



ISSUE 21

January - March 2012 • PP 14791/11/2012

CITi-ZEN

Living Life Large





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Greetings!

At this time of year, many of us make New Year's resolutions to be healthier. This may involve shedding those extra pounds, exercising more, getting more sleep, or reducing stress by spending more time with family and better balance at work and home. Some of these resolutions are on my list too!

In this issue, we focus on health and well-being (*Prevention is Better Than Cure*). We strongly recommend that you take a break to de-stress (*Because You Are Worth It!*) and we hope you enjoy reading them all.

In the last quarter of 2011, Ireka was busy with a series of major events.

Closer to home, i-ZEN home owners were treated to an unforgettable fine dining experience with a chef's tasting menu within the inspirational space of SENI Mont' Kiara.

We were honoured to handover the management of our first gated and guarded residential development in Sabah, Luyang Perdana in Kota Kinabalu to its Home Owners' Association. I must congratulate the owners and residents of Luyang Perdana themselves for believing in community living and turning the development into a truly remarkable place to live in. I understand from some of the residents that the value of the homes has more than doubled the launch price in 2003! Congratulations indeed to the residents of Luyang Perdana for the foresight in supporting our development!

These recognitions serve as a timely encouragement and affirmation of Ireka's efforts. We will continue to build high quality homes with good returns.

Coinciding with this milestone event in Luyang Perdana, Ireka kicked off a series of property roadshows across major cities such as Kota Kinabalu, Sandakan, Sibiu, Kuching and Miri to introduce our much acclaimed resort-themed development, SENI Mont' Kiara to property buyers in East Malaysia.

As we embark on the year 2012, I would like to express my appreciation to every property owner in the i-ZEN community. Thank you for your continuous support and we look forward to continue serving you.

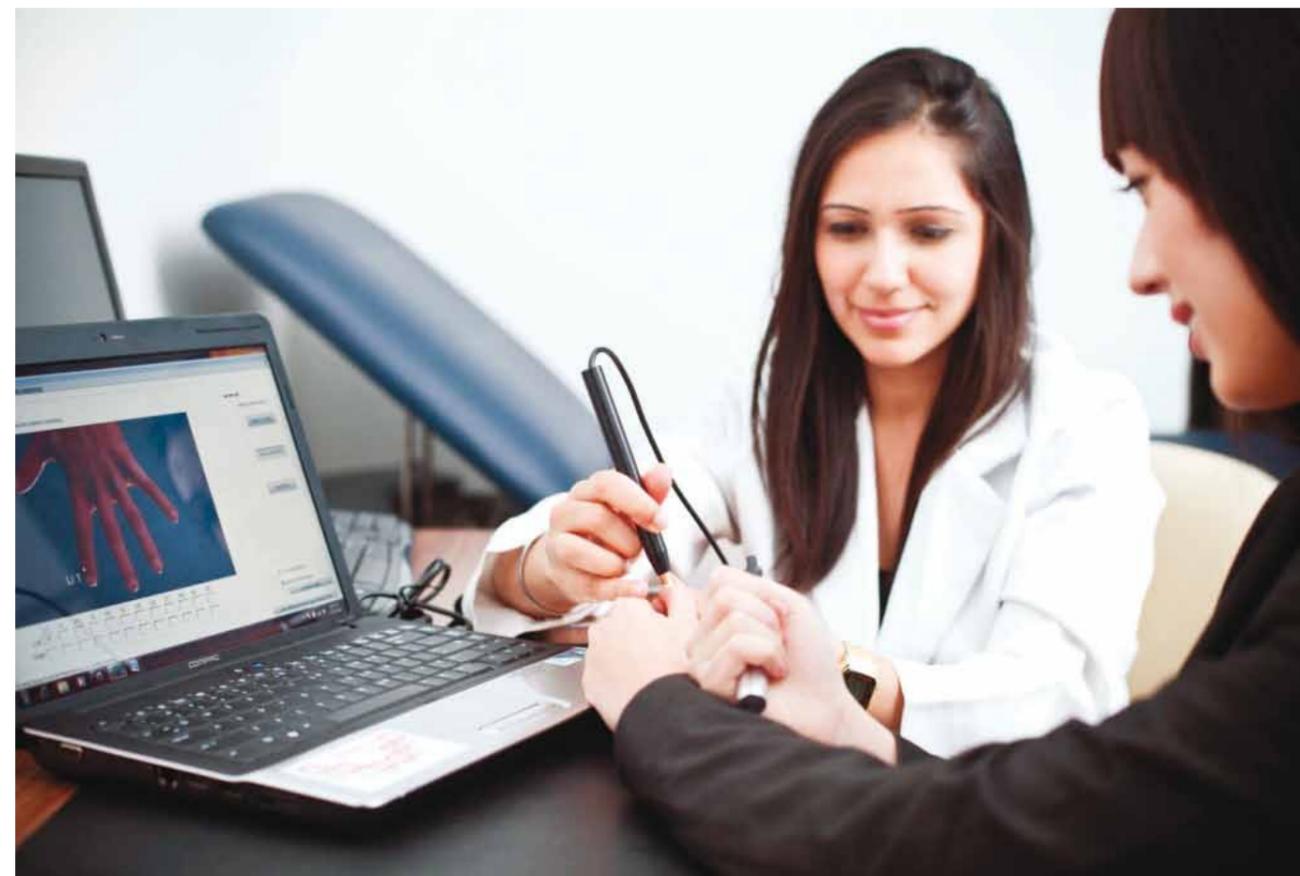
Do watch this space for new and exciting projects which we will be launching this year.

