



**Your dreams, made affordable®**



# Our mission is to help you secure your first home

We first started building affordable homes since 1978. When we saw how lives were transformed, it soon became our mission.

But beyond the fact that homes need to be affordable, we understand that home buyers need to be confident that their investment is safe and will grow in value over the years. As our presence expands across Malaysia, so does the breadth of our experience in property development, from building townships to high-rise residences and commercial lots.

At Hua Yang, we make it our goal to lighten the burden of buying a home by building affordable homes designed to nurture families within a strong sense of community. This is what we call building for your future.



Ridgewood @ Taman Bercham Utara, Perak



## You needn't look far to find your dream home

Since its inception in 1978, Hua Yang Berhad has come a long way in realising its vision to help make dreams of affordable home ownership a reality.

This vision remains our driving force. Today, with more than 18,800 properties worth RM4.1 billion completed across the nation, we have realised thousands of dreams in Klang Valley, Johor, Perak, Negeri Sembilan, and now Penang.



*Taman Pulau Hijauan, Johor*

Hua Yang is recognised nationwide as a leading property developer in the affordable housing segment. This is a testament to the passion and commitment of our experienced personnel and the connection we have always established with our customers.

Moving forward, the company forges ahead towards a better and brighter future.



### Our Vision

Provide affordable housing for a developing nation

Ensure quality in our products and performance

### Our Mission

Empower all Malaysians to achieve their dream homes

Protect and enhance the interest of our stakeholders

## One nation, one vision: making dreams affordable

At Hua Yang, we understand that home ownership is a universal aspiration. More importantly, we want to help Malaysians realise that goal. It is with this motivation that we uphold our tagline "Your dreams, made affordable" – we strive to provide safe, quality and affordable homes with great efficiency and integrity. As we continue to grow in Perak, Johor, the Klang Valley and now Penang, you can be sure that we will remain committed to our vision as when we first started.





Jalan Gopeng, Ipoh



Aerial view of Bandar Universiti Seri Iskandar, Perak

## 2002

Hua Yang was listed on the Main Board of Bursa Malaysia on 29 November 2002.



Image for illustration only



Seri Kembangan, Klang Valley

## Our Journey

### 1978

Hua Yang Berhad was incorporated on 28 December 1978 as a private limited company, Heng Po Sdn Bhd. The Group started its first project in Ipoh, Perak consisting of eight units of four-storey shops at Jalan Gopeng, Ipoh. The project was completed in September 1981.

### 1991

The Group acquired 838 acres of land in Bandar Universiti Seri Iskandar, Hua Yang's first integrated township in Perak consisting of residential and commercial units that was launched in year 2001.

### 1993

Extending its reach into the southern state, the Group progressively acquired 477 acres of freehold land in Johor Bahru for a township development project, Taman Pulai Indah that was launched in March 2001.



Taman Pulai Indah, Johor

### 2007

The Group acquired 17.89 acres of land in Sungai Besi to develop One South, a mixed development which is the Group's flagship project in Klang Valley. The first phase of One South was launched at the start of 2010.



Taman Pulai Hijauan, Johor



Seremban, Negeri Sembilan



Seberang Perai, Penang



Medan Selayang, Klang Valley

### 2008

In October 2008, the Group launched its first high-rise in Klang Valley, Symphony Heights serviced apartments, which was successfully completed in November 2012.

The Group further expands in Johor with its progressive land acquisition of 140 acres to develop Taman Pulai Hijauan, a township consisting of residential and commercial units.

### 2010

At the beginning of 2010, the Group launched Senawang Link, an integrated commercial and industrial development project in Seremban.

### 2015

The Group ventured into a new market by acquiring 4.9 acres of land in Bukit Mertajam, Penang. Hua Yang further strengthened its presence in Penang via the acquisitions of 9.5 acres of land in Taman Juru and 8.59 acres of land in Seberang Perai.



