

## TOWARDS A FULFILLED VISION

Welcome one and all to the third edition of our monthly newsletter! Designed to offer a 'closer-to-home' experience for cherished customers, valued stakeholders and property enthusiasts everywhere, this platform serves to intricately connect our readers with Bön Estates' visions and goals for a new era of quality living for modern urbanites. — **Angeline Liau**, Bön Estates Marketing Director



As we approach the final quarter of the year, it is perhaps an opportune moment to reflect on the remarkable progress we have made thus far. Despite a turbulent economy, we have achieved much in terms of establishing our brand, generating lifestyle appeal for our flagship project The Estate and setting new quality benchmarks as we move towards the completion of this project.

We are grateful and humbled, because we know that this progress would not have been possible without you — our stakeholders, our business partners, our contributors, and most of all, those who have chosen to make The Estate their home.

When we embarked on this endeavour, we chose to move forward with integrity of purpose and an honest objective to improve the quality of life through innovation, craftsmanship and ideology. Our efforts throughout the course of the year have already yielded recognition, in terms of awards and accolades, yet the greatest reward has been the connection we have made with lifestyle seekers and the growing endorsement we are receiving for our products and the philosophy that defines them.

We are now building a strong community of shared visions and common principles, brought together by a united belief that "Good Living" is an attainable goal if effort is dedicated towards crafting spaces that go beyond physical appeal to connect with dwellers on an emotive level.

Like any sound structure, its strength lies in its foundations. We are proud to say that ours is made up of strong partnerships with entities that share our values of uncompromising quality, innovative solutions and a purposeful goal to enrich the quality of life for modern dwellers.

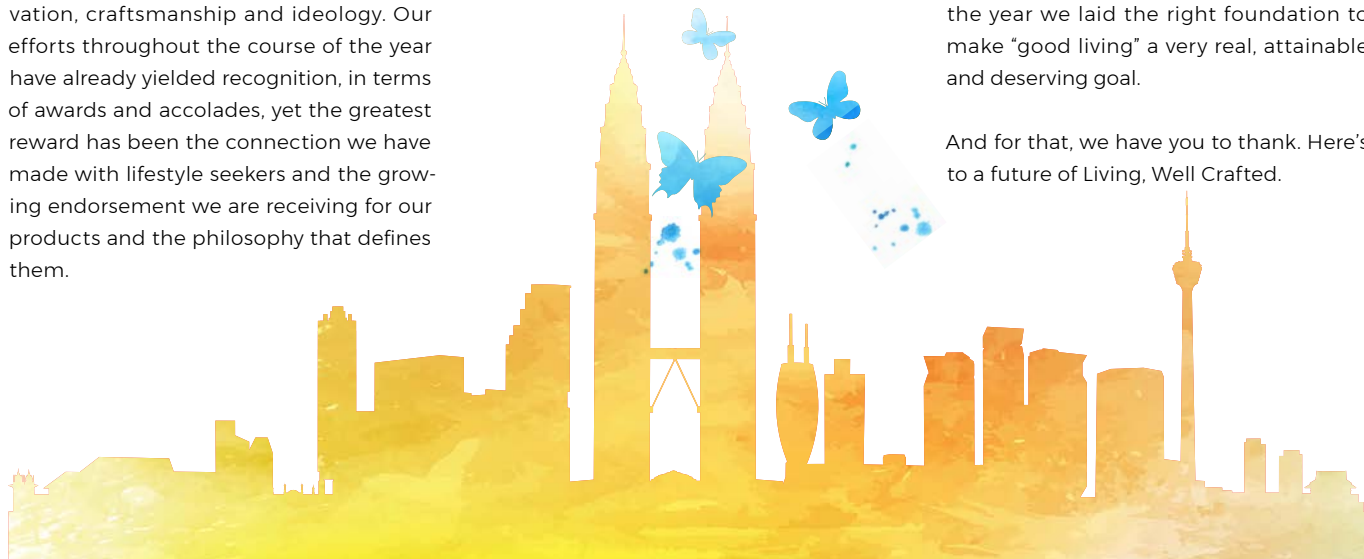
All of this has only served to embolden our resolve to continuously expand our lifestyle enrichment endeavours, to further empower the "people" and "community" centric environment we envision for The Estate and future developments to come.

Through our ongoing "Good Living" series, Bön Estates not only offers a series of workshops that promote a game-changing way of life for modern urbanites, we also enhance our interaction with the community we are building, offering avenues to receive valuable feedback and a platform to continuously share ideas.

Our focus on people, community, harmony, health, balanced and holistic living is very much an integral part of the Bön Estates DNA, which is reflected in the Tibetan teachings of "Bon" that we have adopted in our name. Bringing this aspiration to fruition is our commitment to ensure that your vision for better living will always define our development purpose.

