

ISSUE 29 | January - March 2014

CITIZEN

Living Life Large



On The Right Track

New MRT
Network


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**Happy
New Year
to all
CiTi-ZEN
readers!**

2014 is now upon us and I hope that like me, you reflect on the last year with a sense of achievement and pride. I also hope you and your family were able to have a good break during the festive holidays. It's now time to roll up our sleeves again and continue working on the goals for the year ahead. We will bring you more news in future issues of CiTi-ZEN of our various projects which are either well underway or kicking off in the first quarter of the year.

Sadly, the year ended with the tragedy left by Typhoon Haiyan in the Philippines which destroyed thousands of lives and properties in its wake. We hope that the incredible courage, resilience and spirit of the Filipino people will help them rebuild and move on.

Since our last issue, we have a piece of good news to share with you. In November SENI Mont' Kiara won the High Rise category prize in the FIABCI awards, 2013 (the 'Oscars' equivalent for the Malaysian property industry). With this national award, we have now submitted the development, representing Malaysia, for FIABCI's international category, the Prix d'Excellence award. We hope to bring you more good news on this in the near future.

We are honoured to have been granted an interview with Datuk Wira Azhar Abdul Hamid, CEO of MRT Corporation Berhad who took time out of a busy schedule to share some very interesting and useful thoughts on the new MRT network coming to Kuala Lumpur and the Klang Valley area. This sector of the public transport market will change the landscape of the area and definitely impact on property prices along its 51km track.

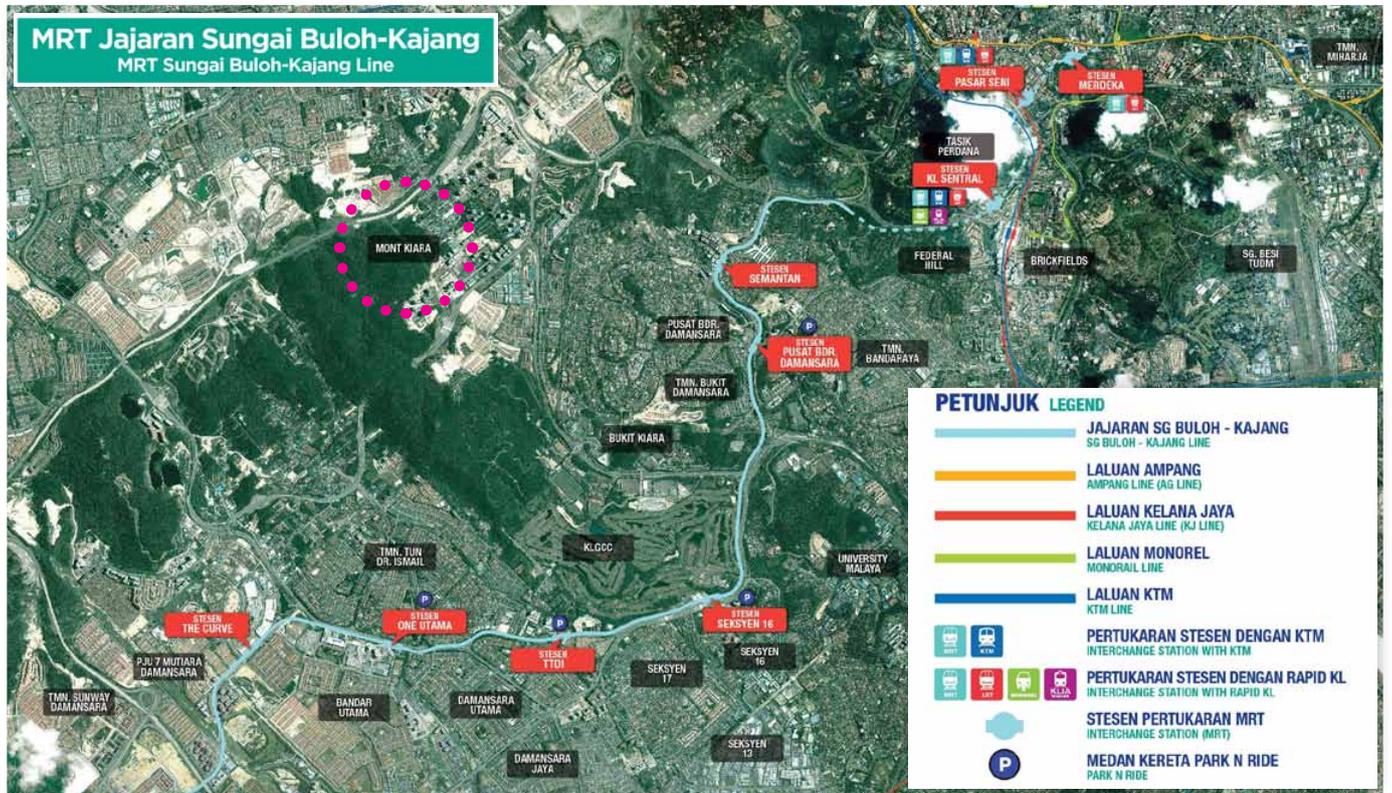
We also wanted to bring you news of the new tax being introduced in April 2015 ahead of time so that you are aware and can plan for it, if necessary. Malaysia is one of only 3 countries in the Asean region currently not to have any value added tax on goods and services. This new tax is greeted with mixed feelings and if we have any additional information before its introduction, we will be sure to let you know.