# Hua Yang Leadership



**1**  
**Ho Wen Yan**  
 Chief Executive Officer /  
 Executive Director

**2**  
**Chew Po Sim**  
 Non-Independent  
 Non-Executive Director

**3**  
**Ho Mook Leong**  
 Non-Independent  
 Non-Executive Director

**4**  
**Chew Hoe Soon**  
 Non-Independent  
 Non-Executive Director  
 Member of Audit Committee,  
 Remuneration Committee  
 and Nomination Committee

**5**  
**Y.A.M. Tengku  
 Dato' Rahimah  
 Binti Al-Marhum  
 Sultan Mahmud**  
 Independent Non-Executive Director

**6**  
**Tan Sri Dato' Seri  
 Dr. Ting Chew Peh**  
 Chairman / Independent  
 Non-Executive Director  
 Chairman of Audit Committee  
 and Nomination Committee  
 Member of  
 Remuneration Committee

**7**  
**Ho Wen Fan**  
 Alternate Director

**8**  
**Dato' Tan Bing Hua**  
 Senior Independent  
 Non-Executive Director  
 Chairman of  
 Remuneration Committee,  
 Member of Audit Committee  
 and Nomination Committee



# Building for your Future, Lighting up Lives

## Tan Sri Dato' Seri Dr. Ting Chew Peh

Aged 76, Malaysian, Male.

**Chairman / Independent Non-Executive Director**  
**Chairman of Nomination Committee**  
**Member of Audit Committee and Remuneration Committee**

Tan Sri Dato' Seri Dr. Ting Chew Peh was appointed to the Board of Hua Yang Berhad ("Hua Yang") on 1 June 2000 and was made the Chairman of the Board. He has a Bachelor of Arts Degree from University of Malaya and a Master of Science Degree from University of London. He also holds a Doctorate in Philosophy, which he obtained from University of Warwick.

Tan Sri Dato' Seri Dr. Ting started his career as a lecturer in the Faculty of Social Sciences and Humanities at Universiti Kebangsaan Malaysia in 1974 until 1980. He was then appointed as an Associate Professor at the Faculty until 1987.

In 1987, Tan Sri Dato' Seri Dr. Ting ventured into politics with his election as a Member of Parliament for the Gopeng constituency, which he held until the 2008 general elections. He previously served as a Parliamentary Secretary of the Ministry of Health (1988 – 1989), Deputy Minister in the Prime Minister's Department (1989 – 1990), Minister of Housing and Local Government (1990 – 1999) and Secretary-General of Malaysian Chinese Association (MCA) (1990 – 2005). He served as Independent Director on the Board of Puncak Niaga Holdings Berhad from July 2000 and retired in May 2018.

He currently sits on the Boards of Johan Holdings Berhad, Sycal Ventures Berhad and UTAR Education Foundation. He also serves as a Director of several private companies.

## Ho Wen Yan

Aged 45, Malaysian, Male

**Chief Executive Officer / Executive Director**

Mr. Ho Wen Yan was appointed to the Board of Hua Yang on 1 June 2007. He received his architectural training in the United Kingdom at the University of Bath and the Architectural Association. He also holds a Master of Science (Construction Economics and Management) Degree from University College London. He joined Hua Yang on 20 October 2003 as a Project Coordinator at its Johor Branch. He has been an Executive Director of the Group since 1 June 2007 and was appointed Chief Executive Officer on 20 August 2010.

He was appointed to the Board of Magna Prima Berhad on 13 February 2017 as Executive Director.

## Chew Po Sim

Aged 76, Malaysian, Female.

**Non-Independent Non-Executive Director**

Mdm. Chew Po Sim was appointed to the Board of Hua Yang on 27 January 2003. She holds a teaching certificate and on her early retirement from the teaching profession, she ventured into a horticulture trading business for more than 20 years.

Mdm. Chew Po Sim is also currently overseeing her investment holding company, namely Heng Holdings Sdn. Berhad, a substantial shareholder of the Company.

## Ho Mook Leong

Aged 59, Malaysian, Male.

**Non-Independent Non-Executive Director**

Mr. Ho Mook Leong was appointed to the Board of Hua Yang on 31 January 2002. He has a Degree in Civil Engineering from Ohio State University, United States of America.

Mr. Ho Mook Leong started his career as a Site Engineer with IOI Properties Berhad in 1984 and subsequently left to join Hua Yang as Project Manager in 1988 to oversee the property development projects in Ipoh. From 1991 to 1997, Mr. Ho Mook Leong was on secondment to one of the associate companies to manage another mixed property development project in Ipoh. Having acquired extensive experience and expertise in project management and construction related fields over the years, he became General Manager of Hua Yang in 1997 to oversee all the development projects of Hua Yang Group.

