

CITI-ZEN

Living Life Large





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On The Cover:
1 Mont' Kiara; enjoy the shopping convenience at your doorstep.

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Greetings!

Time and tide waits for no man. It seems like just yesterday that we were reminiscing with family and friends over reunion dinners. Whilst it brings sweet memories, the future is to be charted with new goals to be accomplished.

Nothing spells success quite like the delivery of a completed project. It gives me great pride to see 1 Mont' Kiara mall operational, flanked by the Office Suites (Menara 1MK) and Office Tower (Wisma Mont' Kiara) on each side. Find out more in our cover story (page 1) or better yet, step in to this new landmark for a first-hand experience.

On a green note, internationally acclaimed landscape architect, Karl Prinic, visited the SENI Mont' Kiara site to inspect the execution of his landscape design in this residential resort. He also explained the intricacies of his work, including the desirable effect of aged trees (page 4).

Besides living in developments with luscious landscaping, the height of accomplishment is to reside in penthouses. We launched our

exclusive i-ZEN Penthouse Collection recently at a rooftop party with a spectacular night view of the KL skyline. I highly recommend these exquisite suites to those accustomed to life at the top.

We, too, have relocated to Wisma Mont' Kiara where we bring all our group of companies under one roof. This physical move is complemented with a refreshed corporate identity that celebrates over 40 years of experience and injects dynamism for the future. More will be revealed soon.

Despite having limited time with so much to achieve, don't forget to make time for yourself and keep living life large!

Cheers,

Lai Voon Hon
 President/CEO
 Ireka Development Management Sdn Bhd



1 Mont' Kiara, It's Closer

1 Mont' Kiara opens its doors to you where it promises the zest of today's fashion, mouth-watering cuisines, indulgence of pampering services alongside the convenience of everyday shopping.

Shoppers can peruse over 30 stores and specialty shops while more concept retailers are making a debut in the coming months.

The neighbourhood mall continues to enjoy a steady stream of visitors who

shop for an assortment of goods from clothing to household items and dine at various food outlets offering a veritable selection of local and international cuisines.

In the mall, the *piece de resistance* lies overhead - the 6,000 sqft light-filled atrium with ETFE (ethylene tetrafluoroethylene) roofing. To add vibrancy, the colour of the roofing changes at night to create a different ambience. Shoppers may find comfort whilst shopping as the ETFE membrane allows daylight to filter into the

atrium while reducing heat gain into the internal spaces. This innovative material is also used to clad the landmark Beijing National Aquatics Centre, more fondly known as the Water Cube.

One of the biggest crowd pullers is the anchor tenant, Village Grocer, a favourite among local and expatriate wives. Additionally, the popular restaurant chain Tony Roma's has attracted the working crowd for happy hour and families for weekend meals.



Night view of 1 Mont' Kiara's iconic skylight.

1 Mont' Kiara

Village Grocer, the Family Supermarket



Since 2004, Village Grocer with its first outlet in Bangsar, has developed into a leading retail brand in the Klang Valley.

Backed by an experienced team of retail professionals spanning three generations, the family-run supermarket chain opened its third outlet as part of its expansion plans, providing a gourmet shopping experience in Mont' Kiara.

Staying true to their tagline, *"It's not just a business, it's our passion"*, Village Grocer continues to deliver their brand promises consistently with a crystal clear idea of who they are and what they stand for.

"We saw a need to provide consumers with consistently high quality produce and an improved variety of imported products. It is from the freshness, variety of groceries and quality service that we derive value for our customers," Director of Village Grocer Mont' Kiara Sdn Bhd, Mandy Ong said. "Just about anyone who appreciates quality foods and unique selections will find great

satisfaction shopping in Village Grocer 1 Mont' Kiara," she added.