Live life large with a New Year of healthy possibilities!

Cheers,

Lai Voon Hon
 President / CEO
 Ireka Development Management Sdn Bhd

Prevention is Better Than Cure



Make health checks part of your regular routine. Early detection and proper medical guidance can help minimise health risks.

Many of us use complementary medicine in pursuit of health and well-being. Complementary medicine refers to the use of traditional therapies when used together with conventional or Western medicine.

The various methods and practices for complementary medicine are often grouped into broad categories such as natural products (e.g. dietary supplements or herbal therapy), mind-body treatments (e.g. meditation), manipulation and body-based practices (e.g. massage therapy) and energy therapies (e.g. Qi Gong or Reiki).

Using complementary medicine

People often turn to complementary medicine when they have a long-lasting problem that conventional medicine has not completely cured. For example,

someone who has seen a doctor for years with persistent backache might try using Acupuncture or massage therapy to alleviate pain or rehabilitate injuries.

Complementary medicinal techniques are believed to improve overall well-being, prevent illness and ensure a healthier lifestyle.

Traditional remedies are perceived to be safe to use with fewer side effects because they are based on the belief that the whole person is being treated — body, mind, and spirit. The techniques used in complementary medicine are mostly less invasive than conventional medical practices such as surgery.

What influences our decisions to use complementary medicine will also depend on our treatment goals and our time frames. Traditional medicine is seen to have slower action and a greater focus on treating the underlying problems rather than alleviating the symptoms. If we want a quick fix, we

might tend to go for Western medicine. For instance, a sleeping pill will provide quick relief from insomnia as opposed to looking for slower-acting remedy (stress reduction techniques, for example) that may eventually address the cause of sleeplessness.

For some health problems, alternative healing approaches on their own may not be enough to help a person get well. Even something as seemingly minor as an infection may need treatment with medications such as antibiotics. Also, in some cases, complementary practices can actually interfere with medical treatments. For example, certain herbal supplements can interfere with some prescription drugs, such as diabetes treatments or birth-control pills.

Whether seeking help with a particular medical problem or starting the New Year with healthy intentions, i-ZEN merchant partners such as BP Healthcare Group and Exentra Wellness Energy Centre can help.