Until we meet again, here's to a successful and fulfilling year ahead with life lived large!

Cheers,

Lai Voon Hon
 President / CEO
 Ireka Development Management Sdn Bhd

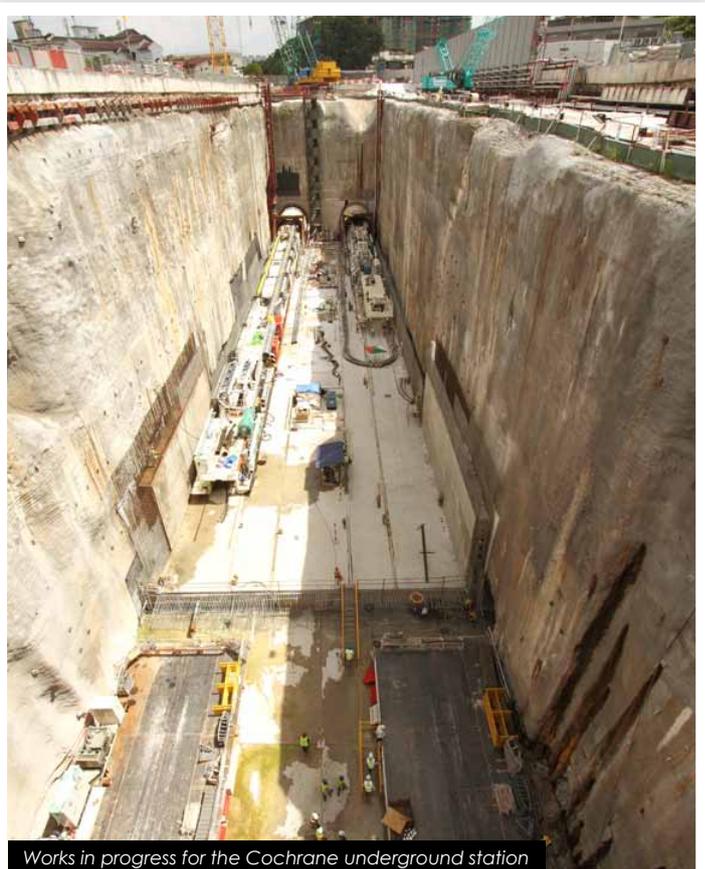
On the Right Track – Welcome to the New MRT Network



Kuala Lumpur aspires to have a public transport system that ferries its residents and tourists from one point to another with minimum inconvenience because it is fully aware that the city currently has some way to go to achieve this. The current Mass Rail Transit (MRT) share of transport use is today only 18%, compared to 38% in the 1980s. The Malaysian reliance, nay, love affair with the car is directly attributable. Malaysia ranks third in the world for car ownership per capita, after the USA and Luxembourg. It is no longer sustainable for residents, businesses and tourists to tolerate the daily road congestions, where roads are bursting at the seams and the fumes are choking us. The opportunity to build more roads is limited so an alternative and more permanent solution has to be found for an improved public transport system. According to MRT's CEO, Datuk Wira Azhar Abdul Hamid, "it is no longer a want, it is a need."

