

ISSUE 25 | January - March 2013

CITi-ZEN

Living Life Large

Hospitality
With
Attitude!



Ireka Development Management Sdn Bhd

Level 18, Wisma Mont' Kiara
No. 1, Jalan Kiara, Mont' Kiara
50480 Kuala Lumpur
T +603.6411.6388
F +603.6411.6383
W i-zen.com.my
E enquiry@i-zen.com.my

CONTENTS

- 1 Hospitality With Attitude!
- 4 Private Preview of The RuMa Residences
- 6 IREKA CARES
- 8 Property Market Intelligence
- 9 Construction Update At A Glance...
- 10 Kopitiam News!
- 12 i-ZEN Privileges
- 13 "I" is for Ireka



A Very Happy and Prosperous New Year to you!

Ireka Corporation Berhad and Asena Properties Ltd have successfully crossed into 2013, determined to carry on working towards our aim of continuing to serve you well in the year ahead.

It is going to be a busy year. Ground work on the Kasia Greens, Nilai development is already underway and once we receive the necessary authority approvals, work on The RuMa Hotel and Residences in Jalan Kia Peng, Kuala Lumpur will commence. The City International Hospital, managed by Parkway Group, within the International Hi-Tech Healthcare Park in Ho Chi Minh City will open in April and luxury riverside residences, the Waterside Estate will be launched later in mid-2013. We are also very excited about the opening of our newest hotel, Aloft Kuala Lumpur Sentral, the vision of W Hotel in March.

This is why the Hospitality theme is featured in this issue. Boutique hotels are growing in popularity and I am delighted that Aloft Kuala Lumpur Sentral will add to our hotel portfolio and hotel development track record which includes award winning The Westin Kuala Lumpur and the Four Points Sheraton Sandakan. Further down the line in 2016, The RuMa Hotel and Residences will add to the portfolio. You can read more about these developments in this issue.

We have also added a new section on what's available in the community for our i-ZEN readers and this issue features new happenings in the 1Mont' Kiara Mall.

We look forward to living life large with you in the Year of the Snake

Cheers,

Lai Voon Hon
President / CEO
Ireka Development Management Sdn Bhd

Hospitality With Attitude!

Defining Boutique Hotels

Considered to be the fastest growing hotel segment, boutique hotels are all the rage these days and their footprint continues to grow. The hotel industry has no single definition to describe boutique hotels but essentially the term (popularised in the USA and the UK in the 1980s) is used to describe hotels which often contain luxury facilities, are individualistic, stylish and focus on offering their services in a comfortable and intimate setting.

The term 'boutique hotel' was initially used to describe American hotelier, Ian Schrager's first hotel, the Morgans Hotel, which opened in 1984 in New York City. Schrager's concepts introduced ground-breaking design to the hospitality world by producing its individual style to create the antidote to the standardised big hotel chains whose design tended to mean that each room is the same, providing the same amenities.

► The New Aloft Kuala Lumpur Sentral



Sometimes described as hip, funky chic or trendy, boutique hotels are found around the globe in many guises – from trendy hotels in London to jungle-hidden ones in Indonesia. They emphasise personalised service marketed on bringing in a certain kind of clientele who want to stay in hotels that are noticeably different in their design and not just somewhere comfortable and convenient to rest weary heads. Boutique hotels are said to attract travellers who seek properties that are unlike most chain hotels and that offer their own unique touch.

Accompanying high-concept design and unique atmosphere, boutique hotels also trade on technology, whether it is to enhance the ambience or the hard attributes of the building such as lighting or music, or even technology that is provided for the convenience of the guests (in-room DVD players, free wi-fi, flat-screen TVs and so on).

A Growing Hotel Sector

Growth in the boutique hotel sector is showing no signs of abating, and is emerging as a key growth area for 2013. Hospitality Net, the hotel experts forecasts a doubling in size between 2011 and 2013. Design, individuality and product details are what make the boutique hotels stand out from the more "Establishment" hotel chains. This individuality extends to the guest being treated as an individual and according to one hotel industry expert, "an individual that can spell attitude!"