The BP Healthcare Group, founded in 1982, boasts one of the most extensive health diagnostic and screening services in Asia, with 70 outlets across Malaysia.

The BP Diagnostic Centre is the largest medical diagnostic chain in Southeast Asia and the first to be awarded the *Customer Value Enhancement Award in Diagnostics* by Frost & Sullivan in 2010. It is also the first lab in Malaysia to achieve the Joint Commission International (JCI) accreditation and certification which ensures a safe environment for patients, staff and visitors.

The BP Diagnostic Centre provides walk-in primary care services delivered with state-of-the-art equipment for accurate results. For example, BP Healthcare's Teleradiology service sends radiological patient images such as X-ray, mammogram, Computerised Tomography (CT) and Magnetic Resonance Imaging (MRI) from one location to another for medical professionals to share results for faster diagnosis without actually having to be at the location of the patient.



A CT scan obtains images of parts of the body that cannot be seen on a standard X-ray. These scans often result in earlier diagnosis and more successful treatment of many diseases.



The cardiac stress test is done with heart stimulation by exercising on a treadmill.

BP Healthcare is not an in-patient service. The centre promises to provide faster results (within 24 hours for most tests) and emphasises on health checks such as blood, urine, Treadmill Electrocardiogram (ECG), Resting ECG, Lung Function, hearing, bone density and ultrasounds - all using non-invasive diagnostic tools. There are specialist doctors and healthcare professionals on hand to consult and to seek advice from at all times. These services are complemented by others such as wellness coaching, travel health advice and free distribution of multi-lingual health education materials.

For information on your nearest BP Healthcare Centre, contact 1-800-88-7171.



Power Recharge Therapy is used for stimulating energy levels. By simply lying on the mat or using the pillow, the body benefits from the effects of the gentle energy field, helping the body to "recharge its batteries".

Exentra has been in Malaysia for more than five years. Tucked away on the third floor of 1 Mont' Kiara, it is worth making the trip to find out all about energy medicine which focuses on recharging, rejuvenating, revitalising and reshaping.

For Exentra, having energy reflects good health and the lack thereof increases the risk of ill health. This is based on the traditional Chinese philosophy of *chi* taken to be the flow of energy that sustains living beings. Therefore vitality and health are determined by the *chi* or energy one has.

Factors such as pollution, toxins, poor diet, lack of exercise, stress, dehydration, long working hours and lack of sleep have a negative impact on our energy system, draining us of energy and disrupting the body's energy distribution.

Exentra Centre uses sophisticated technology and equipment to help clients improve energy levels, health and fitness. The popular MEDEC programme established in 2001 by Josef Plattner is all about Bioresonance technology which uses electromagnetic energy fields to stimulate our cells and thereby

providing more energy. A number of positive physiological effects are possible including increased blood circulation, improving bone and wound healing and improving digestion thus also helping with weight loss. Usually a 10 to 20-minute application is sufficient for most individuals to restore energy levels and the frequency will depend on the individual.

Before the therapy session, your energy level will be diagnosed using an Acugraph machine which measures the energy levels through readings taken from selected acu-points on the hands and feet.

Typically clients go for energy therapy with aches and pains, insomnia, being overweight, depression, poor blood circulation or having a low immune system. This non-invasive system involves lying down comfortably on a padded couch and wearing eye goggles that together generate the desired energy frequencies according to the computerised programme chosen.

For further enquiries, contact 03 6205 9004.



Safe and easy, the Power Fit makes you fit and strong.

Because You Are Worth It!

Let's face it, life is busy. With our to-do lists piling up, taking a little time out for ourselves, either in a spa or having a massage seems self-indulgent and perhaps even unrealistic. However, these therapies are definitely more than a feel-good indulgence. They have important health benefits that promote a sense of relaxation whilst reducing tension and anxiety.



energy
mind•body•spirit

An Oasis for Mind, Body and Spirit

A relaxing break in a peaceful setting is exactly what Energy Day Spa offers. Situated on the rooftop of Damai Sari in Mont' Kiara, the water features, greenery and soothing aromatherapy oils burning greets the visitor to this oasis amidst the hustle and bustle of Mont' Kiara.