KL and Klang Valley on the move

The Government approved the MRT project in December 2010, as part of its Economic Transformation Programme for the Greater Kuala Lumpur/Klang Valley area and construction of the first MRT line was officially launched in July 2011. This is intended to be a big contribution to the public transport system in Kuala Lumpur and the Klang Valley. The MRT project will be the core of the wider renaissance of many suburban areas with investments in homes, shops and offices because hundreds of thousands of people will be able to be transported around the Klang Valley area. Good transport links are critical because jobs and growth will follow. Forward thinking, Datuk Wira Azhar says that development will go





Construction of the multi-storey carpark at Sungai Buloh



Construction works along Jalan Reko, Kajang



MRT's CEO, Datuk Wira Azhar Abdul Hamid

where the transport goes and takes it a step further, hoping to one day see the daily commute take on a different nature in Malaysia. Commuters can travel from Malacca or their kampungs, for instance, to work in Kuala Lumpur with ease, as people do in other cities. This will also hopefully one day not restrict people to living and working in the Klang Valley area. Transport costs for families could reduce significantly. For an average family, there could be a lot of savings to use public transport because it is cheaper, especially with an integrated ticketing system and also as the Government plans to lift petrol subsidies in the near future.

Ireka's part in the new MRT network

The Klang Valley's MRT project, together with the existing light rail transit (LRT), monorail, KTM Komuter and KLIA Express will form the backbone of the Kuala Lumpur/Klang Valley public rail system. There are 3 lines planned for the MRT which will be the largest infrastructure project in Malaysia. The first line from Sungai Buloh to Kajang is expected to carry between 400,000 to 450,000 passengers around daily, and is already well underway (expected to be completed by July 2017). The first MRT line will be an extensive commuter railway network covering 51km of railway lines, serving the surrounding Klang Valley area estimated to be for 1.2 million people. There will be 31 stations, 17 of which will have multi-storey car parks. The 51km line will be underground for a distance of 9.5km. "I would like to see the MRT share of the public transport to be more than 50%. I want people to use the system because it is convenient and not just because it is cheap. I want people to use public transport and not be forced to use it."



Construction works at Kajang town



Current progress at Jalan Bukit Bintang for the Bukit Bintang underground station

Ireka is in fact part of this nation building exercise as subcontractor for package V7 of the MRT project. Their particular section starts from Bandar Tun Hussein Onn to Taman Mesra, a 3.8km stretch between Cheras to Kajang. Ireka's scope of work includes site clearance, earthworks, drainage, piling works, excavation works, parapet wall building and street lighting.

Convenient to use

Datuk Wira Azhar also says that alongside the infrastructure development, mindsets of both the operators and public alike will have to change to support the billions the Government is pouring into the public rail system. It has to be convenient for everyone to use and most importantly, to encourage people to leave their cars at home. This issue, according to Datuk Wira Azhar cannot be overstated because it does change the whole paradigm of the decision of whether to use the MRT system or not. The convenience factor goes across the whole journey experienced, from the ticketing system to the feeder buses taking you home. A comprehensive ticketing system (much like the Oyster card in London) that combines the rail and bus fares plus a reliable feeder bus or shuttle service go hand in hand with trains that are clean, safe and run on time.

The feeder bus service is critical in determining the MRT's popularity. According to Datuk Wira Azhar, there must be a variety of big buses and transit vans provided to ferry people to and from home because of the narrow road infrastructure in many of our towns and residential areas. Prasarana (wholly owned Government Company set up in 1998 to transform the country's public transport system) will be responsible for the feeder bus services and not MRT, as most people think. Prasarana, in Kuala Lumpur also owns the LRT network, KL Monorail and Rapid KL buses. Incidentally, the nearest MRT stations to Mont' Kiara will be Bandar Damansara and Section 16 (in front of the Eastin Hotel). There will be a feeder bus service to Mont' Kiara.



Inside the tunnel at Cochrane



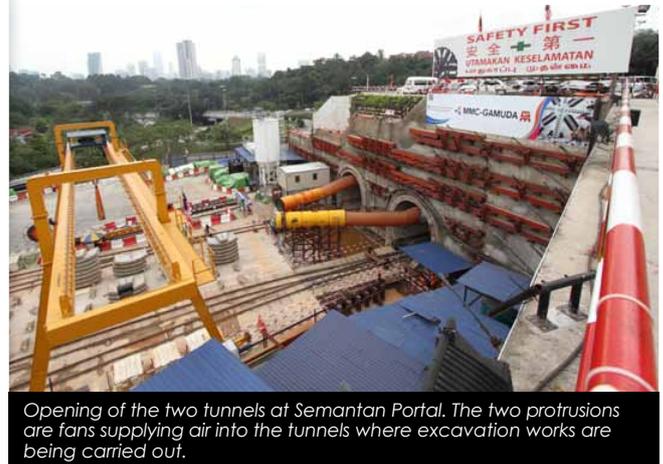
MRT Worksite at Semantan



Ongoing works at the Sungai Buloh Depot



Pier construction near along the LDP Highway near One Utama



Opening of the two tunnels at Semantan Portal. The two protrusions are fans supplying air into the tunnels where excavation works are being carried out.