Starwood Boutique Hotels

Although many boutique hotels are independent, a number of chains have incorporated the concept. One of the most prominent is Starwood Hotels & Resorts which launched the boutique-themed W Brand in 1999 and later launched a mid-priced version of the brand, Aloft in 2008. The brand is most well known for its modern style, with unique technical aspects and an atmosphere that encourages socialisation. Promoted as a lifestyle brand, Aloft hotels tantalise the senses with an assortment of colours, shapes and contemporary feel from the moment one enters the building.



Aloft Kuala Lumpur Sentral - A Vision of W Hotels

The first Aloft Hotel in Malaysia, developed by Aseana Properties Limited, an associate company of Ireka Corporation Berhad will open its doors for business in March 2013. This is the Group's third hotel venture with the Starwood Hotels & Resorts, after the award winning Westin KL and The Four Points by Sheraton, Sandakan. Perfectly positioned in KL Sentral, Kuala Lumpur's rail transport hub, Aloft Kuala Lumpur Sentral, with its 482 rooms and state-of-the-art facilities aims at the mid to upper mid-end range client market. Its added value is undoubtedly the inter-connecting walkway to the Nu-Sentral shopping centre due to open in late 2013.

Stylish And Fun

With urban influenced style, the Aloft will have typical loft high ceilings (hence the name Aloft), designed in conjunction with the Rockwell Group. With good use of space, each room is a minimum of 33 square meters with its signature platform beds; and pieces of artwork to admire by distinguished Malaysian cartoonist, Antares (formerly known as Kit Lee). There is free wired and Wi-Fi connectivity throughout the hotel.



There are plans for Nook, the all-day dining restaurant to have sustainable menus which will feature locally grown and produced ingredients; and choosing foods such as fish species that are not most at risk (as identified by the Marine Conservation Society of Malaysia).

The Newest City Hang Out

"Stay, Play and Mingle" is the Aloft motto and its Kuala Lumpur hotel will not disappoint. You won't need a head for heights to enjoy socialising at the Polynesian themed Mai bar on the 30th floor, with its commanding views of the Kuala Lumpur skyline. The DJ playing music to suit the mood of the clientele and the variety of activities will keep everyone entertained. Aloft Kuala Lumpur plans to be the newest social scene for Kuala Lumpur folk to gather and be a "cool" place to hang-out.

According to General Manager, Paolo Campillo, "Aloft is a design-led brand and I am confident that the Aloft Kuala Lumpur Sentral is the right brand in the right city. It is also perfectly located in the Sentral area with its connectivity to the Golden Triangle (KL's central districts) and KLIA. Guests are offered a modern and vibrant space to mix and mingle whether to relax, work or shoot some pool."



The RuMa Hotel And Residences @ Jalan Kia Peng... Akan Datang!