Energy Day Spa is a total wellness centre to nourish the mind, body and spirit. Indulge in deeply soothing spas and facial treatments designed for both men and women, or relax in the Balneotherapy Bath...pure bliss! The spa has five treatment rooms and a special couples' room spread over 3,500 sq ft to enhance the feeling of space and tranquility.

Fully trained therapists deliver treatments that address every aspect of your body's needs, from skincare to aching limbs, using only the finest products from the Swiss Line prestige beauty brand.

In a world that is increasingly demanding, Energy Day Spa is committed to providing total relaxation and calm to enhance a more balanced lifestyle.

For further enquiries, please contact 03 6201 7833.

Heated stones are placed on strategic areas of the body for an energy-balancing treatment.

The Jurlique Difference

Plant and herb essences are the foundation of Jurlique's products. The Jurlique promise is to strive to produce the purest, most effective skin care of the highest quality through nature, science and innovation. Put simply, this means delivering high-performance skincare made with herbs and flowers grown on their own 150 acre farm in the unpolluted environment of the Adelaide Hills in South Australia.

Founded in 1985 by Dr Jurgen Klein and his wife, Ulrike who are both chemists, they began with a passion to produce the purest, safest and most effective skincare on earth-free of pesticides, chemicals and any synthetic preservatives.

The new outlet in 1 Mont' Kiara shopping mall is not all that it seems. The open retail section hides a welcoming set of treatment rooms at the back offering facials, eye and neck treatments, aromatherapy massages, grooming and waxing by experienced professionals using lotions, oils and creams from the Jurlique range.

For further enquiries, please contact 03 6203 7218.



The Purely Age-Defying Range, a natural alternative to brighter skin without the harsh chemicals.

The SENI Soiree with a French Twist



Chef Nathalie is plating up a French fare of Scallops Risotto.

As a gesture of thanks and recognition to exclusive i-ZEN home owners, Ireka hosted a series of fine dining experiences at its newly-completed residential resort development, SENI Mont' Kiara.

A complete sensory experience, the first evening's soiree showcased an appreciative tasting of fine French foods by Chef Nathalie of Nathalie's Gourmet Studio amidst the breathtaking space within the development.

Inspired by a degustation or chef's tasting menu, guests experienced *The Art of Fine Living*, savouring food, discovering wine and exploring the artistic creation of SENI.

One of the many i-ZEN home owners who enjoyed the degustation experience said: "I associate the chef's artistry like a piece of artwork. Every now and then, it's nice to sit down in a true master's dining room and place yourself in his skilful hands."



On their way home, i-ZEN owners get a taste of gourmet handmade French macarons.

The SENI Soiree Continues with Rustic Italian



i-ZEN home owners and their high profile guests taking a first look at an actual show unit of SENI Mont' Kiara.

The second soiree evening took on an ambience of sophisticated elegance and rustic appeal.

Upon arrival, guests received a red-

carpet treatment and enjoyed aperitif and canapés framed by 100-year old frangipani trees at the plaza deck. First-timers to SENI Mont' Kiara were taken on a private tour of the resort-style

development. The tour was followed by a four-course dinner where guests were treated to a variety of tasting plates by Chef Paolo of Nero Vivo and a live ensemble of contemporary Italian music.

President and CEO of Ireka Development Management Sdn Bhd Mr Lai Voon Hon said: "We are honoured to be able to host our valued i-ZEN home owners, and all who have contributed to the success of SENI Mont' Kiara in one way or another. This evening also gives us the opportunity to get to know each other as proud members of the i-ZEN community as well as to introduce some of our guests to the exclusive lifestyle at SENI."



