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Headline : Hua Yang To Double Property Launches In 2013

ACHIEVABLE: It targets revenue in excess of RM500 million within five to seven years

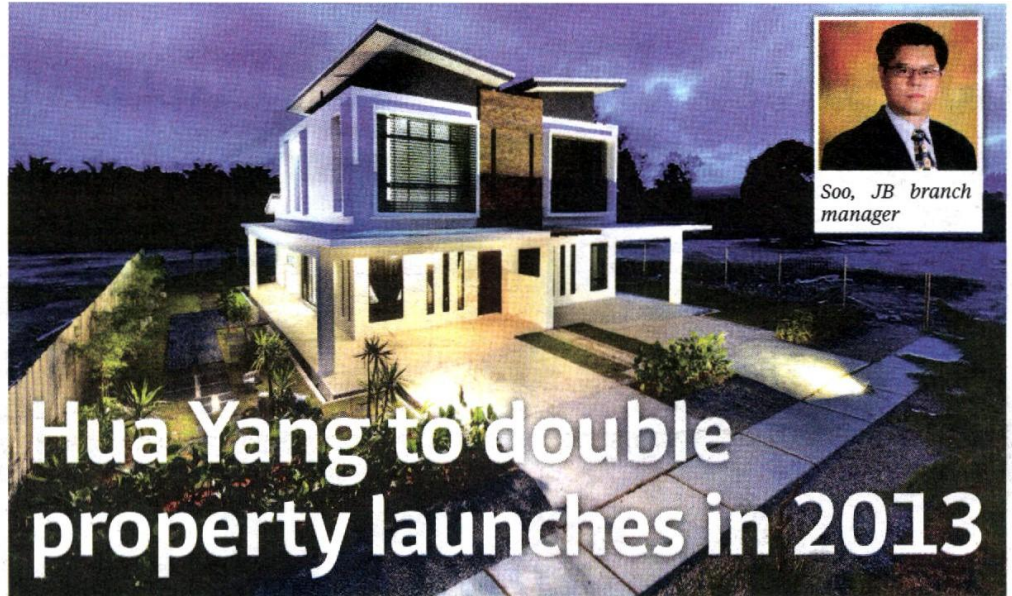
Hua Yang Berhad continues to lead as one of the major players in the affordable property segment, closing another year with remarkable group revenue of RM306.41 million – 62 per cent higher than the preceding year's RM188.86 million.

The company has been busy with launches of residential and commercial developments catering to middle income buyers despite talk of a slowdown in the property market. Some of its key recent launches include the Alder Residences at Taman Pulau Hijauan in Johor and the Flexis@One South at Seri Kembangan.

Following the success of its flagship One South project in Klang, the company has added further to its mid-range housing portfolio.

Despite the company's strong showing over the years, Hua Yang remains committed to its goal of developing affordable yet quality homes. Alder Residences in Taman Pulau Hijauan in Johor incorporates the company's new "Green-Living" concept and is poised to be the company's second township project in the state.

Alder Residence is marketed towards the mid-range income and



first time home-buyers. This 140-acre development comprises residential, retail and commercial areas and is located within 20 minutes from Johor Bahru. Strategic facilities nearby include Universiti Teknologi Malaysia and Senai International Airport. It is linked via major highways and is directly linked to the Second Link to Singapore.

"Our developments are designed to be affordable and high quality, and at the same time, we focus heavily on landscaping and design to create a greener and more conducive environment," said Hua Yang's Johor Bahru branch manager Soo Kim Hiang.

"Project launches will continue to grow and is projected to double for 2013," Soo revealed, adding that they will be looking at Gross Development Value (GDV) of more than RM250 million for next year.

"The trend in affordable housing is not new, and Hua Yang was founded with the aim of providing exactly this type of properties to increase home ownership amongst Malaysians," the branch manager said.

Closer to Kuala Lumpur, the public-listed developer has in recent years ventured into the small office, home office (SOHO) development scene with

the launching of its first ever SOHO project, the Flexis@One South in Seri Kembangan.

"Our growth strategy is to become the leading property developer in the affordable property segment with revenue in excess of RM500 million within five to seven years," Soo shared. "The company will focus on dishing out more properties with fast turnaround time as well as replenishing our landbank in secondary locations."

Its projects in the near future will focus on the Klang Valley, Johor, and Perak. – **by Alvin Lee**