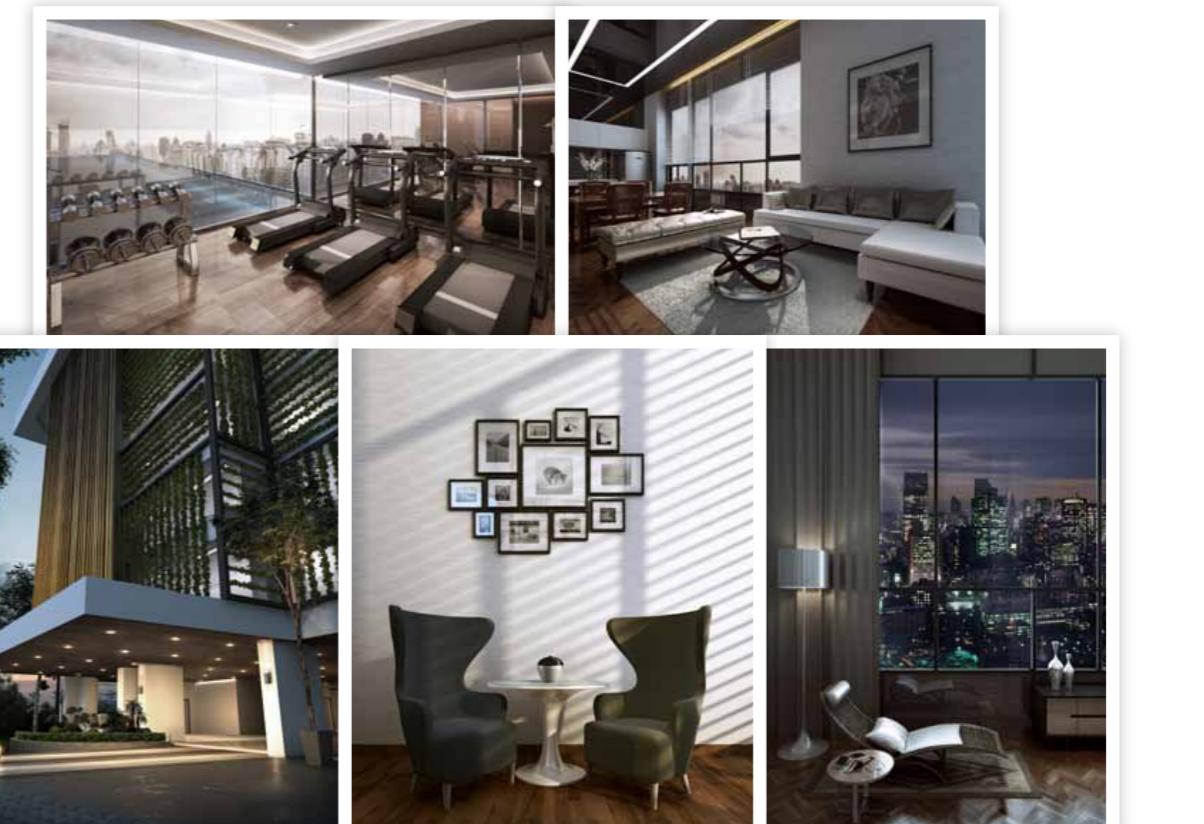
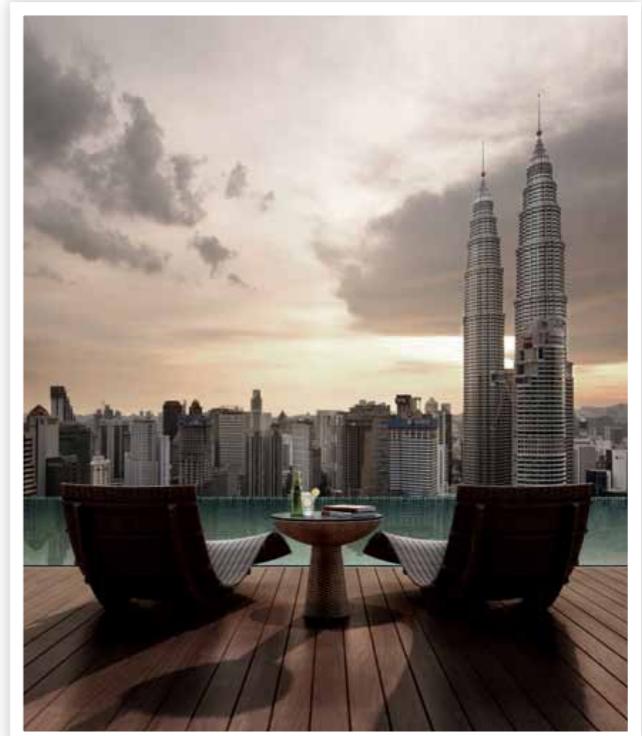
Fast forward to 2017, The RuMa Hotel will open its doors to guests and visitors. The centrally located hotel and attached residences are in Jalan Kia Peng, in downtown Kuala Lumpur. This is a joint venture project between Ireka Corporation Berhad and Aseana Properties Limited.

The affluent neighbourhood of Jalan Kia Peng provides tranquillity from the hustle and bustle of Kuala Lumpur city whilst busy and fashionable KLCC and Bukit Bintang are only a stone's throw away.

Urban Resort Concept (URC), a Shanghai based hotel management company will add RuMa Hotel And Residences to its portfolio of luxury urban resorts. URC manages some of the world's most renowned luxury hotels, including its much acclaimed Pu Li Hotel in Shanghai.

RuMa Hotel's 253 bespoke hotel suites will provide 5-star luxury and all mod-cons, boasting striking views overlooking Kuala Lumpur.

Commenting on the new property, Mr Lai Voon Hon, President/CEO of Ireka Development Management Sdn Bhd says, "The RuMa Hotel will be truly unique. We are building on our extensive experience of partnership working with high-end hoteliers such as the Starwood Group and now URC. Together we will build and deliver on our combined knowledge of what a bespoke and 5-star guest experience is all about."