Since opening day in January 2011, Village Grocer 1 Mont' Kiara has received regular patronage from nearby shoppers for fresh produce, prime and choice meats, and a wide range of imported and local products to stock up their pantry. The gourmet supermarket also offers its customers a selection of ready-to-eat food items such as sushi freshly made on premise and a bakery



At Village Grocer, shoppers can expect an extensive and exceptional fresh fruit and vegetable section, a wine cellar with monthly promotional offers and knowledgeable staff, as well as a variety of local and imported food products.

that produces fresh bread and pastries around the clock. In recognition of the international clientele of Mont' Kiara, a portion of the store has been carved out to offer a wide range of non-halal products, wine and liquor as well.

"1 Mont' Kiara is a desirable location for gourmet shopping. The mall also provides personalised service, added convenience and comfort to all our customers," concluded Ong.

1 Mont' Kiara

Tony Roma's, the Friendly Neighbourhood Restaurant



Dine al fresco or indoors with Tony Roma's famous signature onion loaf and prawn cocktail, and enjoy the selection of margaritas, wines and martinis.

Apart from being famous for serving huge portions of food, Tony Roma's is a haven for its world famous ribs, signature onion loaf, steaks and seafood entrees.

Mont' Kiara residents no longer need to travel to get a taste of their renowned juicy and tender beef ribs as Tony Roma's is now at 1 Mont' Kiara.

"With our sixth outlet opening in 1 Mont' Kiara, our customers are happy that we are finally here. Regulars who live in the neighbourhood are visiting us more often as it is within walking distance and it's a plus point for expats who prefer not to drive," Tony Roma's Malaysia Assistant Restaurant General Manager, Jamil Mohd Kassim said.

Jamil added that customer satisfaction is their top priority. Their innovative cooking techniques, attention to service and friendly crew help deliver individually crafted dishes and memorable meals.

"We show our customers how much we value them and their fantastic loyalty to Tony Roma's. Our customers are what we are all about, and we want them to know that we really appreciate their choosing us," Jamil added.

Other notable retailers that are open for business in 1 Mont' Kiara include entertainment outlet Overtime, gymnasium Fitness First Platinum, home furnishing and electrical appliance store Harvey Norman, skincare specialist Jurlique Australia and children's gymnasium Young Explorer.

With the completion of the office tower and office suites, Wisma Mont' Kiara and Menara 1MK are buzzing with activities as office owners and tenants start moving in while others continue undertaking renovations.

Passion for Landscape Architecture with **Karl Princic**



Bali-based landscape architect Karl Princic, the man behind Asia's best resorts and SENI Mont' Kiara.

Designing outdoor and public spaces is a rising passion for landscape architect, Karl Princic.

With a degree in environmental design, Princic rounded and anchored his education through professional stints with Belt Collins & Associates in Singapore, working on hospitality based projects in Bali and through running his own company in Bali, Intaran Design Inc, since 1990. Collectively, these experiences taught him the nuts and bolts of designing in the Middle East and throughout Asia.

Bali's famed resorts and clubs like Amankila, The Haven, The Chedi, and Bali Golf & Country Club all feature extraordinary tropical gardens are some of his masterpieces. In Malaysia, he

has worked on the Tanjung Rhu Resort in Langkawi and several property developments.

Always in demand, Princic is selective in the projects he undertakes. He prefers to work with the architect to come up with the master plan from the very beginning and to look at the plan as a total palate.

"Generally, it is getting people to understand that a landscape architect is more than just a designer with plans. There is this misconception of landscape architects being an expert in plants, and that we only come in towards the end to fix everything," Princic said.

Princic describes his style as 'Modern Tropical'. And this is truly evident in

his current project, SENI Mont' Kiara. This prestigious residential resort is enhanced by its generous five-acre lush landscaping that is based on an island concept.

Over 50 species of plants at SENI Mont' Kiara are sourced locally depending on availability and type that will thrive based on local climate.

"People don't come into a property development specifically to look at the landscape whereas it's how they feel when they are there. It's an art to put plant materials and hardscape into a balance, and to create spaces that invite you to spend time in them. With SENI Mont' Kiara, we are trying to create a resort-like atmosphere," Princic said.

Frangipanis as Living Sculptures

Frangipanis are loved all over the world and have significance for many cultures. In South East Asia, they are a long-standing garden favourite, tolerating a wide range of conditions and rewarding the grower with lush green foliage, bright flowers and tropical perfumes.