Live sultry jazz standards and easy listening music sets an elegant mood for the evening.



Chef Paolo of Nero Vivo serves up his signature Tiramisu, a traditional Italian delight.

30 September and 28 October 2011:

More than a hundred i-ZEN home owners were treated to fine dining experiences over two evening soiree at SENI Mont' Kiara.



1. Mr & Mrs Daniel Low
2. Ireka Chief Financial Officer Monica Lai and CEO of iTech Network Solutions Leonard Yee
3. Mr & Mrs Chan Kim Cheng
4. Farah Abdullah, Mei Yap and Nik Nuralia
5. Koh Hong Kiat, Koh Mei Lee and Koh Beng Thong
6. Mr & Mrs Hui Swee Ho, Ireka President & CEO Lai Voon Hon and Mr & Mrs Richard Chua

EVENTS GALLERY

18 November – 11 December: **SENI Mont' Kiara sets its sights on East Malaysian market**

The recent unveiling of SENI Mont' Kiara's final release units in East Malaysia indicated its popularity amongst Sarawakians and Sabahans.

This offer comes on the heels of a newfound interest in Kuala Lumpur

properties by East Malaysians and created an opportunity for them to invest in the much-acclaimed resort-themed luxury condominium in Kuala Lumpur's international community.

Ireka went on the road with its circuit roadshow in five cities and towns in East Malaysia over four weeks to showcase SENI Mont' Kiara. The roadshow kicked off on 18 November in Kuching, before it moved onto Sibu, Miri, Kota Kinabalu and ended in Sandakan on 11 December.



1. At Hilton Kuching, over 60 high net worth customers attended a dinner and talk on 'Rising Trends of Property Investment within the Klang Valley' jointly hosted with event partner, Maybank.
2. Property enthusiasts were treated to a wine and dine experience at Miri Marriott Resort.
3. Ireka President & CEO Lai Voon Hon speaking to the media at the SENI Mont' Kiara Property Showcase in Sutera Harbour, Kota Kinabalu.

3 December: **Luyang Perdana properties doubled in returns**

Ireka's maiden project in Sabah, Luyang Perdana homes have appreciated by more than 100% since the development was completed from 2005 onwards; a terrace unit has escalated from RM300,000 at time of launch to RM750,000 to date.

Sited on a 26-acre land, Luyang Perdana is a mixed residential development

that was transformed from a disused public utility and land into an upmarket residential enclave today.

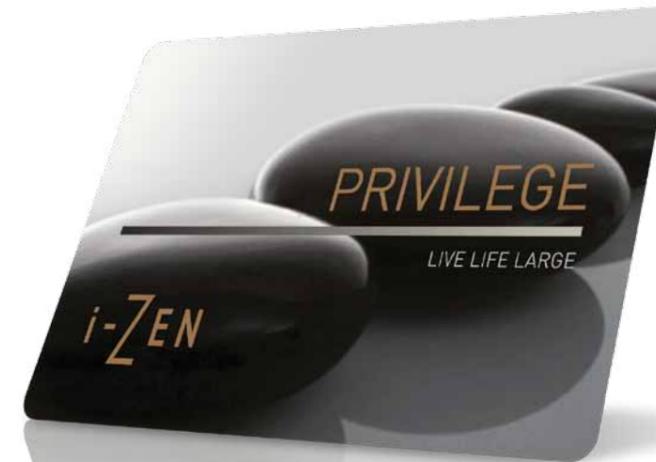
On this day, the management of Luyang Perdana, was officially handed over by its developer, Regalmont (Sabah) Sdn Bhd (a wholly-owned subsidiary of Ireka Corporation Berhad) to the Home Owners' Association (HOA).

The management handover comprises 150 units of terrace houses, 40 semi-detached houses and six units of bungalows. The overall Luyang Perdana development also has other components such as the town villas and shop offices. This sought-after residential development offers unparalleled quality of life as being the first gated and guarded community in Kota Kinabalu that comes with security features.