Segmented box girders being erected for the construction of the elevated guideway at the former Rubber Research Institute, Sungai Buloh.



Steel truss being erected for the construction of cross beams at Maarof Interchange, Sprint Highway for the Pusat Bandar Damansara Station.



The Tunnel Boring Machine at Cochrane Launch Shaft



Artist Impressions

The train operating times is another mindset change required because perhaps a 24 hour public transport system, particularly at the weekends will give travellers, including staff working late, the confidence that no matter where they are, they can get home safely.

Integrated network

MRT Corporation is only the owner and developer of the MRT infrastructure and cannot encroach on the business of the other public transport providers. It does however see itself responsible for, and works hard to encourage maximum integration with other rail providers, creating a rail infrastructure that inter-connects, ultimately making it convenient for customers. So, getting from SS2 to Subang Jaya, for instance, does not have to be an impossibility by public transport as it is now.

Datuk Wira Azhar firmly believes that convenience and integration are what the end users of the public transport system should expect and it will get them to leave their cars and motorbikes at home. He summed it up neatly in one phrase, "it takes two hands to clap!" The new MRT system will definitely have an impact, providing it works with the other rail networks to create an integrated public transport network thus making it convenient for everyone to use.

Datuk Wira Azhar is however realistic and is clear that it will take a few years before Kuala Lumpur has a public transport infrastructure that is comparable with other cities in the world but the MRT system is a huge leap in the right direction, and he is in no doubt that it will help support and shape the city's social and economic development.



Artist Impressions



Artist Impressions

Safe to use

"I see the MRT as an opportunity to welcome new users to take public transport which means getting things right the first time is important so we don't have the privilege of making too many mistakes. This also means doing whatever it takes so that people feel safe using the facility."

Safety is a big consideration, where people must also feel safe parking and walking to the station and to their cars. 17 of the 31 MRT stations will have multi-storey car parks attached to them (scarcity of land prevents all 31 stations having car parking facilities). MRT Corporation has applied for its own auxiliary police, will install CCTVs and will ensure they have many visible personnel around throughout the stations and car parks

Stakeholder involvement

When change is proposed, it is not unusual to encounter resistance because this is the easiest reaction. MRT have worked hard to build and strengthen stakeholder engagement, to explain how the MRT service is good for their community, the economy and the country. The setting up of MRT's Stakeholder Relations Department indicates the importance with which they take people's views. They meet with residents and the public who are going to be affected by the works, and continue to do so. They respond to, and take responsibility for all complaints and feedback received.

The future

The MRT lines will be constructed, up and running but this is not the end of the story. This complex system of rail tracks getting people from one point to another requires perseverance to see it through to being a fully integrated system, convenient for everyone to use. It might take a few champions to see the vision through. According to Datuk Wira Azhar, "the people can change but not the plan otherwise the end users will lose out." He advises that leaders should stay the course because providing Malaysia's capital city with a good public transport infrastructure, with the rail system at its hub is absolutely necessary. Therefore the short-term pain is definitely worth the long-term gain. It will take a lot to get Malaysians to give up the private space of the car but the alternative does not bear thinking about.

The final word goes to Datuk Wira Azhar, "My aspiration is to help make KL the top 20 most liveable cities in the world and also to be tourists' destination choice. An integrated and convenient rail public transport network will be a big attraction to making these happen."

Contact details :

feedback@mymrt.com.my
24 Hour Hotline **1800 82 68 68**

Plaudits Go to SENI Mont' Kiara on Winning FIABCI Malaysia's Property Award 2013 in the High Rise Residential Category

Since its establishment in 1975, FIABCI-Malaysia's Property Award, hailed as the 'Oscars' of the Malaysian property industry has been influential in the real estate industry. The prestigious event is where the crème de la crème of our nation's architects and builders converge for a night of due recognition. For the 2013 awards, the black tie affair was held in One World Hotel, and was graced by the Tunku Besar of Seri Menanti, Tunku Ali Redhaudin Ibni Tuanku Muhriz.