SENI Gallery Hosts Private Preview of The RuMa Residences

The rainy evening did not deter interested individuals from attending a private preview of The RuMa Residences @ Jalan Kia Peng, KLCC. The SENI Gallery was the perfect venue to play host to this event, with its ample space to mingle and to wonder around soaking up all the details about this luxury property gem in the heart of Kuala Lumpur City. All the stops were pulled out to give our private VIP clients a real flavour of what life might be like living in this exclusive development.



▶ Previewers enjoying the private function



The 253 RuMa Hotel suites and 200 units of residences make up the 40-storey building within walking distance of Kuala Lumpur's key landmarks. It is a joint venture project between Ireka Corporation Berhad and Aseana Properties Limited. As if having the hotel's in-house facilities like housekeeping and room service are not enough for the residences, these homes will also have commanding views of the city's skyline.

Construction is expected to begin in early 2013 and will take approximately 4 years to complete. For further information on RuMa Residences and to register your interest, contact the Sales Team at Ireka on 03 6203 0020 or send an email to sales_enquiry@ireka.com.my



Rumah Kanak-Kanak Angels is IREKA CARES third adopted home and the theme this year is Recreation. The Home was set up in 2004 and provides shelter to 12 children from the ages of 7 – 15 years.

In Their Own Words...

On behalf of Angels Children Home, we felt great and awesome for having us in your CSR project. Thank you all for giving us the opportunity to be with IREKA CARES and Team.

We were really happy and had an enjoyable time during the trips. Both the trips were surprisingly amazing for us.

We had a good time in Petrosains and Aquaria. As for Petrosains, the information and activities there about natural resources were very interesting. In Aquaria, we got to discover many different kind of animal species that we never knew of their presence. They made us aware we should save the shark species from extinction. As the saying goes, when the eating stops, the buying stops too.

IREKA CARES has benefited us with lots of inspiration. Besides that, they also helped us built our self-confidence and boost our self-esteem.

The programs have made a big difference because they give us the opportunity to explore and discover the places that we have never been before. Our home is looking forward to IREKA CARES to organize more programs in future.

We are sincerely thankful and grateful to IREKA CARES and volunteers for giving us such good experiences. They have been so kind and caring during the trips. We hope that you will come and visit us even when your CSR project ends. We are really glad to have met you all and forever be with IREKA CARES.

Wendy, 13



IREKA CARES has benefited us with lots of knowledge and exposure to the outside world.

We love sharks fun soup. Now, we realized that we should save the shark species from being extinct. Like the saying goes, when the eating stops, the buying stops and the killing stops too.

We would like to say many thanks to IREKA CARES and volunteers for being so kind and caring along our journey to these interesting places. We hope IREKA CARES can visit and spend more time with us in future.

Mimi, 15



To all IREKA CARES Team, we are indeed very honoured and happy for given the opportunity to be with you all.

The trips to Petrosains and The Aquaria both at KLCC were really happening for us. We really enjoyed ourselves. We discovered and learnt a lot of new things in these places.

As for Petrosains, it was very interesting. We got to experience and learn about the natural resources and other activities they have there. The Aquaria, it was fun. We got to see the many different types of animals that a lot of them we never knew of.

IREKA CARES has benefited us with lots of knowledge and exposure to the outside world.

We love sharks fun soup. Now, we realized that we should save the shark species from being extinct. Like the saying goes, when the eating stops, the buying stops and the killing stops too.

We would like to say many thanks to IREKA CARES and volunteers for being so kind and caring along our journey to these interesting places. We hope IREKA CARES can visit and spend more time with us in future.

Mimi, 15

Seasonal Cheer!



All festive seasons are special and Christmas is no exception for the Rumah Kanak-Kanak Angels Children. The children and IREKA volunteers celebrated together with cup cake decorating and a wonderful Christmas Singalong. A good time was had by all!



Update On IREKA Sponsored KL Saracens Under 14's Rugby Team

Ireka sponsored the successful KL Saracens under 14s tour of Hong Kong in June 2012 where they beat the Hong Kong Rugby Football Union National U14 team, 24-11. Ireka covered the cost of flights, accommodation, tour t-shirts and tracksuits for the teenagers. The boys have done it again, this time beating the Australia Northern Territory U14 State Representative Team 14-12 on home soil.