1. Ireka President & CEO Lai Voon Hon is proud that Luyang Perdana has become Kota Kinabalu's first and most prestigious gated and guarded residential development, where both the old and young now enjoys.
2. Official handing over of Luyang Perdana management (L-R) Dr Damian Lee, Deputy President of Luyang Perdana Home Owners' Association; Dr Anil Kumar, President of Luyang Perdana Home Owners' Association; Liaw Lam Thye, Principal of Taylor Hobbs; Ir. Lee Tet Fon, Director of Engineering Dewan Bandaraya Kota Kinabalu and Lai Voon Hon, Ireka President & CEO.
3. A traditional lion dance performance to commemorate the handover ceremony in Luyang Perdana.

i-ZEN PRIVILEGES



'Live Life Large' with the new i-ZEN Privilege Card 2011 – 2012

i-ZEN Privilege Card promises a selection of lifestyle experiences befitting your position as a proud member of the i-ZEN community. With the growing list of meticulously chosen lifestyle brands, spoil yourself with unsurpassed dining experiences, pampering health and wellness retreats, not forgetting the exclusive privileges on home furnishing, gifts, accessories and more.

Start enjoying discounts and privileges with our merchant partners. Flash the card at any participating merchant outlets to give you and your family the gift of living life large!

For more information, contact Kelly Yap of Customer Relations at +603 6411 6388 (ext. 6880) or email enquiry@i-zen.com.my.

The i-ZEN Privilege Card gives you access to exclusive offers at your favourite spots.

BEAUTY

CREATIVE™
NAIL BOUTIQUE

SRM
スキンケア
Mix-To-Match Skincare

DINING



SHOPPING

FOCUS POINT



TONY ROMA'S
RIBS • SEAFOOD • STEAKS

le ann maxima

PANDORA
UNFORGETTABLE MOMENTS

HOME & DECOR

PASAVA

timeless DESIGN

Kian®

Party@World

World of Watches 2
WWII

Slumberland

FELLA DESIGN

WELLNESS

energy

exentra
The energy to wellness

Jurlique

EDUCATION

supercamp®
Raising grades, confidence, and motivation



HEALTHCARE

BP Healthcare Group
Leader in Health Check

CULTURE

Candor Music



espressolab

TRAVEL

Mayflower®
An Experience Like No Other

Keep an eye out for more lifestyle brands in our coming issue.



Progressing into its second year, **IREKA CARES** 2011/2012 has adopted Rumah Hope in Petaling Jaya under the "ARTs" banner by organising a series of outreach activities in three key areas of **Arts &**

Craft; Performing Arts and **Living Skills**. A Housewarming Party was held on 24 September, as a platform for the volunteers and children to break the ice and get to know each other. Each IREKA

CARES volunteer also 'adopted' a child each, which will encourage relationship building throughout the year.



Rolling, coiling and moulding clay bits for the children and IREKA CARES volunteers.



Jonathan 12, grinning from ear to ear, proudly showing off.



V for Victory: (L-R) Leah Chong Ai Leng, 10 and Anjali, 8 posing with their finished artwork.

15 October 2011

IREKA CARES first art activity under the **Arts & Craft** category was **Clay Pottery**. It was a fun-filled day as the volunteers and children deftly put their creativity to work. Garbed in mini aprons, each child was given a ceramic bowl and a handful of clay to work on under the guidance of artists from The Clay Arts Studio. It was indeed a delightful experience for the children as they were engrossed with all the handiwork of rolling, coiling and moulding clay bits into creating their own "masterpieces". IREKA CARES had also arranged for these art pieces to be glazed and returned to the children as a memento.



Lee Soo Ling (right) and Tan May Lee kept the younger children entertained with hopscotch.

