

## **PRESS RELEASE**



### **BINA PURI HOLDINGS BHD**

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FOR IMMEDIATE RELEASE**

### **Bina Puri Partners Designer Brands To Up The Hilt In Luxurious Living**

KUALA LUMPUR: Bina Puri Holdings has inked a signature partnership agreement with Calvin Klein Furniture and Gorenje kitchen appliance supplier in a branding exercise to raise the bar in luxurious condo living in the capital city.

The group's property arm will work with CKF and Gorenje to fit all its 357 units with designer furnishings and kitchen appliances in the OPUS Kuala Lumpur, which is under construction.

This symbiotic relationship is Bina Puri's corporate exercise to "push the envelope" to add value to the property investment of its buyers and condo owners in sync with the premier address of its location.

Tee says Bina Puri's latest marketing push marked the group's transition into a serious developer of sustainable world-class real estate.

"This requires the developer to embrace a set of core values and its ability to visualize into the future.

"Its vision is apparent in how the group had designed OPUS to sync with the redevelopment of Merdeka Stadium which is not only a milestone event and may trigger history repeating itself as has happened when the Selangor Turf Club land was

redeveloped into the present vibrant Kuala Lumpur Convention Centre (KLCC)," he says.

The advantage of OPUS is the strategic location, its accessibility and connectivity and early buyers of OPUS would enjoy lower entry prices of between 25% and 30% compared to prime real estate prices within walking distance from the landmark tallest tower.

"You can't be wrong because OPUS will meet the demand of residential units by expat staff in the 118 office tower," he says.

Tee says the group is proud of its ability to set new benchmark in terms of quality sustainable features that are planned for in OPUS.

"Bina Puri understands the growing demand of younger buyers for nicer and finer products and the rationale of keeping prices realistic for its customers," he says.

At a launching ceremony today, Tee signed on behalf of Star Effort Sdn Bhd, a subsidiary of Bina Puri Properties Sdn Bhd, President and CEO Michael Foster for CKF and Regional Sales Manager Janko Le Ulaga for Gorenje Group in charge of South Asia. Other signatories were piling contractor Bauer (M) Sdn Bhd Managing Director Thomas Domanski and exclusive marketing agent Goldmine Properties' Managing Director Dave Hoong.

The ceremony was witnessed by Tan Sri Dato' Ir Wong Foon Meng, Chairman of Bina Puri Holdings Bhd, Dr Tony Tan, Founder Director of Bina Puri Holdings Bhd and Tan Sri Dato' Seri Dr James Foong Chen Yuen, Chairman, Bina Puri Properties Sdn Bhd.

Earlier, Bina Puri Properties Sdn Bhd Chairman Tan Sri James Foong, in his opening remarks, said CPUS buyers would be proud of owning a great product in a great location bought at a reasonable price.

He said the signature partners (Calvin Klein and Gorenje) would help to create a practical and appealing lifestyle with a solid foundation with good quality and finishing.

“Bauer is of course a household name in the construction industry for foundation engineering; a German brand of course,” he added.

Foster said Calvin Klein was proud to be involved with Bina Puri to expand the brand name into Malaysia.

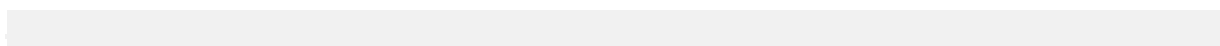
“CK Furniture collection is young, modern and accessible and takes inspiration from the reputable brand Calvin Klein.

“Each distinct lifestyle offering features sophisticated and contemporary options for the living, dining, home office and bedroom,” he said.

Gorenje’ Janko said the company’s superiorly-designed and energy-efficient home appliances were supplied in 90 countries worldwide.

“We have expanded our international sales for 50 years and generate 95% of revenue of the core activity outside Slovenia where we started as a small workshop.

“In 2014, our revenue amounted to Euro 1.4 billion with the bulk of revenue from Europe, USA and Australia,” he said.



**NEWS RELEASE** is issued by Bina Puri Holdings Berhad. For more information, please contact Surati Sujor at 013 2660207 or [surati@binapuri.com.my](mailto:surati@binapuri.com.my)

### **About Bina Puri**

Bina Puri Holdings Bhd is a public listed company on the Main Board of Bursa Malaysia with close to 40 years of work experience in civil and building construction both locally and internationally. The Group's diverse business activities include investment holdings, civil and building engineering management, property development, highway concession, quarry operations, manufacturing of construction materials, polyurethane system house, utilities and hospitality management. ?

Bina Puri has successfully completed projects such as roads and highways, bridges and interchanges, waterworks, land reclamation works, residential and commercial buildings, hotels, hospitals, airports and government complexes. The group has international presence in that it has undertaken projects in Cambodia, China, Brunei Darussalam, United Arabs Emirates, Saudi Arabia, Pakistan, India, Indonesia and Thailand.

Bina Puri's notable list of investment portfolios includes the 33km toll highway linking KL-Kuala Selangor Expressway, the Main Place Residence and Mall at USJ 21, and power plants in Indonesia.

## FACT SHEET



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### **OPUS Kuala Lumpur**

#### **Unique Development**

OPUS Kuala Lumpur is located strategically opposite the up-coming 118-storey Menara Wawasan, set to become the next epicenter of Kuala Lumpur real estate.

