

YTL LANDMARKS



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DESIGNED BY MASTERS,
BUILT AS MASTERPIECES.

Defining Liveability Today



Life is essentially a journey; the sum of experiences, lessons and stories that shape who we are. By this measure, nothing impacts life's experiences more than our choice of a home. It is where we interact with loved ones, build memories, imagine the future and spend time with our true selves.

We believe a home should do more than facilitate these experiences, it should inspire them. As modern urban landscapes become increasingly dense, it is easy to lose oneself in the noise and clutter. YTL Land meets this challenge by creating living environments that allow you room to breathe, think, rest, energise, interact and engage.

A home environment is made more "liveable" when it is designed to be conducive for life itself. With thoughtful planning, a home can be a place for growth, and infused with creative energy, it can provide a sense of peace and

restfulness that is embraced by the calming influence of greenery.

Today, modern liveability is about enjoying this exceptional experience without sacrificing the convenience and dynamism of an urban environment. We understand that life should be fulfilling on all fronts, and that is why we focus on building pristine sanctuaries in locations that always offer instant connectivity to the best the city has to offer.

A YTL Land home is a sanctuary you desire within the pulse, energy and excitement of urban life you simply can't live without.

After all, if life is a journey, then shouldn't we experience the best of everything along the way?

Dato' Yeoh Seok Kian
Managing Director
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The Transformative Influence of *Millennials*

The creation of modern liveable environments is one of the key pursuits of YTL Land. As such, we understand that this requires an attentive look at evolving trends, changing perspectives and a perceptiveness about shifting priorities that will likely shape the lifestyle aspirations of tomorrow.

Among the significant changes we have seen on the horizon is the

growing impact of millennials in the market, and how their outlook, ideas and attitudes have already begun to define the shape of things to come.

A demographic that is now between their mid-20s and late-30s, the importance of millennials has not only come to the fore because they fall in the traditional age spectrum of first-time home buyers. Key

property markets around the globe reveal that they currently represent the largest percentage of buyers among all age groups.

As a result, the market is transforming to meet their demands, and for those of us in the business of building for the future, how we respond truly matters. Having already kept a keen eye on this evolution, here are some of the changing dynamics we anticipate and are already responding to.

Tech disruption is finally here

The property industry has been one of the slowest reactors to the e-commerce revolution, but this is now rapidly changing. We are now dealing with a generation that is accustomed to tech-assisted living, and this impacts even the way we share information, promote and sell properties.

Technology plays a big part in the millennial house-hunting process, and this generation is turning to mobile devices to search, view properties, and communicate with real estate agents. Tech-savvy millennials are already driving property sellers to reach them via videos and live streaming for property viewing, and not just depend on photographs to get them excited.

Furthermore, the presence of technology in the living space is becoming a norm. While having WiFi connectivity is considered important to all in this day and age,

for the millennial, its absence is viewed as the neglect of a vital facility – as crucial as air circulation, water and electricity.

For the above reason, millennials also have a preference for buying newer properties, as opposed to those on the secondary market, simply because they want to take advantage of updated technology.

Sustainable homes are a must

Investing in intelligent homes that consciously save water, reduce energy dependence and promote the reduction of our overall carbon footprint is not just a novelty for the millennial; it is a moral necessity.

For this generation, climate change isn't a debate. It is a reality that has been reinforced in schools and social circles for most of their lives. The property market has never dealt with a more eco-conscious generation (with the next Generation Z expected to be even more so), and so the very nature of property value has become intrinsically linked to its sustainability score.

Importantly, this is not limited to the living environment we build, but also how we build it. It's not just the eco-friendly facilities and verdant environment we provide, but also the natural greenery we preserve whenever there is opportunity.

This re-evaluation of value is transferable in the minds of millennials, because ultimately if



The influence of millennials, their attitudes and ideas, have already begun to reshape the market and define the future.

they decide to sell the property in the future, they expect to be selling it to like-minded individuals who place a premium on similar value.

Freedom of space

Specifically in the Malaysian context, many millennials have been the victims of rapid urbanisation. While some of us yearn for the wide, green open spaces of yesteryear with a sense of nostalgia, the desire of urban millennials is more likely to be driven by a sense of aspiration for a luxury that is rare.

