

MAKING PROGRESS, MAKING OUR MARK

Warm greetings to our cherished customers, valued stakeholders and property enthusiasts everywhere. Welcome to the second edition of our newsletter, one of many platforms we provide to keep you connected to Bön Estates' vision, aspirations and our goal to usher in a new era of quality living standards for urban dwellers. — **Angeline Liao**, Bön Estates Marketing Director



This month, we are happy to say we have made great progress. Key milestones have been achieved in the development of our flagship project, The Estate @ South Bangsar, while the company continues to build bridges with our burgeoning community — by making you an integral part of the process of attaining “The Good Life” that Bön Estates promises.

In this issue of our newsletter, we visit some of our recent initiatives to engage with customers and future home aspirants and bring more meaningful lifestyle experiences to the built environment. We also take a look

at some of the ways Bön Estates is making its mark on the development landscape with growing recognition from the larger community of industry players.

For example, we are humbled to once again receive an award for our efforts, this time in recognition of the entrepreneurial spirit of our Managing Director Goh Soo Sing by the Asia Pacific Entrepreneurship Awards.

To be recognised as a leading entrepreneur in the nation is particularly meaningful to both Mr Goh and the entire team, because the spirit of entrepreneurship is one that is intimately embraced by Bön Estates. This can be seen in the way we choose to conduct our business as well as those we choose to work in partnership with in our endeavour to bring positive change to the way people interact with their living ecosystem.

Coincidentally, Mr Goh was also recently on the cover of PropertyInsight magazine, which featured an insightful piece on the company's objective to deliver long-term

investment benefits and timeless appeal to families. The article also discusses our managing director's own passion-driven outlook when approaching the subject of property. [Read more here: http://propertyinsight.com.my/cover-story/bon-ding-generations-through-realty/](http://propertyinsight.com.my/cover-story/bon-ding-generations-through-realty/)

In the article, Mr Goh said he is always encouraged to do the right thing at the right time and he looks forward to realising his ideas in the real world.

This is an outlook that has been inculcated and adopted by the entire Bön Estates family, and as a team, we look forward to bringing the right product, the right environment, the right lifestyle and a vital sense of belonging to the communities we build for modern urban home seekers.

Most importantly, Bön Estates recognises that people are at the heart of every community and every home, which is why you will ALWAYS be a part of bringing our vision to life... in the real world.



KERJAYA PROSPEK THE IDEAL PARTNER FOR THE ESTATE

Appointment of reputable construction firm marks a key milestone for Bön Estates' luxury flagship project in South Bangsar.



The construction of our flagship project, The Estate @ South Bangsar, has received a considerable boost in the form of a strategic partnership between Bön Estates and renowned construction firm Kerjaya Prospek.

In a signing ceremony held earlier this month, Kerjaya Prospek was officially ap-

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pointed as the main contractor for The Estate in a deal worth RM291 million, which Bön Estates Managing Director Goh Soo Sing hailed as a crucial milestone in the development of the popular high-rise project.

Goh said that Kerjaya Prospek brings with it a solid reputation and an impressive track record as a builder of high-end

properties. It has a portfolio that includes projects with renowned names in the development industry as well as experience in a variety of projects in Malaysia.

"In seeking out the ideal partner for The Estate, the company naturally looked at entities that could keep within costing and timeline parameters as well as abide

by the high quality standards envisioned for the project," said Goh.

He said that the opportunity to work with Kerjaya Prospek offers a particular appeal because there is great synergy in common outlook towards build quality standards. Specifically, Goh pointed out Kerjaya Prospek's adoption of QCLASSIC standards, which is in line with Bön Estates' own vi-

sion to build The Estate in accordance to QCLASSIC standards.

Quality is one of the hallmark promises of The Estate, which aims to be a 100-year home that offers timeless appeal, enduring value and an address that owners would be proud to pass on to the next generation. Its "value" appeal also goes beyond physical attributes to connect with dwellers on an emotive level with spaces that are carefully curated to offer a sense of harmony, healthy surroundings and foster community bonds.

Kerjaya Prospek's Executive Chairman Datuk Tee Eng Ho said, "We are looking forward to the commencement of work and delivering this project according to the high standards that Kerjaya Prospek is known for."

Read more here: <http://press.theestatebangsar.co>

CHANNELLING THE SPIRIT OF ENTREPRENEURSHIP

Goh's recent win at APEA 2017 is particularly meaningful to Bön Estates, which continues to champion an entrepreneurial culture within the company and its choice of business partners.