Mr. Ho Mook Leong left Hua Yang in year 2000 to pursue his own consultancy business. In the preparation for the initial public listing of Hua Yang in 2001/2002, Mr. Ho Mook Leong re-joined the Company as Executive Director on 2 January 2002. He was promoted to Chief Operating Officer and Chief Executive Officer of Hua Yang on 1 September 2003 and 1 June 2007 respectively. He resigned as Chief Executive Officer of Hua Yang on 19 August 2010 to pursue his own business interest and remains as Non-Executive Director on the Board of Hua Yang.

## Chew Hoe Soon

Aged 67, Malaysian, Male.

**Non-Independent Non-Executive Director**  
**Member of Audit Committee, Remuneration Committee**  
**and Nomination Committee**

Mr. Chew Hoe Soon was appointed to the Board of Hua Yang on 2 June 2003. He holds a Bachelor of Economics (Accounting) Degree (Honours) and a Diploma in Accounting, both from University Malaya. He is a member of the Malaysian Institute of Accountants (MIA).

Mr. Chew Hoe Soon has extensive working experiences in the field of finance and sales & marketing of consumer products, having held the position of Managing Director in a large multinational company for a number of years.



Astetica Residences @ Seri Kembangan, Klang Valley Artist's impression

## Dato' Tan Bing Hua

Aged 75, Malaysian, Male.

**Senior Independent Non-Executive Director**  
**Chairman of Audit Committee and Remuneration Committee**  
**Member of Nomination Committee**

Dato' Tan Bing Hua was appointed to the Board of Hua Yang on 16 January 2006. He graduated from University of Malaya with a B.A (Hons) degree in year 1967. In 1982, he decided to further his studies in law, graduating with L.L.B. (Honours) degree from the University of London in 1985 and a Barrister-at-Law of the Lincoln's Inn, England in 1986.

Dato' Tan Bing Hua started his career in public service in Bank Negara Malaysia upon his graduation in 1967 where he served for a period of 15 years until 1982. He then practised law in the firm of Amin-Tan & Co in Kuala Lumpur from 1987 to 2012 upon his call to the Malayan Bar in 1987. Thereafter, he continued to practice law in the firm of Choong & Partners from 2013 to 2014.

He currently sits on the Board of Far East Holdings Berhad as an Independent Non-Executive Director. Executive Director.

## Y.A.M. Tengku Dato' Rahimah Binti Al-Marhum Sultan Mahmud

Aged 53, Malaysian, Female.

**Independent Non-Executive Director**

Y.A.M. Tengku Dato' Rahimah was appointed to the Board of Hua Yang on 22 May 2018. Y.A.M. Tengku Dato' Rahimah holds a Bachelor of Science degree in Economics and Accountancy from the City of London University, England. She is a member of the Malaysian Institute of Management.

Y.A.M. Tengku Dato' Rahimah was appointed the Chairman of Loh and Loh Corporation Berhad ("LLCB") on 19 September 2008 until 2012. From 2012 until 2017, she co-owned shares in LLCB and continued to hold the position of the Chairman of LLCB and Director in Loh and Loh Construction Sdn Bhd until November 2017. LLCB covered both spectrums of engineering namely civil & structural and mechanical & electrical and specializes in building dams, water and waste water treatment plants and also ventured into property development sector.

She currently sits on the Board of Puncak Niaga Holdings Berhad as Non-Independent Non-Executive Director.

## Ho Wen Fan

Aged 40, Malaysian, Male.

**Alternate Director**

Mr. Ho Wen Fan was appointed to the Board of Hua Yang on 1 September 2017 as an Alternate Director to Madam Chew Po Sim. He holds a Bachelor of Science (Economics) degree from University of Bristol, United Kingdom and is a certified Financial Risk Manager.

Mr. Ho Wen Fan started his career with OCBC Bank Singapore, spending 3 years in the Risk Management Division. He then joined the Deutsche Bank Group in Singapore and was subsequently posted overseas, spending 5 years in their Japan office.

He is currently managing the investment portfolio of Heng Holdings Sdn. Berhad, a substantial shareholder of the Company.