By this measure, homes that offer convenient access to safe parks and airy open space are highly

sought after. Millennials are now starting families of their own, so they're shedding the compact lifestyles they endured as single professionals and looking for more conducive environments to raise their children.

Even in terms of living spaces within the home, they are willing to fork out for a long-term investment into roomy interiors after years of "pent-up" demand. Freedom of space, for them, goes beyond the comfort of legroom, they also greatly appreciate space they can modify, fashion and create with – to finally have room to express themselves and their personality at home.



Tomorrow's buyers won't just value eco-friendly facilities, they will place a premium on eco-conscious building practices.

The need to connect

No, this is not the virtual connectivity of social media or the convenience of work-related shared online platforms; for the millennial there is already plenty of that. This is about the human touch that comes with a sense of community.

Indeed, the web has made the world a smaller place, but as millennials begin to raise their own families, they are starting to rediscover the value of warm human interaction, familiar faces and the quiet comfort and security that come with being surrounded by people they know.

The safety that comes with trust is a priceless commodity, and millennials are beginning to understand such a relationship with neighbours only comes when there

is healthy human interaction.

As such, they keenly eye safely guarded habitats that encourage outdoor engagements and opportunities to interact with other members of the community so that friendships and bonds can be created. They want a place where children can roam freely, in healthy surroundings, within a community of people they know and trust.

At YTL Land, modern liveability comes not with the provision of some of these aspects, but in delivering a vibrant and symbiotic ecosystem that includes all of them, and more.



Sentul: *The Rising Value of Connection*

By 2030, more than 60% of the entire world population will be living in urban areas. That statistic alone compels us to think about the lifestyle choices we make right now, and how it will determine the way we live in a not-so-distant future of inevitable urban congestion.

Already weighing on our minds are factors such as space, comfort, security, greenery and convenient surrounding amenities, but also becoming ever more prevalent is the element of connectivity. This is because our sense of freedom is intrinsically connected to a lifestyle quality which removes limitations on how we interact and engage with our greater urban environment.

It is part of the reason why there is growing appreciation for urban renewal. An alternative to the unsustainable cost of urban sprawl, urban renewal capitalises on opportunities to re-envision strategically-located older parts of a city with an injection of new pulse and exciting future purpose.

At the heart of creating such an appeal, is the vital convenience of connectivity, defining “liveability” for a new generation of urban dwellers who need to work, socialise and simply feel connected with the entire expanse of their home city.

Success stories such as the London Docklands mega project (including Canary Wharf and Greenwich) in



the United Kingdom and the New York City Riverside Centre project in the United States set the global standard for what can be achieved with an urban rejuvenation philosophy.

Closer to home, a similar success story is coming to fruition in the form of our efforts in Sentul East and Sentul West, where an eclectic mix of old-world charm, modern dynamism and abundant greenery is re-energising a historical railway community in Kuala Lumpur.

By repurposing disused heritage buildings, introducing new architectural statements and preserving the lush greenery in one of the city’s rare green lungs, YTL Land is injecting new pulse and unique appeal to the once-aged

Sentul landscape, repositioning the locale into an iconic residential and business hotspot as well as a key entertainment hub within the city.

The neighbourhood's proximity to KLCC provides added lure, but completing the overall appeal is the fact that popular destinations such as KLIA, KL Sentral and a trove of popular urban hotspots throughout the Klang Valley are just as convenient to reach thanks to the nexus of transportation links that weave through and around the locale.

Its location, just minutes from the heart of the city, means Sentul immediately benefits from the extensive road networks that connect to the capital's central business district, offering quick access to highways such as the DUKE Highway, Sentul Link and NKVE. More highway accesses are on the way, with the highly anticipated completion of Setiawangsa-Pantai Expressway (previously called DUKE 3) and the Sg Besi-Ulu Kelang Expressway (SUKE) by next year.

As an established community, it is also already being well-served by a network of bus routes. However, the future of intra-city travel belongs to rail transit, and as urbanisation expands so too will the prominence and value of this mode of convenient transportation. Sentul has much to offer on this front.

