

ABOUT US

Hua Yang Berhad has come a long way from its first eight fourstorey shops at Jalan Gopeng, Ipoh. Today, the Group consistently delivers quality, affordable, integrated townships, high-rise residential projects and commercial lots across the nation.

With over 22,796 properties worth RM5.668 billion completed across the nation, the Group has honed and refined its skills in identifying areas within established and thriving districts to successfully introduce its concept of affordable lifestyle accommodation. Hua Yang currently has developments in Klang Valley, Johor, Perak, and Penang and is recognised as one of nation's leading property developers in the affordable home segment. This is a testament to the Group's dedicated workforce and the close rapport Hua Yang has built with its customers.

Through this journey, the Group's vision has remained the same — to be steadfast in its commitment to make dreams of affordable home ownership a reality. Looking ahead, the Group aims to stay ahead of the curve by embracing a digitalised transformation, migrating its operations online, and allowing Hua Yang to increase productivity and efficiency. Regardless of the future ahead, the Group will continue on a steady path, to create value and drive excellence in all it does.

OUR VISION

- ◆ Provide affordable housing for a developing nation

OUR MISSION

- ◆ Empower Malaysians to achieve their dream homes
- ◆ Protect and enhance the interest of our stakeholders
- ◆ Ensure quality in our products and performance

OUR CORE VALUES

Core values are the bedrock of our organisation and tell people who we are as a company. Hua Yang's core values are represented by the acronym **DREAMS** and these values are what drives us ahead as we forge ahead as a team to work towards our vision.

Pushing boundaries is necessary to innovate and we are guided by our values in everything that we do. Being **Dependable** means, we build trust and ensure homeowners that we will perform to the best of our abilities. We are **Reliable** and **Efficient** in driving organisational productivity which is a cornerstone to effective management. Building **Affordable** housing has and always will be our pioneering vision and we are **Motivated** to constantly innovate to add value to our developments. We push boundaries in **Sustainable** development, ensuring we benefit customers, society and the environment.

