improve engagement with its market in more effective and meaningful ways.

Goh said the three-day Bloc Party shared the underlying vision of Bön Kiara, but also highlighted the role young homeseekers would play in bringing this vision to life. More than just a forum for market feedback, he said it was an invitation to be part of a journey that would change the way we interact with our living environment in the future.

"People are at the heart of what we do at Bön Estates, so it makes sense to involve them and make them part of the process. With our next project, we are taking it to a different level, by inviting young buyers to be involved from the very onset and including them in the conceptualisation process," he said.

Going forward, Goh said Bön Estates would continue to push the envelope and consistently look to improve engagement with its market in more effective and meaningful ways.

Slated to be previewed early next year, Bön Kiara is a self-sustainable community where life's essentials are conveniently provided for within the surrounding ecosystem, so dwellers can use available time to build meaningful relationships with peers and even spend a little life-enriching time on themselves.

SHARING THE SPIRIT OF 'GOOD LIVING'

Bön Estates expands the meaning of “value” by engaging with its customers via programmes and events that share its vision and passion for improving lifestyles.



Priorities are shifting. As rapid urbanisation takes a toll on our work and social lives, homeseekers now yearn for living environments that are more wholesome and conducive to raising families.

Bön Estates' response to this is The Estate @ South Bangsar, a luxury high-rise that is making waves with the purity of a simple message: Home is where the heart is.

The Estate reflects a strong commitment to quality by employing quality materials and the best construction and energy efficient standards, but it also pays strong focus on lifestyle enhancement with meticulously curated environments that are harmonious and meaningful.

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programmes and events that share its vision and passion for improving lifestyles.

Among them are the “Good Living Series” of workshops that will run from August

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to December this year, which will showcase how space, light, landscape and self-sustainability can enhance the living experience.

A workshop on the “Secrets to a well-crafted living environment” by renowned landscape architect Seksan offers insights on how a well-balanced lifestyle is achieved with spaces that draw you out and compel you to interact with others.

Similarly, the “Good Design: Space & Aesthetics” workshop by interior designer Karen Mok broadens a limited view that interior design is simply about décor. A 300sq ft space can be made more effi-

cient than 1,300sq ft when strategically planned according to user experience.

A “Lights & Harmony” workshop by Jun Ong of POW Ideas explains how texture and mood is created with the use of light. The right lighting ambience can dramatically transform spaces for different applications.



The “Herb Planter Box Basics” workshop explores the use of plants to create desired warmth to your living experience. The applications are limitless, but the workshop also advocates that planting trees will add positivity to your life.

“The Good Living Series is about improving lives by enhancing our environment, but it is also about engaging, interacting and forging ties with a larger community of like-minded individuals. People are a crucial part of the environment too,” said Bön Estates marketing director Angeline Liao.

Liao said “people” are at the heart of Bön Estates' endeavours, that is why it is committed to putting people back at the central heart of a home and bringing them together in the common spirit of good living.



PHOTOGRAPHY CREDITS @ UNSPLASH.COM: DANIEL FUNES FUENTES, ANNIE SPRATT, DANE DEANER.

THE ART OF SUSTAINABLE LIVING

Join us for an eye-opening discourse with the founder of social enterprise EPIC Communities, as we delve into the growing importance of waste management and urban farming, and feature how Bön Estates will integrate these aspects of sustainability into our future developments.

This is the first of five events in our 'Good Living' series. Attend all five and collect your 'Golden Symbol' at each event to be in the running to win a special mystery gift!

27 SUNDAY AUGUST 2017

12.00 PM - 6.00 PM

BÖN ESTATES GALLERY
57, Jalan Penaga, Bangsar, Kuala Lumpur.

In collaboration with

Developer: Bön Estates Sdn Bhd (37791-09) - Developer's License No. 9112-4/12-2018/0919 01 - Validity Period: 15/12/2018 - 14/12/2019 - Advertising Permit No. 9112-4/12-2018/0919 01 - Validity Period: 15/12/2018 - 14/12/2019 - Bön Estates Sdn Bhd 57 Jalan Penaga, Bangsar, Kuala Lumpur. 03 2332 0566 - Freehold - Land Encumbrances/Mortgage Bank Details: Total 520 units. Min 4 carports each unit. The Estate Condominium - Expected Date of Completion Dec 2020 - Size 3,544 - 7,027 sq ft. Selling Price RM 1,800,400 (RM/sq ft) 5,082 (RM/sq ft) - Type A - 70 units - Type B - 100 units - Type C - 40 units - Type D - 10 units - Type E - 40 units - Type F - 4 units - Type G - 2 units - Type H - 2 units - Type I - 2 units. Dewan Bandarga Kuala Lumpur (14) dlm/BP 51 CMC 2015 3029. Bumi Putra Discount 5%.

BUILDING A COMMUNITY OF COMMON VALUES

At Bön Estates, the events we organise are more than occasions to mingle with good food and great atmosphere; it is also an opportunity to celebrate common values and principles that shape the lifestyle ideology behind the spaces we curate for your benefit and the community we envision.



We understand that common values and common lifestyle goals serve to build a strong community. It builds a sense of

belonging among like-minded residents, with a combined desire to improve our quality of life in an address we are proud to call "home".

Here are some of our recent exciting events, organised to bring people together and enrich lifestyle experiences.



HARI RAYA OPEN HOUSE

8 July 2017



FATHER'S DAY

18 July 2017



THE BLOC PARTY

21 – 23 July 2017

In the spirit of national unity, Bön Estates held a Hari Raya celebration at the Bön Estates Gallery to celebrate in cultural grandeur one of the most significant festive occasions in Malaysia.

The event saw people of various backgrounds and cultures come together in traditional attire to enjoy a fun filled weekend with fellow Malaysians.

The occasion also called for a smorgasbord of popular traditional delights and activities for visitors of all ages, with family, unity, community and harmony being the underlying themes of the day.

In keeping with The Estate@South Bangsar's spirit of a healthy living environment that is conducive to strengthening family bonds, a special Father's Day celebration was held at its award-winning Bön Estates Gallery, located on the corner of Jalan Maarof and Jalan Penaga in Bangsar.

With great food, drinks and an interactive family atmosphere of fun activities, the event paid tribute to Dads and the special role they play in the family ecosystem. It also highlighted the important role family unity plays in the overall vision of The Estate.

Taking developer-customer relationship to the next-level, Bön Estates organised the Bloc Party at Art Printing Works (APW) on 29 Jalan Riong in Bangsar to be its first collaborative development initiative.

The three-day event urged young urbanites to share their perspectives, vision and expectations through surveys and various interactive workshops within an exciting party atmosphere of food, music and activities. The valued feedback from this event will form the basis of the lifestyle outlook that will be injected into Bön Estates' next exciting project in KL's celebrated Mont' Kiara locale.

Bön Estates Sdn Bhd 37791-P (formerly known as PPM Realty Sdn Bhd)

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