The honorees included SENI Mont' Kiara, a luxury resort-style residence. Spanning 8.83 acres, with more than half of it dedicated to greenery and amenities, SENI has a recreational plaza of more than three acres sitting in the centre of the development. The residential units offer flexible layouts with full-length windows that provide broad views of Kuala Lumpur City Centre.

On receiving the award, Mr. Lai Voon Hon, CEO/ President of Ireka Development Management Sdn Bhd, said "We assembled a great team of architects, landscape architects, and interior designers who shared the same vision and passion for the project as we intended to build a 'work of art!'"

"I am very happy, proud and full of excitement for the project team and the company. Winning the much-coveted FIABCI award will inspire us to set new benchmarks in our future projects." he added.

The limited SENI penthouses are now open for private viewing. Please call +603 6203 0020 for an exclusive and private tour.



Projects Update At A Glance...

RuMa Hotel and Residences

Piling works and diaphragm wall construction was completed in October 2013. Excavation works have begun and are expected to be completed by April 2014 which is when the basement construction works will begin. For more information, contact the Sales Team on +603 6203 0020 or send an email to sales_enquiry.ireka.com.my.



Asta Enterprise Park, Kajang

Located in the established industrial area of Bukit Angkat, Kajang, the total land size for this industrial development is 31.53 acres. There will be 57 units of 3-storey showrooms, offices, factories and warehouses ranging from 8,400 sq. ft. to 25,000 sq. ft. The target launch date will be in the second quarter of 2014 and completion is expected at the end of 2016. For more information, contact sales_enquiry.ireka.com.my



Desa Meadowfield Commercial and Desa Meadowfield 10 Shopz

These are both intended to be vibrant enclaves of retail and commercial activities, which are part of the Desa Meadowfield Masterplan. Both are strategically located and designed with the modern business in mind. Careful attention has been given to the planning of both projects to ensure greenery and landscaping are maximized. Works will start on the sites in the first quarter of 2014. For more information, contact sales_enquiry.ireka.com.my



Nilai Phase B Courtyard apartments

The Courtyard apartments are starter homes aimed at young families and students. These homes will range from 450 sq ft to 900 sq ft (studio, one, two and three bedrooomed apartments.). The Courtyard apartments are also designed as dual-key units for either families to stay with their parents or for students to rent out rooms without compromising on privacy because each will have a private key to their own accommodation sharing only the communal facilities such as the kitchen and living room areas. Works will begin in the first quarter of 2014. These apartments are now open for registration and for more information on this, contact sales_enquiry.ireka.com.my



KOPITIAM NEWS!

The i-ZEN Community Page

An Introduction to Goods and Services Tax (GST)

You will have heard the jingles on the radio preparing us for a brand new tax, the Goods and Services Tax (GST in common parlance) due to take effect from 1 April, 2015. It is a value added tax and will replace the sales and service tax which has been in use in Malaysia for several decades. The GST will be charged at 6% with a RM500,000* threshold and one of the reasons for its introduction is because it is intended to offset the country's budget deficit.

(* Businesses that reach an annual taxable turnover amounting to RM500,000 are not required to register under GST. However, voluntary registration is encouraged.)

The GST or Value Added Tax (VAT) has its roots in France (in the 1950s) and today operates in 160 nations as an integral part of the taxation system. In Asia, countries like Sri Lanka, Singapore and China practice this form of taxation – Malaysia, Myanmar and Brunei are the only three ASEAN countries who have not implemented GST. In fact, roughly 90% of the world's population live in countries with GST. Replacing the current sales and service tax system with the GST is said to make the whole system more effective, efficient, transparent and business friendly. GST is essentially a tax on consumer expenditure so when a business buys goods or services it pays tax to the supplier (also called input tax) and when the same business sells goods or services it is required to charge a tax, called output tax. The business must total the input tax and deduct it from the output tax, paying the excess output tax to the Royal Malaysian Customs Department.



So what happens on 1 April, 2015?

GST is a consumption tax and it will be levied on goods and services at all levels of business. The consumer is taxed only when they spend. GST is also charged on the importing of goods and services into Malaysia. All imported goods except goods prescribed as zero rated or exempt will be subject to GST. All imported services acquired for the purpose of business except exempted supply of services will also be subject to GST. There are several services and daily items that are GST exempt such as education, healthcare services, public transport, basic groceries like rice, flour, sugar and cooking oil.