On the 25th of August this year, Bön Estates Managing Director Goh Soo Sing was recognised as one of the nation's leading entrepreneurs by the Asia Pacific Entrepreneurship Awards 2017 (APEA).

While the win represents a tremendous personal achievement for Mr Goh, it is also a significant win for Bön Estates as a whole, because the outlook of the company and the man at its helm are synonymous.

"This is an incredible honour, but it is a recognition I achieved through the efforts of Bön Estates, which is why I see it as a win for the whole team," Goh said, adding that the importance of the award carries weight on two fronts.

For one, the accreditation comes from APEA, a non-governmental platform for companies and governments to recognise

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and be recognised for entrepreneurial excellence, spurring greater innovation, fair practices and growth.

Over 1200 top business leaders and entrepreneurs have been awarded the prestigious Asia Pacific Entrepreneurship Awards since 2007.

Secondly, the spirit of entrepreneurship is one that is embraced by Bön Estates, which from the onset has pursued an outlook of being dynamic, innovative and different.

"This is also true for the business entities we choose to engage with, from the products and services we bring into our development ideology, to those we work with when hosting events for our stakeholders and growing community," Goh said.

The company has engaged with interior, lighting and landscape design firms that are synonymous with innovation. Bön Estates also celebrates entrepreneurship by engaging with boutique F&B outlets and showcasing local arts and craftsmanship.

"We want to support the spirit of entrepreneurship and artistry, because we see common purpose in what we do. At Bön Estates, we want to move past the traditional definition of a developer, to be craftsmen tasked with curating a better quality of life," explained Goh.

Being recognised by the APEA encourages Bön Estates to continue on this path.



LIFE FULFILLED THROUGH THE ART OF RELAXATION

As part of 'The Good Living' series, this important workshop by wellness guru Jojo Struys promises to address one of the key hurdles to psychological wellbeing among city dwellers.



Today, more than half of the world's entire population dwell within cities, and that trend is only expected accelerate in coming decades.

On one hand, we have a future of greater mobile convenience and resource management to look forward to. On the other hand, the increasing density of our urban spaces is already becoming an invasive, frustrating and suffocating experience – especially in the way it is impacting the time and space we have to interact with our living and working environments.

Scholastic studies show that city life, while tremendously strategic to our career growth and personal wealth, is becoming increasingly taxing on both the body and the brain. It is known that busy urban centres put greater stress on mental health, and urban dwellers are exposed to a higher risk of anxiety disorders and depression than those in the countryside.

These same studies show that exposure to nature, the provision of calming spaces, positive interaction with surrounding individuals and the adoption of methods of

self-relaxation have an immensely positive "mind, body, soul" impact on inner-city dwellers.

Being a new-age developer, Bön Estates is sensitive to the changing dynamics of urban life and is invested in the future wellbeing of home seekers by creating spaces that appeal on a physical, psychological and emotive level.

More than this, it is intensely invested in people and the community it is building by nurturing a holistic, harmonious and

well-balanced lifestyle ideology within the living environments it creates, so that those who live there live fulfilling lives.

Expressing this ideology is Bön Estates ongoing series of self-enhancement workshops, dubbed "The Good Living" series, which are designed to empower the living experience for individuals. The latest in the series is an upcoming workshop called "The Art of Relaxation" which

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directly addresses the impact of stress on our society and methods to overcome its negative influence on our lives.

There are many ways to alter your patterns of behaviour to avoid daily stress triggers, and sometimes something as simple as taking the time to breathe right can have a remarkable impact on your life.

Driven by this perspective, The Art of Relaxation workshop will be conducted by renowned wellness personality and relaxation guru Jojo Struys, who will be revealing the secrets of ancient Pranayama breathing techniques to release stress from the mind and body.

Jojo Struys has more than 20 years of experience in the art of Pranayama and she is also a certified Yoga Instructor with knowledge that was authentically gleaned by having trained in the Himalayan foothills of Rishikesh, in India.

The workshop is a rare opportunity to make a marked improvement in your life as Struys will instruct participants on managing stress triggers at work and

at home. She will also share lifestyle tips and practical guides on vital exercises that can help you achieve a more relaxed, positive frame of mind in the face of a modern-day stressful environment.