As we approach a new year, with many new and exciting milestones to come, Bön Estates will proudly look back on 2017 as the year we laid the right foundation to make "good living" a very real, attainable and deserving goal.

And for that, we have you to thank. Here's to a future of Living, Well Crafted.



# SHAPING UP TO THE PROMISE

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



Piling work for the podium is well on target, and the current status is work on Bored Piles is almost completed at 95%.

Envisioned to redefine the meaning property and lifestyle value, The Estate@ South Bangsar is a benchmark luxury development that will stand proud in the greenest nook within one of Kuala Lumpur's most celebrated suburbs.

*At the site, it can be clearly seen that The Estate is beginning to take its promised form, and it is a very gratifying and humbling thing to see a vision coming to life.*

Occupying 3.68 acres beside the Bukit Gasing Forest Reserve, the RM650 million development is already beginning to take its physical form, with construction

moving at a positive pace following the appointment of Kerjaya Prospek as the main contractor.

Offering an insight on The Estate's construction, Bön Estates Marketing Director

Angeline Liao said that key progress targets have been consecutively met over the past two months, which has been very encouraging for the company and its desired goals for the year.

One exciting milestone has been the clear progress witnessed in the construction of the "podium" component of The Estate, which will ultimately play host to many of the project's facility-rich lifestyle options.

Also defining the podium level will be landscaped attractions (designed by the renowned landscape architect Seksan Design) as well as the many appealing nooks and family areas that form The Estate's community-centric and people-centric appeal.



The construction of the overall foundation of The Estate can now be considered 79% done.



A report from the onsite team reveals that piling work for the podium is well on target, and the current status is work on Bored Piles is almost completed at 95%. Meanwhile, work on Micropiles is at 73% completion and Pilecap work is 6% completed.

As for the overall structure, the site team announced that all works related to Contiguous Caisson Pile (CCP)/as well as Contiguous Bored Pile (CBP) Wall is now 100% completed.

Breaking down progress into individual components, the team said Tower A of the two-tower project has witnessed the most progress with 100% of the work on Bored Piles and Pilecaps now completed.

The same goes for areas surrounding the Tower A component, where all Bored Piles and Micropile work has been completed.

At Tower B, where most of the recent construction activity has taken place, work on Bored Piles is also 100% completed, while Pilecap work is now picking up pace and is already 13% completed.

All of the above bodes well for the earmarked target of the overall completion of the project, said Liao. The construction of the overall foundation of The Estate, she said, can now be considered 79% done.

"At the site, it can be clearly seen that The Estate is beginning to take its promised form, and it is a very gratifying and humbling thing to see a vision coming to life," Liao said.



## 8 TAKEAWAYS FROM THE ART OF RELAXATION

Good Living means choosing to live a positive lifestyle... from what you eat to the thoughts you choose to occupy your mind with. It is the choices you make to make you feel good inside. — **Jojo Struys**, Wellness and Relaxation Guru

On a mission to improve lives, Bön Estates is a developer that is sensitive to the changing dynamics of urban living. As such, it is invested in the future wellbeing of home seekers through the curation of spaces that appeal on physical, psychological and emotive levels.

It envisions communities that are nurtured by a holistic, harmonious and well-balanced lifestyle ideology, in order to promote more fulfilling lives. This includes addressing issues such as the increasing levels of stress that come with an ever-growing urban population and a congested city environment.

Hosted by renowned wellness personality and relaxation guru Jojo Struys, here are just some key takeaways from the wisdoms shared at the event (*refer to page 5*).

Watch the video interview **HERE**: <http://jojostruys.bonestates.com.my>

As part of its "Good Living" series of workshops, Bön Estates organised "The Art of Relaxation" clinic on Oct 28, which shared important breathing, meditation and relaxation techniques that can help overcome the negative impact of stress in our lives.



### THE ANSWERS ARE WITHIN YOU

Whatever burning questions you may have, whatever distress or unhappiness you may feel, when you journey inwards you will find the answers. Listening to your breath and meditating can help tremendously. Moments in mindfulness have the power to bring great clarity.



### STRESS IS RUBBISH THAT NEEDS TO BE CLEANSED

Many of us hold on to so much emotional baggage and pain. Like rubbish, this needs to be disposed of, but we often don't throw away the stuff that we carry. We carry stress, we carry anxiety, and this affects our health, thoughts and even our organs. It is important to find ways to channel that out.



### CHOOSE TO LIVE IN THE PRESENT

The Art of Relaxation is also a choice... to be present, here and now. Half the time, we are either living in the past or in the future, we are not right here right now. However, your true power only lies in the present, because we cannot exercise control over yesterday or tomorrow.



### LET GO OF THINGS THAT DON'T SERVE YOU

When you don't let go of a burden or a source of stress, or even anger you may have towards someone, you are suffering. As a result, your body is suffering too. Learn to let go of things that do not serve you.