# Senior Management Profile

## Ho Wen Yan

Aged 45, Malaysian, Male

**Chief Executive Officer / Executive Director**

Mr. Ho Wen Yan was appointed to the Board of Hua Yang on 1 June 2007. He received his architectural training in the United Kingdom at the University of Bath and the Architectural Association. He also holds a Master of Science (Construction Economics and Management) Degree from University College London.

He joined Hua Yang on 20 October 2003 as a Project Coordinator at its Johor Branch. He has been an Executive Director of the Group since 1 June 2007 and was appointed Chief Executive Officer on 20 August 2010.

He was appointed to the Board of Magna Prima Berhad on 13 February 2017 as Executive Director.

## Tan Hwai Lun

Aged 42, Malaysian, Male.

**Chief Financial Officer**

Mr. Tan joined Hua Yang as Financial Controller in July 2011 and was promoted to Chief Financial Officer in May 2017. He is a member of Malaysia Institute of Accountant ("MIA") and CPA Australia.

He has more than 11 years of financial management working experience. He oversees the finance strategy and planning of the Group.

## Ng Kok Hong

Aged 43, Malaysian, Male.

**General Manager**

Mr. Ng joined Hua Yang in March 2011 as Ipoh Branch Manager. He graduated with a degree in Civil Engineering (Hons) from University of Malaysia, Sabah in 2000.

He has more than 17 years of working experience in planning, directing, designing and coordinating various property development projects. He is currently overseeing the operations of the Northern region's branches as well as the new business ventures of the Group.

## Wong Kam Moi

Aged 56, Malaysian, Female.

**Branch Manager**

Ms. Wong joined Hua Yang in 2003 and her main portfolio is overseeing all operational aspects of the Johor Branch.

She has more than 26 years of working experience in planning, organising, preparing and arranging sales implementation strategies.

## Yeoh Swee Heng

Aged 50, Malaysian, Male

**Assistant General Manager**

Mr. Yeoh joined Hua Yang as Project Manager in 31 March 2008 and was promoted to Assistant General Manager in April 2015. He graduated with a Bachelor in Science (Hons) in Building Construction Management from Sheffield Hallam University, United Kingdom in 2012.

He has extensive experience in construction and property development. He oversees the property development operation and land search of the Group.

## Nurhayati Binti Zubir

Aged 43, Malaysian, Female.

**Assistant General Manager**

Puan Nurhayati joined Hua Yang in November 2013 as the Human Resource Manager and was promoted to Assistant General Manager in April 2017. She graduated from the University of North London, United Kingdom with a Bachelor Degree (Hons) in Human Resource with Marketing in 1999.

Prior to joining Hua Yang, she had 13 years of working experience in the Securities Industry Development Corporation (SIDC), the development arm of the Securities Commission of Malaysia in the areas of training, marketing and corporate services as well as human resource. Currently, she oversees the effectiveness of the human capital functions of the Group.

## Tan Kwee Far

Aged 46, Malaysian, Female.

**Assistant General Manager**

Ms Tan joined Hua Yang in May 2013 as Administration Manager and was promoted to Assistant General Manager in April 2017. She holds a Certificate in Journalism obtained in year 1993 and LCCI Higher Diploma in year 1995.

She has more than 16 years of working experience in the areas of Accounts & Finance, Administration and Human Resource. Currently, she is responsible for office administration and operations functions of the Group.

## Tan Chee Hin

Aged 57, Malaysian, Male.

**Senior Sales & Marketing Manager**

Mr. Tan has been in property sales and marketing functions for more than 25 years. He holds a Master in Business Administration (MBA) majoring in International Business from University of East London, United Kingdom.

Currently, he is spearheading the Group's 4 regions sales and marketing portfolio and strategizing its sales and marketing plans to meet current market needs.





## What makes us Different

We don't just build properties; we build and nurture communities.  
At Hua Yang, we strive to connect with the people who believe in us ... our customers.