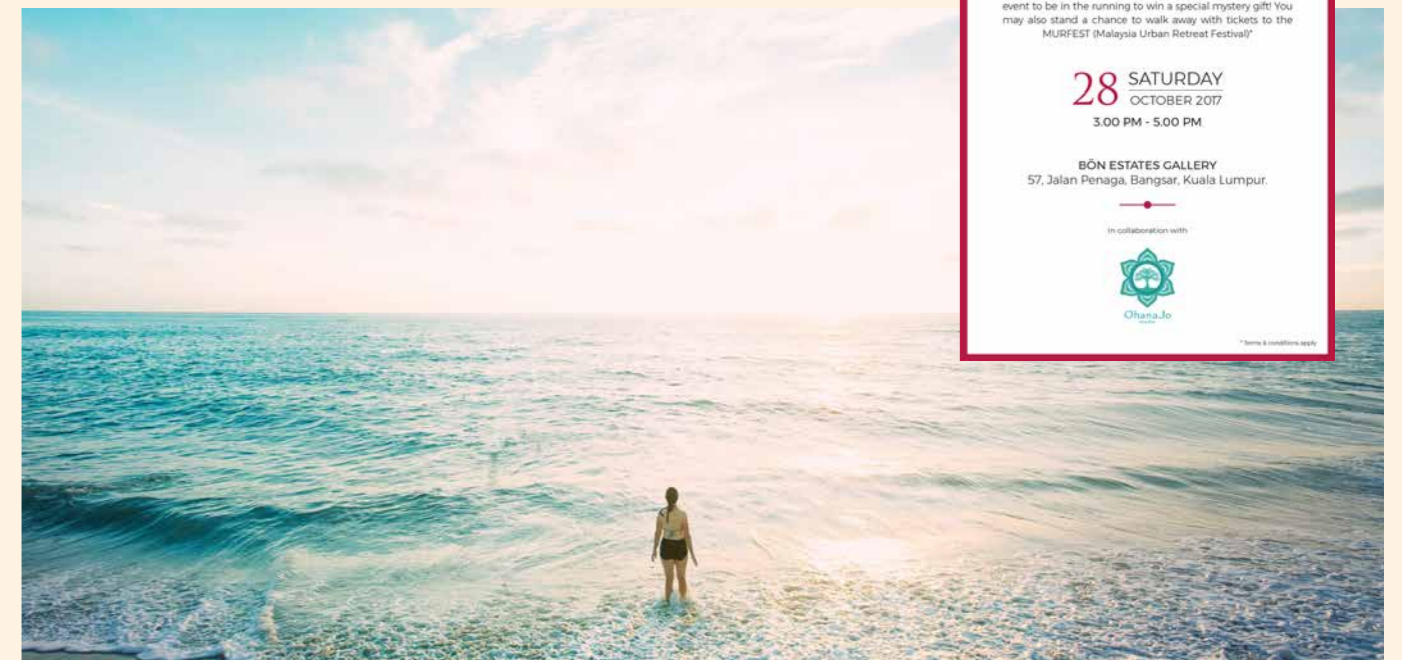
"Apart from cultivating a lifestyle that enhances the your experience with properties we build and the spaces we meticulously create to improve lives, Bön Estates is genuinely concerned about how the rapidly changing urban landscape is affecting the time we have to engage with loved ones, with our community, and even the time we have to spend on ourselves," said Bön Estates Marketing Director Angeline Liau.


"Urbanisation is a real and irreversible phenomenon, and stress is a real threat to the wellbeing of urban dwellers. But that doesn't have to be the way we live, and we can change this outlook by changing the way we build and changing the way we choose to approach our every-day life," she added.

Liau said Bön Estates believes that as a developer, it is in a unique position to bring about positive change by crafting environments that promote better interaction, quality time with loved ones and precious moments to spend on yourself.

"Changing the built-landscape is a powerful tool to change mind sets, but we also need to reinvigorate the lifestyle culture to bring the spirit of Good Living to people, which is where inspirational voices such as Jojo Struys have the power to spark positive change," said Liau.

PHOTOGRAPHY CREDITS @ UNSPLASH.COM: FRANK MCKENNA





THE ART OF RELAXATION


A calm mind is the foundation of good mental and physical health. Come join Regional Wellness Personality & Relaxation Guru, Jojo Struys, as she reveals ancient pranayama breathing techniques, practical tips and guided exercises that will help you release modern day stresses and achieve a relaxed and positive frame of mind.

This is the second 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! You may also stand a chance to walk away with tickets to the MURFEST (Malaysia Urban Retreat Festival)!