Revered as the 'tree of life', frangipanis are found near temples and courtyards of homes in Bali where flowers are easily accessible for offerings.

Six such frangipani trees or Yellow Plumeria (*Plumeria Rubra*), over 100 years old each, are the latest additions to SENI Mont' Kiara's resort landscaping. Princic believes that these frangipani trees are living sculptures and that they fit into the artistic living of the prestigious residential resort.

"It is like buying a living antic that grows with time. With a 100-year old tree, you can continue to watch it grow and share it with the generations after you," Princic added.

Originating in Central America, the Yellow Plumeria is believed to be the ancestor of all the deciduous (shedding leaves at the end of a growing season and regrowing them at the beginning of the next growing season) coloured



Imported from Bali, Indonesia, the frangipani trees weighing more than a tonne each are hoisted with a forklift from the container.

frangipani varieties found today.

Frangipanis are hardy plants and will thrive with little care. The over 100-year old trees can survive with little water and yet are able to cope with heavy rain,

producing shade, colour and fragrance. In the dry season, the deciduous frangipanis are likely to lose their leaves allowing the sun to provide warmth and light.

Landscaping Artistry in SENI Mont' Kiara



Six of the 100-year old frangipani trees or Yellow Plumeria are sited on the pool deck of SENI Mont' Kiara.

Home owners will be pleased to know that the landscaping in the plaza deck is near completion.

There are over 50 species of flora including rainforest trees from Johor and Phoenix palm from India within the residential resort.

The eye-catching timber deck, also known as the Plaza, is made of high quality Balau hardwood. Batu Candi, a stone of volcanic origin from Central

Java, where it was used to build the temples of Borobudur and Prambanan, are used extensively throughout the landscaped areas of SENI Mont' Kiara. The black lava stone tiles are used as the infinity edging for the swimming pools and placed along water features, a perfect example of how the use of natural materials can be adapted into

modern tropical design.

On completion, the development will boast a true rarity in Malaysia with such majestic trees complemented by carefully selected species to form an overall resort landscape environment. SENI Mont' Kiara, truly a residential resort.



The plaza in SENI Mont' Kiara is taking shape with soft and hard landscape features in place.

Wine & Dine in The Sky

A preview of the i-ZEN Penthouse Collection

Luxury living in Mont' Kiara reached new heights with the newly unveiled i-ZEN Penthouse Collection offering a private world of penthouse living in SENI Mont' Kiara and Tiffani by i-ZEN.

Styled and managed by Ireka, the 22 luxurious single-level and split-level double storey penthouses command sweeping views of the city with a choice of interior design options to consider.

"We're finding that the i-ZEN Penthouse Collection bringing to life our vision of higher-priced incidences, bringing to life our vision of providing attainable luxury through a winning combination of great interiors, terrific space and gorgeous, open views," President and CEO of Ireka Development Management Lai Voon Hon said.

At the recent launch of the penthouse series entitled 'Wine & Dine in The Sky',

American Express® (AMEX) Platinum and Maybank Private Banking guests were treated to authentic Japanese cuisine and a live performance of light jazz.

The private preview at the penthouse suite in Tiffani by i-ZEN was jointly organised by Ireka and co-partners AMEX, Bang & Olufsen, Xtra Furniture and Lightcraft.



1. L to R: Tan Sri Dato Lim Wee Chai, Puan Sri Tong Siew Bee and Tan Kok Ming.
2. Ireka Chief Financial Officer Monica Lai, Grand Dorsett Subang Hotel General Manager Datin Jasmine Abdullah Heng and Ireka Group General Manager Leonard Yee.
3. Ireka Chief Investment Officer Chan Chee Kian (right) and guests enjoying the view from the top.
4. Strollers entertaining guests with light jazz by the pool.
5. Guests and members of the media tour the Tiffani by i-ZEN penthouse during the launch of the penthouse series.