Previndran Singh, Bintang Rugby Club's Committee Member said, "Ireka gave us a head start with sponsorship towards our trip to Hong Kong last year. Our win against the Australian team is the icing on the cake for these teenagers who train hard and put everything they have into every game. I am extremely proud of them."

The Bintang Rugby Club and KL Saracens is a free club and they train every Sunday in Padang Timur, Petaling Jaya from 9am – 11am.



Property Market Intelligence



Mont' Kiara and KLCC properties, Kuala Lumpur

Generally, we expect a more challenging market for the larger luxury condominium units in Mont' Kiara in the fourth quarter of 2012 and the first quarter of 2013 particularly with the completion and hand over of MK 28 by December 2012. Some 460 units of large condominiums with sizes ranging from between 2,535 sq ft - 6,465 sq ft will enter into the market to compete with the existing supply.

Although there is an expected slowdown in the rental markets in the Mont' Kiara area, the sub-sales market for i-ZEN properties has remained stable. The tightening of bank financing will be one of the key factors dampening the secondary market activities in Mont' Kiara and we do not see the landscape changing dramatically in the foreseeable future.

While we note a slowing down in the Mont' Kiara property market, the property market in KLCC continues to show signs of positive demand and some even setting new benchmarks on sale prices. Pavilion Banyan Tree and Banyan Tree Residences are good examples of setting a record for high selling prices, averaging RM2,000 per sq ft. The demand for KLCC properties such as the mid-sized luxury condominiums, serviced hotels/apartments remain resilient as these properties are still considered as one of the cheapest in the region. Projects developed by

reputable developers and managed by prominent managing agents will command an upside on both the rental and capital appreciations.

Market Analysis: SENI Mont' Kiara

Currently, sub-sale rates at SENI Mont' Kiara remain stable and competitive, ranging from RM618 per sq ft to RM770 per sq ft, whilst rental ranges from RM2.77 per sq ft to RM3.53 per sq ft.

Gross yield for Seni Mont' Kiara is ranging from 5.12 % per annum to 5.66 % per annum, which is in line with the current rate performed by most luxury condominiums in Mont' Kiara, Sri Hartamas, Bangsar and Damansara Heights.

Below is the range of rentals and sub-sales asking prices/transactions for SENI Mont' Kiara in 2012 to date: -

Selected Sub-Sales Asking Prices/Transactions

Size (sq.ft.)	Sub-Sale (RM)	Sub-Sale (RM psf)	Rental* (RM per month)	Rental (RM psf)	Gross Yield (%)
2,347	1.45M - 1.65M	618 - 703	6,500 - 7,500	2.77 - 3.20	5.38 - 5.46
2,411	1.64M - 1.86M	680 - 770	7,000 - 8,500	2.90 - 3.53	5.12 - 5.50
2,906	1.80M - 2.10M	619 - 723	8,500 - 9,000	2.92 - 3.27	5.43 - 5.66
3,451	2.20M - 2.65M	621 - 748	10,000 - 12,000	2.82 - 3.39	5.44 - 5.45

*Both furnished and unfurnished.

SENI Mont' Kiara won the much-coveted Asia Pacific Property Awards 2012 in the Residential High Rise Development category in March 2012.

Construction Update At A Glance...