## Our Core Values



### DEPENDABLE

The smallest details get our full attention as we develop homes that owners can be proud of



### RELIABLE

Hua Yang aspires to offer quality and reliable homes



### EFFICIENT

Performing efficiently is not a goal nor mission, it is our culture



### AFFORDABLE

Providing Malaysians with affordable homes is our pioneering vision



### MOTIVATED

We strive to do our best in building homes that meet the needs of Malaysians



### SUSTAINABLE

Sustainability is key in building a home for generations





*Erica @ Bandar Universiti Seri Iskandar, Perak*

## Crafting Safe Communities

Our well-built homes across the nation fulfil our promise to our customers – to provide safe, peaceful living environments amidst thriving neighbourhoods.



*Freesia @ Bandar Universiti Seri Iskandar, Perak*



*The Gardens @ Polo Park, Johor*



## Commercial

### Fortifying high growth centres

Commercial areas and business hubs are incorporated into our mixed developments and townships to generate urban excitement and raise living standards. Commercial centres add conveniences to the neighbourhood.



*Pedestrian Mall @ Bandar Universiti Seri Iskandar, Perak*



*Senawang Link @ Seremban, Negeri Sembilan*



*Business Centre 5 @ Bandar Universiti Seri Iskandar, Perak*

## Township

### Nurturing full-fledged lifestyles

Thoughtfully planned to combine the best of nature and modern innovations, our self-sustaining townships come with green spaces and inspired amenities for a quality lifestyle.

Hua Yang's developments include Bandar Universiti Seri Iskandar, our largest township project located in Perak. Other township projects comprise Taman Pulau Indah and Taman Pulau Hijauan in Johor, with our latest affordable township development located in Kota Masai. Elemente, the 73.2-acre development is well-located within the proximity to the respective ports of Pasir Gudang and Tanjung Langsat, surrounded by established amenities and easy access via highways and local roads.



*Bandar Universiti Seri Iskandar, Perak*



*Taman Pulau Indah @ Johor*



*Elemente @ Taman Denai Alam, Johor*



## High-rise

Raising  
living standards

Our high-rise mixed developments and serviced apartments feature an array of amenities and security system to offer connectivity, comfort and a safe place to live, work and enjoy life.

In 2015, Hua Yang marked a new milestone by venturing into mainland Penang with its land acquisitions in several prime locations namely Bukit Mertajam, Taman Juru and Seberang Perai. Its debut project, Meritus Residensi, comprises 480 units of serviced apartments and 15 retail lots that cater to the needs of urban lifestyles. This affordable serviced apartment project is located strategically next to Penang's first link bridge and near matured commercial areas such as the Chai Leng Park and Perai Industrial Estate. Meritus Residensi sits with easy access to Jalan Baru, the North-South Expressway, Butterworth Outer Ring Road and the bridge to Penang Island. It is also within proximity to the Mydin Mall, various supermarkets and leisure and shopping malls, schools, hospital and medical centres.

One South is our highly successful flagship integrated development at the strategic hotspot of Seri Kembangan, Klang Valley with the final phase of Cube @ One South and Zeta Residence. One South comprises 6 phases including serviced apartments, SoHo units, retail shops and office suites.

Citywoods comprises two blocks of freehold serviced apartments, and is the latest residential landmark within the Johor Bahru city centre. Located along Jalan Abdul Samad, and strategically sited across from the 5-Star Thistle Hotel, Hua Yang's first serviced apartment project in Johor offers an inspiring view of the Johor Strait and Singapore city skyline.



*Meritus Residensi @ Seberang Perai, Penang*



*Cube & Zeta Residence, One South  
@ Seri Kembangan, Klang Valley*



*Citywoods @ Jalan Abdul Samad, Johor*



Astetica Residences is our latest mixed residential development within the Klang Valley. The project houses 568 serviced apartments in two tower blocks. The design of the serviced apartments features exclusive semi-Ds and bungalows in the sky, with low density of ten units per floor served by four lifts and each unit being a corner unit. Strategically located at the epicentre of Seri Kembangan, Astetica Residences is fronting the Mines 2 Shopping Mall, with direct access to the SILK and Besraya Highways and well-connected to other major routes. It is within proximity to The Mines Shopping Centre, AEON Cheras Selatan, Columbia Asia Medical Centre, Australia International School, Bukit Jalil Stadium, Palace of The Golden Horses and many other well-established amenities.

*Astetica Residences @ Seri Kembangan, Klang Valley*



For enquiries, please visit

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