Living & dining area – Thoughtfully laid out, the floor plan centres the dining and living areas for easy entertaining. Entertain friends and drink in the magnificent city skyline views as you host lavish cocktail parties and dinners on the rooftop pool deck.

i-ZEN Penthouse Collection

On Top of the World

SENI Mont' Kiara

It does not get much better than this – a penthouse home in SENI Mont' Kiara with breathtaking unobstructed views of the city skyline. Wherever you stand on its many terraces, there are plunging views of the resort-style landscaping or the twinkling city lights. Imagine luxuriating in your own private pool against a backdrop of verdant foliage or unending skyline.

Moving back from the sun-filled terraces into the interior, you note how discreet and soothing the overall atmosphere of the penthouse is. The muted colour schemes proposed are particularly welcome after the blaze of tropical light. Noteworthy is the way the large lateral spaces have been designed to provide each of the residents ample private accommodation as well as shared areas – especially evident in the spectacular, double volume living and dining areas alongside the private pool – where they can entertain friends and family, business associates or other grandees.

And when the time comes for relaxation, the possibilities are equally varied, from sunbathing on the pool deck or some quiet time on the terraces to watching movies in the comfortable entertainment area.

Available in six layout types, the 19 penthouses in SENI Mont' Kiara come with private pools and offer either four or five-bedroom configurations, ranging from 5,425 sq ft to 7,223 sq ft. Generally, each penthouse suite enjoys the exclusivity of a private lift lobby and comes with five parking bays.

Equally impressive is the opportunity to personally customise the spacious and dramatic interior space. Single-level and split-level double storey penthouse owners for SENI Mont' Kiara are given the option of a fully furnished unit with luxurious Modern Art Deco design or customised to individual preferences.

Tiffani by i-ZEN

Three exclusive Tiffani by i-ZEN penthouse suites welcome home owners to expansive living spaces.

A single-level Type A Penthouse of 8,158 sq ft offers a modern resort feel with its indoor private pool and 360 degree views all around. The interior design concept proposed innovatively amalgamates the outdoors into the interiors of the unit to offer the best of both worlds. Such an expansive unit is rarely found in a single level configuration and needs to be viewed to be fully appreciated.

The Type B1 Penthouse, of 6,439 sq ft,

houses four-bedrooms and comes with a rooftop pavilion pool deck complete with a bar and 38-foot long lap pool. It is accompanied by a larger 7,969 sq ft suite, Type B2 that offers five-bedrooms and large open concept living spaces. Similarly, you will find a rooftop area with pavilion deck and pool.

Available in three layout types, single-level or split-level double storey penthouse owners in Tiffani by i-ZEN are given the option of a fully furnished unit with Modern Contemporary design or customisation according to personal taste.

For penthouse enquiries, please contact SENI Property Gallery at +603 6205 1319.



Master Bedroom – Relax in the luxurious master suite and beautiful study room that overlooks your private roof terrace.



Decked out for Christmas with Santa

10 December 2010: Santa's spirit of generous giving saw IREKA CARES' volunteers decorating colourful balloons filled with Christmas cheer at Lighthouse Children Welfare Home. Warm-hearted volunteers across Ireka gave generously to the 33 children and

staff of Lighthouse who eagerly unwrapped presents under the Christmas tree. Tinsel wrapped boxes overflowing with staples and treats lined the porch to bring joy to Ireka's adopted family.



1. Little faces light up while receiving a gift from Santa and his helpers.
2. Funny Entertainer, Cha Cha entertains the children with his clown antics, comedy magic and balloon twisting.
3. Lighthouse caretaker Mrs Steven receiving the plaque and framed photograph from Ireka Chief Financial Officer Monica Lai (left), Ireka Group General Manager Leonard Yee (second from right) and IREKA CARES Head of Committee See Kim Wah (right).
4. IREKA CARES volunteers bring holiday cheer to the children through fun and games.



UNDER 1 ROOF.
 UNDER 1 ENTITY.
 UNDER 1 BLUEPRINT.
 UNDER 1 COMMITMENT.