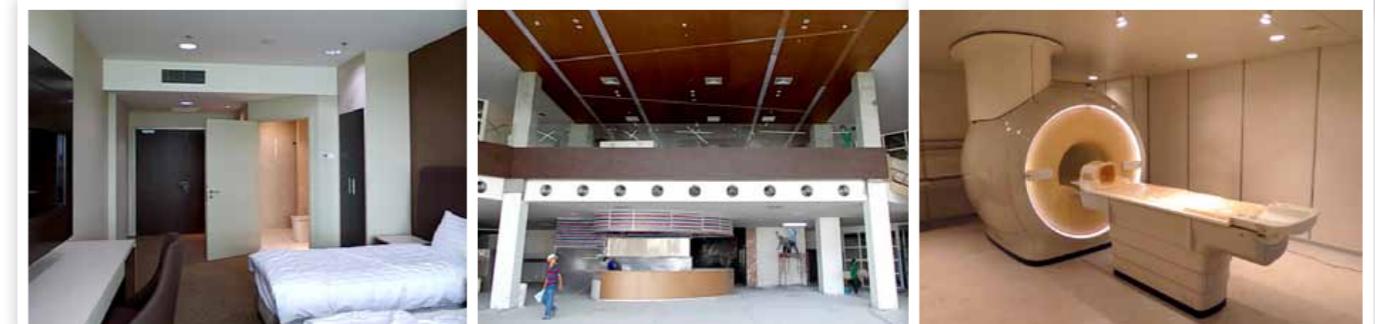
Kasia Greens, Nilai

Work is carrying on apace on the Kasia Greens development. Foundations for the showroom are in place and the ground floor concrete slabs are already laid. This 142 two-and three-storey terraced (86) and Superlink (56) homes development is built on 17 acres of freehold land with 3.5 acres given over to secure, beautifully landscaped park area with a playground and jogging track. The show village will be ready for viewing by the early 2nd quarter of 2013. For more information on this project or to register your interest, contact the Sales Team at ireka on 03 6203 0020 or send an email to sales_enquiry@ireka.com.my



Construction of the 320-bed City International Hospital (CIH), which is the first hospital to be developed within the International Hi-tech Healthcare Park (IHHP) is progressing well. The various contractors worked feverishly to complete the works by the end of December, 2012.

Equipping the hospital with the latest technology is the current priority. Installation of medical equipment commenced with the installation of the Philips Ingenia 1.5T magnetic resonance imaging (MRI) scanner (CIH is the first hospital in southern Vietnam and only the second location in the country to install this advanced equipment) and the Toshiba Aquilion CXL computed tomography (CT) scanner. These sophisticated equipment will equip CIH with the latest technologies to provide advanced medical care of international standards when it begins its operations in April 2013.



KOPITIAM NEWS!

The i-Zen Community Page – News And Updates From 1Mont' Kiara Mall



The 1Mont' Kiara Mall is a much needed community facility for residents of Mont' Kiara where this bijou, luxury landmark provides retail entertainment for the whole family.

A year on from when its doors opened for business, the 1Mont' Kiara Mall continues to work hard to cater for our needs. New outlets have opened in the last 3 months for our delectation, offering us the choice and variety we enjoy.

All that is dazzling, stylish and cool has its place in the mall's year-round programme, centred on the Ground Floor Atrium, 5000 sq ft of space dedicated to simply celebrating! With Chinese New Year, Valentines Day and Easter dominating the calendar in early 2013, there is plenty to look forward to.

For more information, contact the Concierge on 03 6203 0615, email concierge@1mk.com.my or visit www.1montkiara.com.my



What's New?



Look • Taste • Enjoy

VOM FASS means 'from the cask'. Selling oils and vinegars straight from the cask, using the best European ingredients, the VOM FASS concept is to 'Look - Taste and Enjoy!' Leisurely peruse and sample the wide selection of oils and vinegars and then have your desired quantity freshly decanted into one of their beautiful bottles.

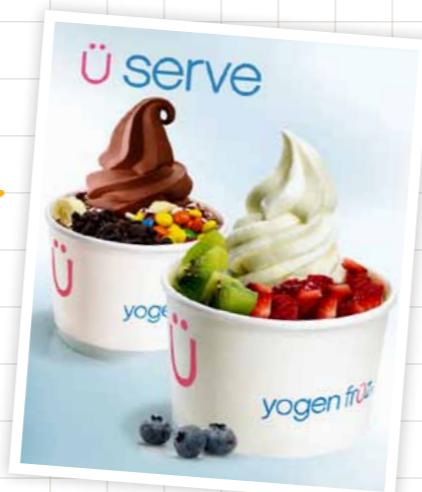


Kindermusik offers developmentally-specific educational programmes for children from newborns to seven years. Music is the best vehicle for early childhood development and learning. So, empowering parents to instil a lifelong love of music and learning in their children is a goal.



yogen fröz
it's all about ü

yogen fröz provides a delicious and nutritious frozen yoghurt dessert in a variety of flavours from apple pie to mint choc chip. The healthy smoothie drinks are the perfect thirst quenchers.