19 November 2011

Friendship Bracelet making activity was a fruitful session as it was the first attempt for most of the IREKA CARES volunteers and children of Rumah Hope. It all began with measuring, cutting and tying colourful strands of embroidery threads, as each child gradually mastered the weaving intricacies. These multi-coloured bracelets were easy to make, fun and most of all, they make such meaningful gifts because they are all handmade. Meanwhile, the younger children kept themselves entertained with board games such as Checkers and Snakes & Ladders, playing hopscotch and *batu seremban*.



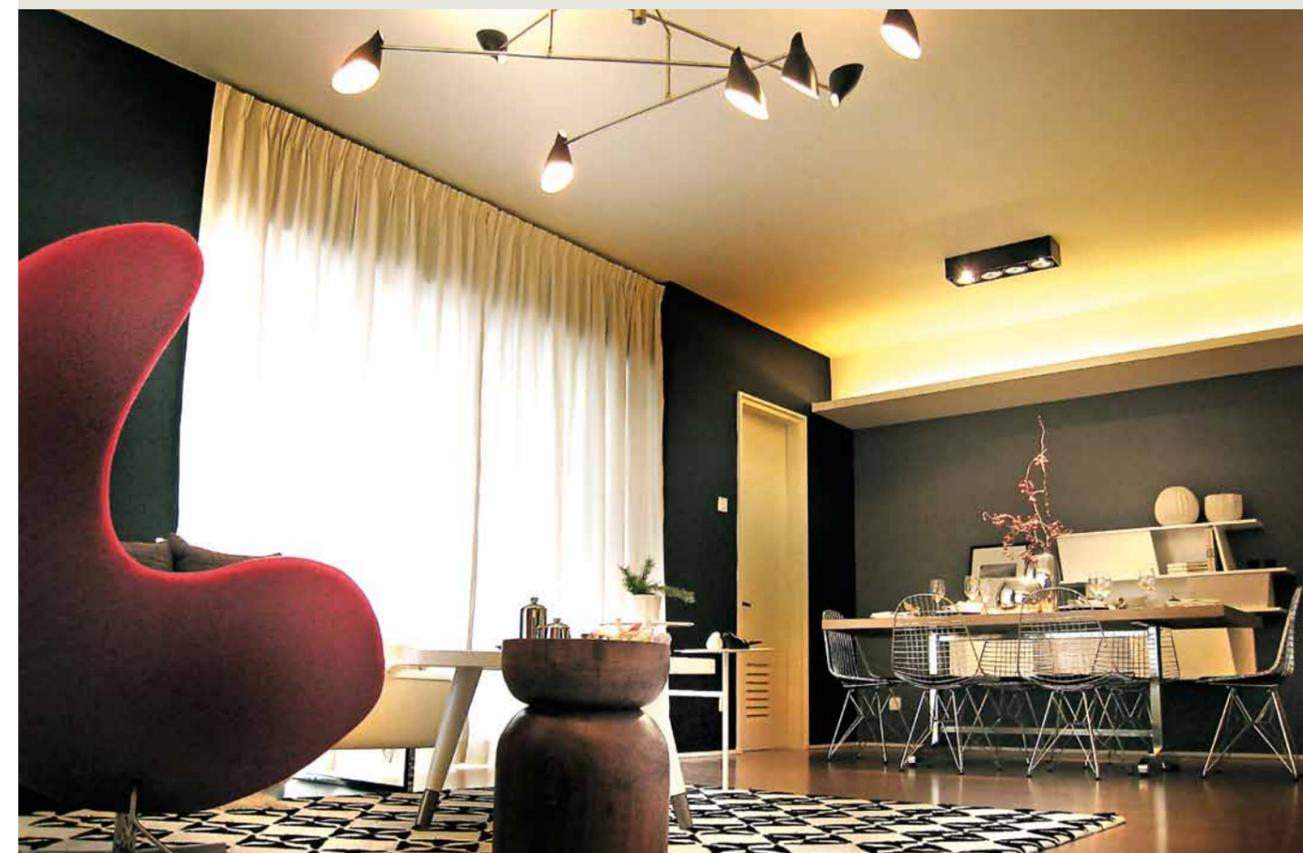
IREKA CARES volunteer, Hairuni posing with Srigan Nayako with their complete friendship bracelet.