Our Blueprint for Success and Progress

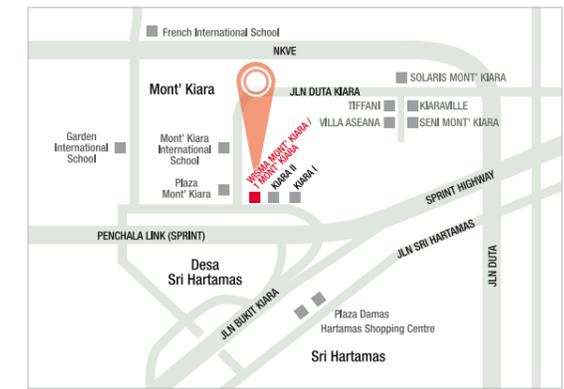
INTEGRITY
VISIONARY
ENTREPRENEURIAL

Embracing change and evolving with time, Ireka has refined its corporate identity. Reflecting its brand personality, RED signifies its energetic nature while GREY represents an uncomplicated and transparent entity.

Together, they collaborate to portray Ireka's brand values which have defined its past successes and will continue to be the blueprint for progress.

WE HAVE MOVED!

Meet the new us at Level 18, Wisma Mont' Kiara



INFRASTRUCTURE | REAL ESTATE | TECHNOLOGIES

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Prosperity Welcomed



Ireka President & CEO Lai Voon Hon ready for an auspicious year ahead.

8 February 2011 – The annual Lion Dance held during Lunar New Year ushered in prosperity and success to the Ireka Group of Companies in this year of the Rabbit.

The clanging cymbals and unmistakable drumbeats reverberated throughout the respective offices and show galleries, thrilling staff in the process.



The lions with our property sales team members, Vivienne and Yvette in SENI Gallery.



Ireka COO, Lim Ech Chan flanked by prosperity.

Celebrating 1 Mont' Kiara!



1



2

16 March 2011 – Purchasers of Menara 1MK (formerly known as *bz-hub*) gathered for an informal event to celebrate the success of the overall 1 Mont' Kiara development. The event was also an expression of thanks to the purchasers for their support towards the development when it was first launched. Held at Tony Roma's flagship outlet in 1 Mont' Kiara mall, the evening saw owners mingling together in a relaxed setting, getting to know each other over delicious food and drinks.



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- 1. L to R: Tuan Haji Mohd Sharif bin Haji Yusof, Ireka Group Managing Director Lai Siew Wah, Henry Herrera and Amylia.
- 2. L to R: Ireka Senior Vice President of Sales & Marketing Judy Loo, AQM Creative Communication Chairman Aggie Lee and guests.
- 3. L to R: David Wong, Ronnie Lee, Mrs Devin Neir (aka Mary) and Ireka President & CEO Lai Voon Hon.
- 4. L to R: Kenner Tham, Chloe Kwan, Wong Ai-Ling and Ireka Vice President of Customer Relations Management Kevin Lim.



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Construction Update



All structural works have been fully completed. Architectural, M&E, testing and commissioning work are in progress at all blocks at various levels, car park podium and external areas.

Authority inspections and clearance for Phase 1 (Van Gogh and Monet blocks) as well as the issuance of Certificate of Fitness are in progress.



Four Points by Sheraton Hotel & Tower: Structural works are in progress at Level 23. Ceiling frame at Level 11 and roof truss system at Level 13 (Ballroom level) are in progress.

Retail mall: Floor tiling is completed at retail mall corridor. Parapet, internal and external plastering in car park areas are in progress.



KL Sentral Office Tower and Hotel

Office tower 1: Structural works at Level 12 are completed while work at Level 13 is in progress.

Office tower 2: Structural works at Level 11 are completed while work at Level 12 is in progress.