Bangkok House serves authentic Thai food to tantalise the taste buds. Alongside the well-known Thai Green Curries and Phad Thai, there are signature dishes to confirm some serious Thai gastronomy.



Café Berlin FINE BAKERY

Café Berlin provides an exceptional experience as a coffee shop serving modern coffee variation with premium bakery products and sandwiches. It has authentic European bakery products like the famous German Schwarzbrot and Brötchen, French Baguettes and Croissants, Italian Ciabatta, Panini and lots more.



Suki-Ya is designed to offer a heart warming dining experience at equally endearing prices. Diners enjoy unlimited slices of top quality beef, lamb and chicken cooked in the four types of soups to choose from - shabu-shabu, sukiyaki, miso and kimchi. Also featuring the vegetable healthy bar with more than 20 kinds of ingredients to complement your meal.



Forthcoming
Exhibition

The Ice Age Exhibition is fun for all the family and it will run until June 2013. We can learn all about animals that lived in the Ice Age and their habitat. This unique exhibition is guaranteed to provide entertainment and learning across the ages.



i-ZEN Privileges

i-ZEN Privilege Card 2013-2014

We are delighted to extend the latest i-ZEN Privilege Card to you. The i-ZEN Privilege Card promises a selection of lifestyle experiences to benefit you as a proud member of the i-ZEN community. Flash the card at any participating outlet to enjoy the discounts and privileges with our merchant partners. The Privilege Card is valid from 1 January 2013 until 31 December 2014. You can read more about each participating merchant from the Privilege Card booklet sent to you in December 2012.

In addition, the latest i-ZEN card is facilitated with the "Touch n Go" feature exclusively for you. You may utilize this smart card technology (top up in RM10 – RM500 denominations), which can be used as electronic cash on all Malaysian highways, major public transport in Klang Valley, selected car parking sites, retail, food & beverages outlets and participating theme parks. For more information on using the "Touch n Go" feature of your card, please visit www.touchngo.com.my.

For more information, contact Kelly yap, Customer Relations on +603 6411 6388 (ext. 6880) or email to enquiry@i-ZEN.com.my



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

SHOPPING

Party@World



WWII



Red Ribbon
Wonderful gifts for wonderful people

TRAVEL

Mayflower
Total Travel Service Specialist

Mayflower Car Rental

BEAUTY & WELLNESS

energy
BIO-CHIMICAL COSMETICS

Jurlique

exentra
The energy to wellness

SOTHYS
PARIS

VISTA
eye specialist

Leng's Clinic
Medical Cosmetic Services

EDUCATION

supercamp®
Rising grades, confidence, and motivation

CULTURE



HOME & DECOR

PASAYA

onehygienic
We Don't Just Clean. We Sanitise.

Slumberland

FELLA DESIGN

ruuji
Symbol of life

Leng's Clinic
Medical Cosmetic Services

EDUCATION

Alpha removals

AFFORDABLY COMFORTABLE

Zeus

Zaira

d'touch
LIVING CONCEPT

DINING

Coffee club
a cup above the rest

TONY ROMA'S
RIBS · SEAFOOD · STEAKS

Little Korea

espressolab

Overtime
www.overtime.asia

Zeus

CANTON FARE
King of Roasts

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

i is for Ireka

property development activities in Malaysia and to begin new ones in Vietnam. Ireka's wholly-owned subsidiary, Ireka Development Management Sdn Bhd, 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 6S Principles of STYLE, SERVICE, SECURITY, SOPHISTICATION, SOUL and SUSTAINABILITY. These are demonstrated in all i-ZEN properties.

In Malaysia, current property development projects managed by Ireka Development Management include Sandakan Harbour Square (Phase 3 and 4). Some of the completed projects undertaken by Ireka previously include SENI Mont' Kiara, 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 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 Schneider Electric. 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 six basic principles that ensure its customers' highest expectations are met.



Keep an eye out for more lifestyle brands in our forthcoming issues.

+603 6411 6388 i-zen.com.my

i-ZEN@KIARA | i-ZEN@KIARA II | VILLA ASEANA | KIARAVILLE
TIFFANI BY i-ZEN | MONT' KIARA | SENI MONT' KIARA



THE RUMA

HOTEL AND RESIDENCES

@ JALAN KIA PENG, KLCC



+603.6203.0020
www.i-ZEN.com.my