### BREATHING TECHNIQUES ARE AMAZING

It is said that 70% of the toxins in your body are actually not removed at the bathroom, but through breathing. Breathing right helps to energise you, detoxify your body, reduce hypertension, it is an anti-ageing agent, cure insomnia, improve your memory and immunisation system.



### BREATHE BETTER, WORK BETTER

Most of us start the day already stressed, because we spend hours stuck in traffic. The great thing about breathing techniques is that you don't need physical tools or equipment to improve the situation. You just need yourself, your lungs, and the commitment that you are going to breathe in a particular way to relax your mind.

The Art of Relaxation is also a choice... to be present, here and now. Your true power only lies in the present, because we cannot exercise control over yesterday or tomorrow..

IN COLLABORATION WITH  
OHANA JO STUDIO



### YOU HAVE MORE POWER, STRENGTH AND RESILIENCE THAN YOU THINK

Breathing techniques are so powerful because they access your parasympathetic nervous system, which is your body's relaxation response. Instead of us being reactive, we can choose to be proactive about our health and general wellbeing.



### GOOD LIVING IS A CHOICE

The goal of "Good Living" is choosing to live a positive lifestyle; it is everything from what you decide to eat, to how you live your life, to the thoughts you choose to occupy your mind with. Good living is the choices you make to make you feel good inside.



### FIVE WINNERS FOR MURFEST

In conjunction with The Art of Relaxation, Bön Estates offered participants to the workshop a chance to win tickets to the Malaysia Urban Retreat Festival (MURFEST). We'd like to extend our heartiest congratulations to our five lucky winners:

**Soo Wai Ngan** | **Sheikh Harith bin Shikh Zaid** | **Lau Tieng Yee**  
**Chin Siew Ying** | **Wong Mun Li**

Wishing you a "relaxing" retreat, courtesy of the Bön Estates team!

# CHANGE THROUGH LEADERSHIP, LEADERSHIP BY EXAMPLE

With Goh Soo Sing at the helm, Bön Estates is pushing to make a difference through fresh ideology and purpose.



At Bön Estates, we understand that we are more than a developer, we are a family brought together by common principles and a strong underlying ideology that binds us – and that is an aspiration to raise the quality of living by employing innovation, artistry and good craftsmanship.

It is a vision that Bön Estates Managing Director Goh Soo Sing holds close to heart; one that has been embraced and inculcated by the team he has meticulously put together, and now it is a vision we collectively champion as the Bön Estates family.

Goh's ability to form this symbiotic corporate environment and steer it towards becoming a competitive business has already won recognition on a wider stage, the most notable being named a leading entrepreneur at the Asia Pacific Entrepreneurship Awards 2017 (APEA). Goh was also recently listed among the "Top 40 Under 40" individuals by Prestige Malaysia.

The growing profile of Bön Estates has also led to the pursuit of Mr Goh on the media circuit among publications eager to share his young and energetic leadership perspective. The latest of which is a feature in Pillars magazine by Malaysia SME, fresh off his APEA win.

In the article, Goh candidly shared how being an MD in an established property group comes with its own set of challenges.

"It was difficult to implement new things. For them [the group], they believed they'd been doing this for the last 20 to 30 years and it was working fine. It takes a lot of determination and staying true to your values to lead an established company that already has its set ways," he said.

He said the turning point was The Estate in Klang Valley. Because it was a fresh market for the group, there was an opportunity to inject young talent into the team. Ultimately, it is the company's perfect balance of senior experience and property know-how as well as innovative marketing ideas from fresh minds that provides the recipe for success.

**"It is important to get the staff involved, so they feel they're part of the outcome as well. They feel they belong to the product, believe in it, and take ownership of their work, regardless of generation," — Goh Soo Sing, Bön Estates Managing Director**

Ultimately, it is the drive to provide better living standards and improve the quality of life that forms the glue that holds Bön Estates together.

"What actually matters to people sometimes are very basic needs. The lifestyle choices, simple interactions with your family that form the way you think and form who you are," he said explaining the simple truth behind our lifestyle aspirations.

"For me those interactions are important, it goes down to the needs and wants of a

person. That's what we believe in, how to re-enable people to do that. We want to design a better life for people and a more balanced approach to living. Good living entails eating healthy, exercising well, having a good family life. That is what we champion," Goh said.



# INSPIRED BY NATURE'S BOUNTY

Harnessing the power of natural surroundings to improve life is part of our promise, which is why the Bön Estates team recently escaped to tanah aina for a truly lifestyle enriching experience .



An important part of the ideology that drives Bön Estates is a desire to move away from the traditional confines that once defined a developer. We do not just see ourselves as property builders, but craftsmen of valuable spaces. We do not just sell properties, but promote enriching lifestyles.