Impact on property purchase and sales

In terms of the GST for residential and commercial properties, the Royal Malaysian Customs Department have decided that a purchaser of a residential property will not be subject to GST since the supply of residential properties fall under the category of exempt rated supply. So it seems that GST is good for residential property buyers since the purchase price will not have a 6% GST charge on it. The situation however is different for commercial properties because they will have to pay the 6% standard GST rate.

Will estate agents charge GST to potential buyers and sellers?

In a typical property transaction, any sale of a property is between the buyer and the seller. Whether the sale attracts GST depends on whether the property is being used for business purposes. If the property is a commercial property that is used as a business and if the seller is a GST registered person, the seller has to charge GST when s/he disposes of the property. On the other hand, if the property is a residential property, no GST should be charged by the seller. As for estate agents, they typically collect a sales commission from the seller and sometimes from the buyer on the sale. S/he has to charge GST on this commission if the business sales turnover is more than RM500,000 and is registered for GST purposes.

For more information on GST and how it will affect you, visit the website of the Royal Malaysian Customs Department on gst.customs.gov.my



Property Market Intelligence by One Real Estate

Outlook for 2014 and Closing on 2013

The Government's stringent measures taken to combat real estate speculation activities will impact on the property market. Overall we expect that the property market will remain bullish in 2014 especially in those developments located within prime and sought-after locations.

In Mont' Kiara, we look forward to seeing prices of condominiums and serviced apartments enjoying capital growth at an estimated 5% to 10%, and an overall stable rental market throughout 2014, with perhaps even a slight increase of roughly 3% to 5% annually for newly completed condominiums such as Seni Mont' Kiara, MKs 28, 10 & 11. We expect the sub-sales transaction volume in Mont' Kiara to stabilise following a drop in the number of deals concluded in the first 9 months of 2013, owing to a combination of factors including the housing loan constraints as regulated by Bank Negara. On the commercial front, we expect the completion of 1 Mont' Kiara Mall's renovations and new facelift by the middle of 2014 which will bring improvements to the office market especially the leasing of office spaces in Wisma Mont' Kiara, Menara 1MK and Plaza Mont' Kiara.

The performance of properties we represent in Mont' Kiara for the first 9 months of 2013 have shown some positive signs. In particular, the capital appreciation for both Tiffani Mont' Kiara and the award winning SENI Mont' Kiara developments have recorded an increase of about 16.8% and 17.2% as compared to the first 9 months of 2012. These have, in general, outperformed the market average in Mont' Kiara. The capital growth for Kiara I, Kiara II and Menara 1MK have all achieved about 3% capital increment for the first 9 months of 2013 (see note below).

We wish all our clients and business associates a peaceful and prosperous year ahead.

Note :

The analysis for **Tiffani Kiara** is based on popular sizes of 1,235 sf – 1,756 sf.

The analysis for **SENI Mont' Kiara** is based on popular sizes of 2,411 sf – 2,906 sf.

The analysis for **Kiara I** is based on popular sizes of 807 sf – 926 sf.

The analysis for **Kiara II** is based on popular sizes of 1,078 sf – 1,695 sf.

The analysis for **Menara 1MK** is based on popular sizes of 832 sf – 1,780 sf.



FIABCI Award Winning Condominium, SENI Mont' Kiara

Sales, Lettings & Sub-Sales

For information on sales, lettings and sub-sales, log on to www.onere.com.my or contact any one of the following real estate negotiators for assistance: -

Kuala Lumpur Office

Deric Ng: +6012 – 44 77799 or deric.ng@onere.com.my

Wemss Chin: +6013 – 315 8803 or wemss.chin@onere.com.my

Sandakan Sales Gallery

Winson Liew: +6013 – 395 7676 or winson.liew@onere.com.my

One Real Estate Sdn Bhd is a real estate consultancy firm registered with the Board of Valuers, Appraisers and Estate Agents, Malaysia offering Real Estate Investment Advice, Project Marketing & Consultancy, Development Consultancy & Research, Transaction Management (Lettings & Sub-sale) and Valuation services. We currently focus our estate agency services mainly in the areas of Mont' Kiara, Sri Hartamas, Bangsar, Damansara Heights and Bukit Tunku. Sandakan is our newest office.