28 SATURDAY
OCTOBER 2017
3.00 PM - 5.00 PM

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

In collaboration with



*Terms & conditions apply

PURSUING THE “ART OF SUSTAINABLE LIVING”

Bön Estates and EPIC Communities enhance their joint commitment to improving lives by engaging with you to shape the future.
Bön Estates Gallery, 57 Jalan Penaga, Bangsar
27 August 2017



Already engaged in a collaboration that promises to deliver an unprecedented sustainable and holistic lifestyle at the much-anticipated Bön Kiara project in Mont Kiara, Bön Estates is now expanding on our highly synergic relationship with EPIC Communities.

Demonstrating a greater commitment to bringing the promise of sustainable lifestyle standards to a larger audience, Bön Estates and EPIC Communities held an event dubbed “The Art of Sustainable Living” at the Bön Estates Sales Gallery in Bangsar last month, marking the beginning of a campaign that will see a holistic model for all our developments moving forward.

Describing the tie-up as an “easy relationship”, Bön Estates Managing Director Goh Soo Sing said EPIC Communities’ aim of shaping sustainable communities and designing systems that promote self-sustainability within a cooperative and resilient environment is an ideological match for Bön Estates’ outlook of building people-centric environments – where harmonious, healthy, wholesome and holistic living standards can be achieved.

“It makes sense that we continue this relationship to see the fruition of shared values and the common goal of improving our built landscape. This ultimately benefits the industry and society as a whole,” Goh said.

The Art of Sustainable Living was the first step in this campaign. Carrying the theme “Imagine If...”, the event invited guests to offer their honest opinions on specific lifestyle options that were relevant to eight pillars proposed by Bön Estates: Farm, Waste, Health, Shopping, Learning, Community, Energy and Public Spaces.

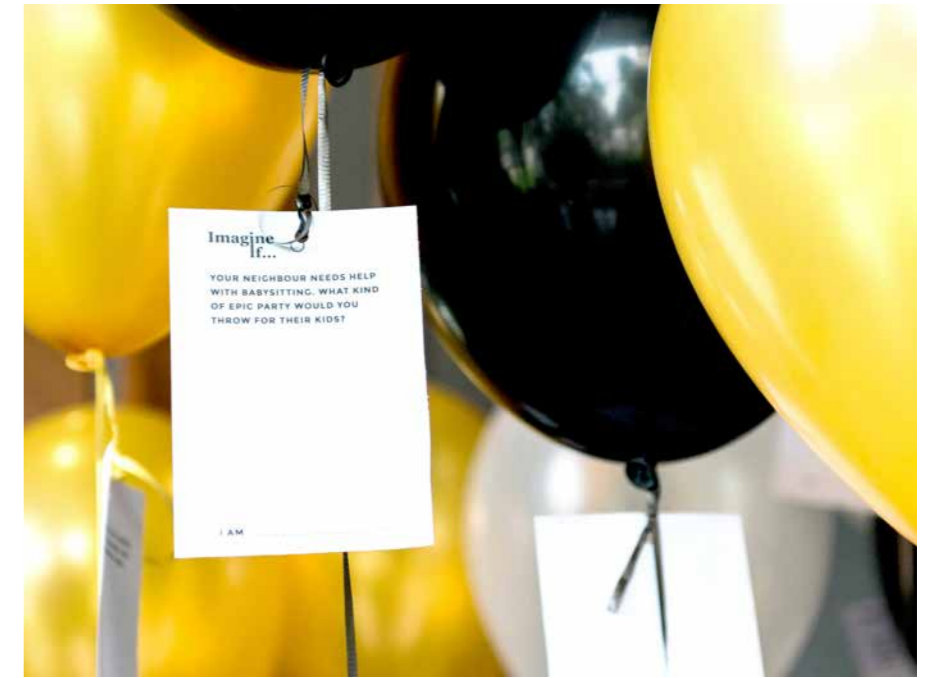
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Bön Estates Marketing Director Angeline Liao explained that these factors are becoming more prevalent in the modern living landscape, and the event asked participants to imagine a number of lifestyle scenarios and choose from a list of statements that were most relevant to them.

Having tabulated the results, EPIC Communities reports that the response has been both insightful and telling regarding the growing progressive mind set towards sustainable living.

According to EPIC Communities the key objectives behind the survey were to introduce the value of a holistic sustainable lifestyle, to gauge interest and measure the willingness to participate, and to generate awareness and excitement about this lifestyle ideology.