IREKA CARES volunteers demonstrating how to weave friendship bracelets.

i-ZEN PROPERTY MARKET NEWS

Featured i-ZEN Property:



Predominantly small-sized apartments of sub-1,000 sq ft with two bedrooms, i-ZEN@Kiara I features a unique concept of an open terrace within the unit, bringing the outdoors in for the first time in high-rise living.

Available in stylish, avant-garde and yet functional layout design, all serviced residences come with luxurious fittings to minimise hassles for the busy executives and to be able to quickly occupy the units without much delay.

Sub-Sale Transactions

Size (sq.ft.)	Sub-Sale (RM psf)	Rental* (RM psf)	Gross Yield (%)
804	650 - 680	3.10 - 3.50	5.72 - 6.18
868	650 - 670	3.20 - 3.50	5.91 - 6.27
913 (with indoor terrace)	660 - 710	3.50 - 3.80	6.36 - 6.42
1297	640 - 660	2.70 - 2.90	5.06 - 5.27
1360	630 - 650	2.90 - 3.30	5.52 - 6.09

*Rates based on fully furnished units.

Ireka has entrusted One Real Estate Sdn Bhd (OneRE), a professional estate agency firm that focuses on the real estate market in Mont' Kiara, to assist all i-ZEN owners in sourcing for buyers or tenants. OneRE collaborates with a wide network of associates and agencies to achieve optimal sales prices and rental rates for all their clients.

Their analysis revealed that gross yield for i-ZEN@Kiara I, a 35-storey building with 305 serviced residences is ranging from 5.06% to 6.42% per annum. The 913 sq ft apartment being the most popular has seen price increases up to 44% from 2009 to date.

OneRE provides lease and resale services for buyers' convenience and peace of mind in managing their investments. Lease management service is also available to ensure problem free transactions and minimal hassles with tenants and leases.

For lettings and sub-sale enquiries, contact Abby Tan at +6016 - 328 2442 or email abby.tan@onere.com.my. To find out more about the development, visit www.i-zen.com.my/kiara1.htm.



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CONSTRUCTION UPDATE



Sandakan
HARBOUR SQUARE

Four Points by Sheraton Hotel & Tower: Architectural and M&E works are in progress at various levels with most M&E equipments being installed.

Harbour Mall Sandakan: Architectural and M&E works are in progress at various levels and external areas.



KL Sentral Office Towers and Hotel

Office tower 2: Structural works at level 37 are completed while work at level 38 is in progress. Architectural and M&E works are in progress at various levels.

Hotel tower: Structural works at level 22 are completed while work at level 28 is in progress. Architectural and M&E works are in progress from LG3 to level 2.



**INTERNATIONAL
HI-TECH HEALTHCARE PARK**
Ho Chi Minh, Vietnam

City International Hospital: Structural works are in progress at levels 2 and 3 with commencement of architectural and M&E works.

i is for Ireka

Founded in 1967 by Mr Lai Siew Wah, Ireka Corporation Berhad ('Ireka') was listed on Bursa Malaysia on 12 July 1993. 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, OCBC Head Office, Wisma AIG, DiGi Corporate Office (D'House), Technology Park Malaysia and The Westin Kuala Lumpur. The Group also previously developed and managed 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, 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), Queen's Place and high-end residential developments in District 7 and 9 of Ho Chi Minh City.

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 principals such as IBM, Juniper and APC. In 2011, i-Tech and IBM co-develop SAFEHOUSE, a green data centre to offer co-location services.

by
i-ZEN
Life, styled.

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.