INTERNATIONAL HI-TECH HEALTHCARE PARK Ho Chi Minh, Vietnam

City International Hospital: Pile caps, main lift core wall and beams at Basement Level are completed. Stump columns, backfilling and main lift core wall are in progress at Level 1.

i is for Ireka

Founded in 1967 by Mr Lai Siew Wah, Ireka Corporation Berhad ('Ireka') was listed on the Second Board of Bursa Malaysia on 12 July 1993, and transferred to the Main Board on 13 June 2002. Today, the Group's current activities are divided into three core businesses: **Infrastructure, Real Estate and Technologies.**

Its distinguished over 40-year track record includes the construction of the Kuala Lumpur International Airport runway, sections of the Kuala Lumpur Middle-Ring Road II and North-South Expressway, Putrajaya Government Administrative Offices, DiGi Corporate Office (D'House), Technology Park Malaysia and The Westin Kuala Lumpur, winner of multiple regional and international awards.

Within its Real Estate business, Ireka successfully initiated the listing of a property company, Aseana Properties Limited ('Aseana'), on the London Stock

Exchange on 5 April 2007, paving the way for Ireka to undertake further property development activities in Malaysia and to begin new ones in Vietnam. Ireka's wholly-owned subsidiary, Ireka Development Management Sdn Bhd ('IDM'), has been appointed as the exclusive Development Manager for Aseana.

Ireka created the much celebrated i-ZEN brand of luxury properties, continuing to raise the bar for contemporary high-end designs in our developments, striving to meet the needs of our customers at all time so that they can live in homes they desire. The essence of i-ZEN is embodied in the 5S Principles of Style, Service, Security, Sophistication and Soul. These are demonstrated in all i-ZEN properties.

In Malaysia, current property development projects managed by Ireka Development Management include SENI Mont' Kiara and Sandakan Harbour Square (Phase

3 & 4). Some of the completed projects undertaken by Ireka previously include Tiffani by i-ZEN, 1 Mont' Kiara, i-ZEN@ Villa Aseana, i-ZEN@Kiara I, i-ZEN@Kiara II, Luyang Perdana (Kota Kinabalu) and Sandakan Harbour Square (Phase 1 & 2).

In Vietnam, aside from strategic minority equity stake in Vietnam developer, Nam Long Investment Corporation, it is also involved in the International Hi-Tech Healthcare Park (an integrated medical-themed development) and Queen's Place (a residential and commercial development) projects.

In 2003, Ireka expanded into Information Technology, setting up a primary networking and systems integration company, i-Tech Network Solutions Sdn Bhd. i-Tech provides customised IT infrastructure solutions and co-location services in Malaysia and Vietnam. The company has strong alliances with international IT principles such as IBM, Juniper and APC.



An **IREKA** concept

The i-ZEN brand is founded on and driven by five basic principles that ensure its customers' highest expectations are met.

STYLE
EACH i-ZEN DEVELOPMENT EMBODIES AN EXTRAORDINARILY HIGH STANDARD OF CONTEMPORARY STYLE. NOT MERELY IN TERMS OF AESTHETICS BUT ALSO IN THE WAY IT IS CONGRUENT WITH FORM AND FUNCTION.

SERVICE
i-ZEN OPERATES TO THE HIGHEST STANDARDS, BENCHMARKING ITSELF AGAINST THE FINEST TO EXCEED THE EXPECTATIONS OF CLIENTS AND STAKEHOLDERS IN THE HOSPITALITY AND PROPERTY INDUSTRIES.

SECURITY
AS SECURITY IS OUR TOPMOST PRIORITY, ALL SYSTEMS AND PROCEDURES ARE ROUTINELY MAINTAINED, UPGRADED AND TESTED TO ENSURE COMFORT AND PEACE OF MIND FOR ALL.

SOPHISTICATION
IN SYNERGY WITH STYLE, i-ZEN INCORPORATES CUTTING-EDGE INNOVATION AND TECHNOLOGY TO INTRODUCE EASE AND EFFORTLESSNESS INTO EVERY ASPECT OF THE i-ZEN LIFESTYLE.

SOUL
SOUL LIES AT THE VERY HEART OF EVERY i-ZEN DEVELOPMENT. THIS ENCOMPASSES A STRONG SENSE OF BELONGING, PRIDE OF PLACE, AND IDENTITY AS A COMMUNITY - WHICH IS ACHIEVED WITH THE FULFILLMENT OF THE OTHER 4 ESSENCES.