Poetically, it is the community's

storied past as a railway engineering hub that ideally provides it with ready infrastructure to reap the benefits of a connected future. Today, Sentul East and Sentul West are served by the Sentul KTM Komuter station as well as the Sentul Timur and Sentul LRT stations.

The KTM Komuter service is served by the Seremban Line, offering strategic stops at KL Sentral, Mid Valley, Bandar Tasik Selatan, Nilai and Seremban along the route. Crucially, direct link to KL Sentral opens expanded connection to a host of other destinations with its confluence of rail lines, including KL International Airport in less than an hour.

Meanwhile, the Sentul Timur-Putra Heights route on the Sri Petaling Line and the Sentul Timur-Ampang route on the Ampang Line offer access to key areas such as PWTC, Sultan Ismail, Bandar Tasik Selatan, Bukit Jalil, Puchong and Ampang.

More is on the way with two MRT Line 2 stations already taking shape, one in Sentul East and one in Sentul West, which will further expand the reach of those who live and work in the area, and subsequently drive demand and the value of properties in the vicinity.

This is a trend that has already been earmarked by market analysts. Knight Frank Malaysia managing director Sarkunan Subramaniam points out that new

infrastructure projects are poised to be a catalyst for the rejuvenation of old areas in Kuala Lumpur, and leading the way will be efforts that have already identified this promise such as Sentul East and Sentul West.

“Sentul is going through a major gentrification and urban renewal process, spearheaded by YTL Land and supported by the upcoming MRT station. The whole area has been uplifted,” Sarkunan was quoted as saying in a report by The Edge Markets.

Henry Butcher Real Estate Sdn Bhd chief operating officer Tang Chee Meng concurs, adding that mature areas that are close to a host of amenities and are well connected by roads will benefit tremendously from enhanced rail connectivity, in terms of desirability and attractiveness as a living and working destination.

Indeed, the value of liveability at Sentul East and Sentul West is already translating positively into the value of property investment.

Early projects such as The Tamarind, The Maple and The Saffron have seen capital appreciation of between 145% and 200%. Newer residential and commercial projects such as The Capers, d7 and d6 have seen prices appreciate between 45% and 70%, despite the sluggish economy of recent years.

Factors driving values up in Sentul East and Sentul West are not limited by the confluence of transportation links and convenience of being connected to the greater city and beyond. It is also driven by a desire to be connected from this point of origin, and that has much to do with the unique lifestyle ecosystem in place.

Verdant with preserved greenery, Sentul today is nostalgic with heritage buildings, futuristic with towering new architectural icons, vibrant with dining and entertainment outlets, and exciting with venues that host arts, culture and events.

Sentul is where the charm of old and the pulse of new combine to create timeless appeal. Soon, that appeal will be easily accessible to anyone, from just about any part of the city.



Sentul's rich history as a railway engineering hub provides it with ready infrastructure to reap the benefits of a conveniently connected future.