“Overall, there is positive reception from the participants in achieving a holistic sustainable lifestyle. People seem to gravitate to a stronger sense of community with desire to bring people together to share ideas, host activities and designs that anticipate the needs and wants of the community,” EPIC Communities stated in its report on the survey.



1. FARM



People seem to prefer a variety of farming models for their community, with no particular strong inclination towards a full self-planting model or fully paid services for fresh foods. Most respondents said they imagine a mixed farming model, where some greens are planted communally while others are purchased off-shelf.

2. WASTE



There’s a split between people who want to sort waste themselves or fully handled by management. On the positive side, most respondents said they were willing to learn more about composting and waste sorting via proper bins installed in their homes.

3. HEALTH



A majority of respondents said they imagined a customised fitness model that can fit into their schedule for private and communal workouts, suggesting that people want suitability and convenience in how they conduct their fitness activities.

Encouraged to “Imagine If”, home seekers responded to a variety of proposed lifestyle options, presented under 8 key pillars, in the following way...

4. SHOPPING



People want to serve the good of others through daily expenditure, suggesting a priority of conscience is growing in our society. This should be looked at closely on a retail level. Most respondents imagined a “social good” model where a portion of expenses goes towards the betterment of others.

5. LEARNING



Very encouragingly, a large majority of respondents voted for the choice of an active and organic community to share ideas and knowledge with each other. This suggests people want a slightly decentralised management of their living environment and desire to build their own identity as a community.

6. COMMUNITY



Generally, participants were favourable towards having a stronger sense of community but require some direction on how to achieve this. Most imagined an array of community meet ups organised for them, with frequent participation on their part.

7-8. ENERGY & PUBLIC SPACES



People seem to be less assertive about their ideology on public spaces, with many anticipating that the design will change over time based on community feedback. On energy preferences, sustainable energy was the most favoured choice.

IN COLLABORATION WITH



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.



MALAYSIA DAY
16 September 2017



**STRATEGIC TIE-UP WITH
KERJAYA PROSPEK**
18 September 2017



**SLEEPING FIRST CLASS
WITH SEALY**
18 August 2017



**BUYER APPRECIATION
DAY**
26 September 2017

The Bön Estates Gallery on Jalan Penaga, Bangsar opened its doors for Malaysia Day festivities recently, inviting guests to celebrate their “passionate patriotism” in a unique way.

Combining good health and national pride, the event highlight was an interactive presentation on preparing overnight oat jars dressed in colours of the Jalur Gemilang. The Good Co, was on hand to prepare a fun array of vibrant ingredients that visitors used to fashion creative layers in the oat jars.

Of course, there was more than oats to tuck into, as the event featured Bön Estates’ trademark hospitality with its selection of great food, drinks and activities to indulge in.

Marking a key milestone for the company, Bön Estates announced the appointment of a main contractor for our flagship project, The Estate, at a major press event held at the Bön Estates Gallery in Bangsar.

Entrusted to complete development works on the popular project was reputable construction firm Kerjaya Prospek Sdn Bhd, which inked a deal with Bön Estates worth RM291 million.

Members of the press and selected stakeholders were invited to witness the signing ceremony and were later treated light refreshments courtesy of The Good Co, a healthy food franchise with an outlet located the venue.

Marking the first time a property developer and a mattress company have worked together on an event, Sealy unveiled its new range of luxury mattresses called the Enhance Collection at the Bön Estates Gallery earlier this month.

Sealy’s branding of “Sleeping First Class” and its new range of enhanced comfort mattresses found synergy in Bön Estates’ own outlook delivering a higher standard of living and the pursuit of harmony and comfort at home.

The event wined and dined guests as well as provided them an opportunity to experience both the luxury units of The Estate and the luxurious feel of Sealy’s Enhance Collection.

Coinciding with Bön Estates’ joint campaign with EPIC Communities to conduct the “Imagine If...” survey (more on page 4), the company held a Buyer Appreciation Day at the Bön Estates Gallery to thank those who have chosen to make The Estate their address.

The event offered guests a rare opportunity to mingle among those who share a common lifestyle vision as well as meet individuals who will be their future neighbours.

Guests also took part in the ongoing “Imagine If...” survey, which invited them to share their thoughts on the concept of Sustainable Community Living and the quality of life they imagined for themselves in the not-too-distant future.

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

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