Exciting Changes Afoot at 1 Mont' Kiara

Dear Shoppers,

At the gateway to the Mont' Kiara neighbourhood stands 1 Mont' Kiara, an impressive mixed-use office tower and shopping mall. Popular with Mont Kiara residents for its collection of everyday convenience products, plus a great array of specialty items, 1 Mont' Kiara is a true neighbourhood mall offering all that you need for the family and household.

Local shoppers will notice the hoardings outside the property. Don't worry, the mall is still open for business as usual – we are simply upgrading to make the mall more exciting. A new frontage to the building, allowing easier access to the shops and food and beverage outlets, as well as greater visibility from

Whilst we can't mention all the new stores that will be part of the mall, news has already sneaked out that fashion giant *H & M* will have a substantial store right at the front of the mall; this is certainly exciting for us as we love to be at the forefront of fashion. New food and beverage outlets will also be open by May, notably the addition of a new wine restaurant and bistro called *Vineyard*, among others. Educational outlets, fashion retail, and some exciting "unique concept shops" are also up our sleeve, with these scheduled to open from May onwards.

Your favourite stores are still all here, and Village Grocer supermarket remains a key tenant in the basement. Our collection of popular restaurants, like *Sushi Zanmai* and *Nandos*; and cafes such as *Coffee Club* and *Café Berlin* are still open for business. The dry cleaners, pharmacy, florist



the street into the retail outlets, will mean that our shoppers will be able to see the exciting goodies on display from the street level.

This improvement is part of an overall plan to spruce up 1 Mont' Kiara, and to add new tenants to the already eclectic mix. Inside the mall, noticeable changes will include the addition of new escalators, making travelling between floors even more convenient and smooth for customers, brighter more open spaces, and of course a great variety of new shops.

Externally, our drop off points are due to change, to enhance safety for our shoppers, as well as to improve traffic flow, and a new taxi rank area is being constructed to ensure better access to the KL taxi fleet. More covered walkways will make it easier to access the mall, and our entire frontage is being redesigned to offer much more relaxing al fresco dining experiences for patrons.

These works will be on-going for the next four to six months, the most notable changes will start to be visible towards the end of January, and we are sure, you will feel just as excited as we are as the new 1 Mont' Kiara mall takes shape, internally, externally, and also with the new shops setting up business.

and homeware stores continue to be a great asset to the mall, and our ever popular "pop-up" stores and markets will remain an on-going feature of 1 Mont' Kiara, both during the refurbishment period, and of course afterwards.

Our friendly Concierge staff are always willing and able to assist you with your enquiries, and remain strategically located just off the concourse area, readily accessible from all our entrance points.

As we enter 2014, we celebrate the Chinese New Year at the end of January. Look out for the exciting Chinese New Year experiences and share with us in the traditions of this special festive season. There will be Lion Dances, and plenty more festivities that mark Chinese New Year as a vibrant and exciting time for celebrating. There will be fun and creative workshops for the children and exclusive gift redemptions and complimentary parking with minimum purchases in the mall during this festive period as well.

We look forward to welcoming you.

From: 1 Mont' Kiara Mall Management



Rumah Kanak-Kanak Angels, located at Overseas Union Garden in Kuala Lumpur, provides food, shelter, education and love to orphaned, abused, abandoned and neglected children from the ages of 4 to 17. IREKA CARES successfully raised RM15,000 for the Home at its annual fund raising event in August.

Home improvement for Rumah Kanak-Kanak Angels

IREKA CARES conducted a home improvement activity in its first environment-themed programme at its adopted home, Rumah Kanak-Kanak Angels in October 2013. Volunteers and children cleaned up the home and planted a few trees within the compound to cultivate a sense of appreciation and responsibility towards the home and nature.

By doing their bit in the home improvement works, the children learned a great deal about caring for plants which gave them a sense of responsibility. They enjoyed the process of weeding and planting, learning how to take care of everything they planted. The home's compound was transformed into a 'mini' vegetable garden as chillies, lemon grass, mint leaves, pandan and sweet potato were planted. Every child was given the task of caring for their own plants.

IREKA CARES volunteers and the children now wait excitedly for their plants and trees to grow and flourish. Watch this space for more news in 2014.....

Rumah Kanak-Kanak Angels was set up in 2004 to provide shelter to underprivileged or abandoned children between five and 16 years old.



1. **Extra pair of hands** : Stanley Loo, IREKA CARES Action Committee Head receives a helping hand from Celine (left) and Michelle (right).
2. **Nurture them young** : Leon, 11, Wai Sue Yin, and Michelle, 12, take on the task of planting young sweet leaves shoot.