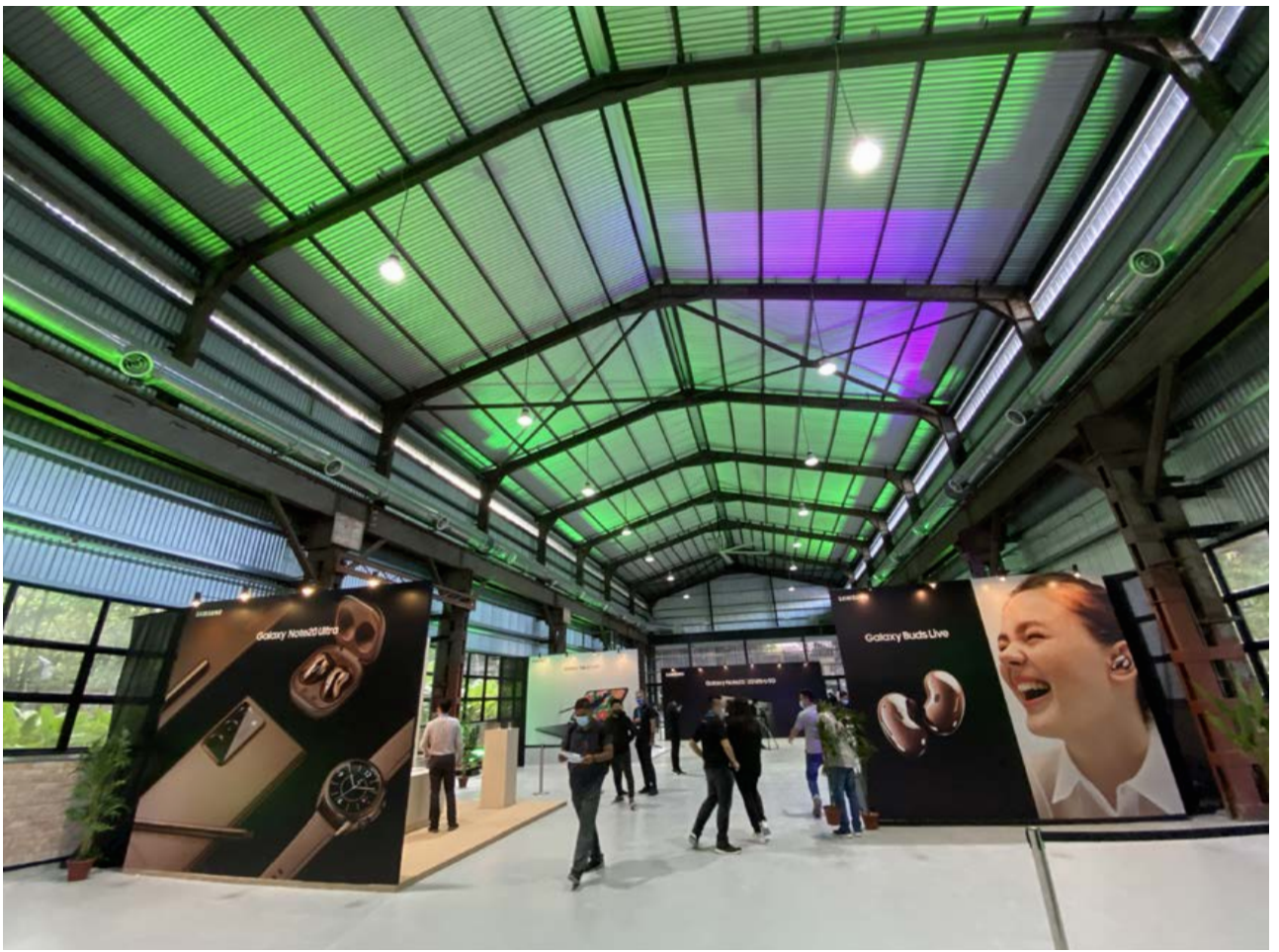
Sentul Depot hosts Samsung Galaxy Note20 debut

Looking to make a splash with the launch of its new Galaxy Note20 smartphone, Samsung found the perfect venue partner in Sentul Depot to debut its latest game-changing, multifunctional device in August this year.

Samsung's latest cutting-edge product is designed to unify the crucial work, play, create and style elements of our lives on a single device, highlighting enhanced professional, design and

entertainment capabilities in stylishly packaged options.

To help capture the iconic personality of the product, Sentul Depot's versatile Warehouse 3 was transformed into a vibrant setting that showcased both the hi-tech and lifestyle appeal of the Galaxy Note20. Guests included members of the media, content creators, influencers and innovative entrepreneurs.



The event called for spectacular overhead lighting displays, presentation and showcase space, as well as large and impactful backdrop décor. It also featured interactive lifestyle booths where guests could experience the product and its features in a variety of moods.

With 9,500sq. ft. to work with, Warehouse 3's air-conditioned indoor setting provided Samsung with an ideal space to create the desired pulse and ambience. The capacious 30-foot ceiling height brought colourful lighting features to life.

Meanwhile, high walls accentuated the surrounding décor and large floor space created a free-flowing atmosphere for guests to comfortably enjoy a multitude of experiences at the event.

Warehouse 3, which was recently rejuvenated as part of YTL Land's ongoing revitalisation of the historic Sentul Depot site, is rapidly becoming a favourite venue for product and brand launches, as well as exclusive corporate events.

Soon, there will be added attraction with the completion of an F&B cluster within the Sentul Depot vicinity.

For more info, visit sentuldepot.com.my or call 03-4041 0822



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