**"At Bön Estates, we want our customers to aspire to live a wholesome life; to wake up in the morning to appreciate the sunrise, to go outside and interact with your surroundings and engage in healthy activities. This is a lifestyle that the Bön Estates family subscribes to as well." — Angeline Liau, Bön Estates Marketing Director**

This relates back to the defining principal that shapes our activities, the Tibetan concept of Bön which has been enshrined in our name that promotes the virtues of balance, harmony, unity and healthy living.

Bön Estates believes that an integral ingredient to achieving balanced, harmonious and healthy lifestyle is the provision of nature-inspired spaces to enrich and empower your life experience. The pursuit of a healthy lifestyle and an ideal work-life balance are not just principles we preach at Bön Estates, but also practice, by nurturing such virtues among members of our own team.



"Just as we ask you to invest in your family when you engage with Bön Estates, we are also investing in our own by inspiring them to live the 'Good Life' and empower their work and life experience, so that they are ultimately placed to serve you better," said Marketing Director Angeline Liau.

In line with this, the entire Bön Estates team was recently engaged in a team building getaway that was not only an opportunity to build character and bond with members of the team, but also a chance to truly be inspired by the power of nature to influence and enhance life.

The event was held at the Tanah Aina nature retreat in Pahang, a lush venue that preserves one of the few unspoiled forest, streams and rivers in Malaysia for the benefit of future generations. Designed for business or holiday, the resort-cum-eco-park offers modern hospitality services as well as immediate access to an authentic outdoor experience for adventure seekers, nature lovers, yoga practitioners and corporate team building activities.



In this backdrop, the Bön Estates team was put through an intense course that challenged them to conquer their fear of heights and water, as well as compelled them to work as a team and overcome various obstacles in the great outdoors.

"Overall, it was a great outing. It was a wonderful character-building opportunity for all of us, because on many occasions we were called upon to show courage, poise and team work. The beautiful setting also made it a lot of fun, and that's important, because it brought us closer as a team and as a family," said Liau.

Liau said the experience also went a long way towards inculcating a genuine appreciation for nature.

"At Bön Estates, we want our customers to aspire to live a wholesome life; to wake up in the morning to appreciate the sunrise, to go outside and interact with your surroundings and engage in healthy activities. This is a lifestyle that the Bön Estates family subscribes to as well, and retreats such as Tanah Aina only serve to reinforce this desire and our collective outlook on life," she added.

To find out more about Tanah Aina resorts visit: [www.tanahaina.com](http://www.tanahaina.com)

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# CELEBRATING LIFE TO THE FULLEST

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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.

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**MID-AUTUMN CELEBRATIONS**  
7 October 2017

Marking a key point in the traditional Chinese calendar, the Mid-Autumn celebrations is sometimes better known as the Mooncake Festival, and on this occasion the Bön Estates Gallery in Bangsar opened its doors to families – inviting them to be “over the moon” with festive joy.

Bön Estates’ celebrations are always fun-filled affairs, and the Mid-Autumn event offered a festive range of activities. The popular highlights of the day were creative oriental pursuits such as “artistic sand art” and “mystic tea leaf reading”, both of which are steeped in Chinese tradition.

Adding modern lustre to the event was Bön Estates’ trademark serving of good food and music to spark-up the occasion. Spoiling those with a penchant for the sweeter things in life, the festival offered a free-flow of cotton candy as well as other delectable dessert treats from Xiao by Crutz.



**DEEPAVALI**  
21 October 2017

Inviting guests to “add a splash of colour” to their Deepavali weekend, Bön Estates celebrated the festival of lights in the true glittery tradition of the event.

Along with a dazzling “Kolam” display to mark the occasion of light’s triumph over darkness, guests were treated to a special “rangoli” sand art workshop where they received tutorials on this unique and ancient form of art. Championing artistry and creativity is, after all, in line with the company’s outlook in crafting an ideal lifestyle.

Naturally, no truly Malaysian festival is complete without a food fest and this occasion was no different with a delicious selection of healthy food expertly prepared by The Good Co.



**THE ART OF RELAXATION**  
28 October 2017

Steal a moment for yourself. Enter our blissful sanctuary. Cast your worries on the shelf. Breathe unto life some serenity.

These were the words that drew serenity seekers to “The Art of Relaxation” workshop by renowned wellness guru Jojo Struys. Organised as part of the “Good Living” series of workshops to enhance and enrich the lifestyle experience of Bön Estate customers, The Art of Relaxation offered insights into the ancient Pranayama breathing techniques which promote a calm mind, the foundation of good mental and physical health.

The popularity of the workshop was driven by a strong desire by contemporary urban dwellers to find relief from modern day stress and adopt a positive and healthy frame of mind in our day-to-day activities.

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