Christmas 2013

Special thanks to SENI Mont' Kiara residents and the JMC for their Christmas gifts to the children which were very well recieved.



i-ZEN Privileges

It's Our Privilege!

We cordially invite all i-ZEN cardholders to continue to take advantage of the privileges available to you in 2014 and we look forward to introducing more new merchant partners offering different benefits to you. Please flash your card at any participating outlets and enjoy! We take this opportunity to feature one of our esteemed merchant to you:

Red Ribbon Days provides you with the ultimate gift for friends and family alike. Red Ribbon Days is Malaysia's leading supplier of unique experience gifts like flying a plane, diving with sharks or horseback archery. I-ZEN Privilege card holders get 5% discount off any experience voucher and free courier delivery within the Klang Valley area.

For more information on your i-ZEN Privilege card, contact Rene Anthony, Customer Relations on +603 6411 6388 (ext. 6887) or email to enquiry@i-ZEN.com.my



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Scan this with your QR code application or visit www.i-zen.com.my/privileges.htm for more information on the full member privileges available in year 2013/14.



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

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Garden Scents

Pet Lovers Centre

RedRibbon DAYS

Village grocer

TRAVEL

Mayflower

Mayflower Car Rental

EDUCATION

supercamp

BEAUTY & WELLNESS

energy

Jurlique

exentra

SOTHYS

VISTA

Leng's Clinic

ACCOMMODATION

aloft

FOUR POINTS BY SHERATON

Sandakan

HOME & DECOR

PASAYA

onehygienic

We Don't Just Clean. We Sanitise.

Slumberland

FELLA DESIGN

Alpha removals

AFFORDABLY COMFORTABLE

zaira

dtouch

LIVING CONCEPT

Pick & Drop

Laundry & Dry Cleaning Services

DINING

Coffee club

a cup above the rest

TONY ROMA'S

RIBS • SEAFOOD • STEAKS

THE CURVE, MUTIARA DAMANSARA

Café Berlin

FINE BAKERY

Little Korea

espressolab

廣同興

CANTON FARE

King of Roasts

NEMO

Fish & Chips

CULTURE

A

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

i is for Ireka

Founded in 1967, 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, 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), in 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.

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 ESSENCES.

SUSTAINABILITY
THROUGH INNOVATIVE TECHNOLOGY AND DESIGN, i-ZEN ENDEAVOURS TO STYLE LIFE THAT EMBRACES ENVIRONMENTAL CONSERVATION. WITH SUSTAINABILITY IN MIND, i-ZEN SEEKS TO MEET THE NEEDS OF THE PRESENT WITHOUT COMPROMISING ON THE NEED OF OUR FUTURE GENERATIONS.



Winner of
**FIABCI MALAYSIA
 PROPERTY AWARD™ 2013**
 Residential (High Rise) Category



A Prestigious Residential Resort

Art Appreciates

SENI Mont' Kiara is a triumphant showcase of a luxurious resort-style residence, with spectacular facilities, fluid panoramas and tastefully crafted interiors. A masterpiece in a prime expatriate-preferred address, it is no wonder that SENI Mont' Kiara is crowned Malaysia's Best.



SENI Mont' Kiara Plaza Duplex



LATEST RELEASE
 SENI Mont' Kiara Penthouse with Private Pool

**THE UNVEILING OF
 SPECIAL EDITION HOMES**

SENI Mont' Kiara's latest masterpiece features the high-drama, high-excitement luxury of lavish penthouses and plaza duplexes with a spectacular view of the surroundings. Now open for viewings, strictly by appointment only.

ACTUAL PHOTOGRAPHY TAKEN FROM SENI MONT' KIARA.



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by
i-ZEN
 Life, styled.

An **IREKA** concept

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 Type: Condominium, Developer's Licence No.: 10221-1/08-2013/1297, Validity Period: 18.8.2011 to 17.08.2013, Tenure of Land: Freehold, Approving Authority: Dewan Bandaraya Kuala Lumpur (DBKL), Approved Building Plan No: BP T2 2006000, Advertising and Sales Permit No: 10121-1/2260/2012(06), Validity Period: 31.10.2011 - 30.10.2012, Land Encumbrances: Charged To United Overseas (Malaysia) Bank. Total No of Units: 102, Selling Prices: Minimum RM2,180,200.00, Maximum RM9,963,000.00