First launched in June 2014 and expected to be completed in 2017, it is projected to have high rental yield from the tenant pool of Menara Wawasan, the country's future tallest tower by year 2020.

#### **Connectivity**

A proposed pedestrian walkway will link the OPUS to Menara Wawasan and its lifestyle podium mall. It is connected to existing monorail station right at the doorsteps. A network of LRT and MRT will link OPUS to major towns in the Klang Valley.

#### **Low Density**

OPUS is a low-density development with only 2 towers of 32-storey and limited to 357 units of high-end serviced apartments with unit size from 700 to 1,100 sq ft.

#### **Competitive Price**

Priced from RM1500-RM1600 p.s.f, it is 25% to 30% lower than the property prices in the vicinity of other KL landmarks such as KLCC, Pavillion or KL Sentral. It boasts a GDV of about RM334 million on a freehold land size of 1.38 acres.

## **World-class furnishings and high quality kitchen appliances**

The second tower to be launched on 10<sup>th</sup> June 2015 boasts of luxury at its hilt fitted with world-class brand Calvin Klein's designer furniture and Gorenje modern energy-efficient kitchen appliances. Buyers of the first tower enjoy the option to upgrade with a fee.

## **Top Security**

OPUS is equipped with world-class security systems that come with automated car park garage door system with proximity sensor and integrated video intercom system.

## **Amenities and Conveniences**

Also featured are other extensive facilities such as two (2) concept pools, a 30m infinity pool and a 25m galaxy pool (fiber-optic lit); gymnasium, sauna, jacuzzi, sky deck, sky garden, kitchenette and bell boy service.

## **At a Glance**

Concept	: High-end serviced apartment
GDV	: RM334million
Type	: 357 units of 2 32-storey towers
Price	: RM1500 above to RM1600 psf
Land size	: 1.38 acres
Built-up size	: 700 – 1100 sq ft
Accessibility	: within city limits, near to a Monorail Station
Facilities	: world class security systems, 2 concept pools, sky deck, sky garden, Jacuzzi, sauna, gymnasium, kitchenette, bell boy service.
Launched	: June 2014

Expected date of completion: 2017

## **BINA PURI**

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Star Effort Sdn Bhd is a unit of Bina Puri property division, a subsidiary of Bina Puri Properties Sdn Bhd.

## **GORENJE GROUP**

We are a leading European home appliance manufacturer with a history spanning more than 60 years. Technologically perfected, superiorly designed and energy-efficient home appliances under brands **Gorenje, Asko, Atag, Pelgrim, Upo, Mora, Etna** and **Körting** the quality of life of users in 90 countries worldwide.

Our focus lies on the core activity products and services for home that includes offering of major and small domestic appliances, products for heating, ventilation and air-conditioning (HVAC), kitchen furniture, and services in the field of design.

Operations in the business field Portfolio Investments include ecology-related services, toolmaking, engineering, catering and trade.

We have been expanding our international sales network for half a century and generate 95 percent of revenue of the core activity outside Slovenia.

In 2014, our revenue amounted to EUR 1,422 billion. We generated the majority of revenue in Russia, Germany, the Netherlands, Scandinavia, Central and Southeast Europe, USA and Australia.

## **CALVIN KLEIN FURNITURE**

The Calvin Klein furniture collection is young, modern and accessible. Each distinct lifestyle offering features sophisticated and contemporary options for the living, dining, home office and bedroom. Case goods offer intelligent storage solutions, maintain a clean aesthetic, and are proportioned to complement the upholstery. Unique, stained wood finishes enhance the interiors and help define modern living spaces. The upholstery collection combines subtle tailoring and comfort, with an understated attention to detail, in an edited selection of modern fabrications and leathers that reflect the Calvin Klein brand aesthetic.

## **SIGNATORIES, VIP LIST**

### **Witness by**

1. Y.Bhg Tan Sri Dato' Ir Wong Foon Meng, Chairman, Bina Puri Holdings Bhd
2. Dr Tony Tan, Founder Director of Bina Puri Holdings Bhd
3. Y.Bhg Tan Sri Dato' Seri Dr James Foong Chen Yuen, Chairman, Bina Puri Properties Sdn Bhd

Developer: STAR EFFORT SDN BHD

### **Signing on behalf of Star Effort Sdn Bhd**

Mr Matthew Tee, Director & Group Executive Director of Bina Puri Holdings Bhd

Mr Ng Keong Wee, Director

Goldmine Properties (Exclusive Marketing Agent)

### **Signing on behalf of Goldmine Properties**

Mr Dave Hoong, Managing Director

Mr Chester Hoong, Director

Bauer (M) Sdn Bhd (Piling Contractor)

### **Signing on behalf of Bauer (M) Sdn Bhd**

Mr Thomas Domanski, Managing Director

Ms Au Yong Yoke Lin, Deputy General Manager

Gorenje Group, Asia (Exclusive Designer Fittings)

### **Signing on behalf of Gorenje Group**

Mr Janko Le Ulaga, Regional Sales Manager – Gorenje Group, South Asia

Mr Lionel Choo, Executive Director, Felione Fine Furnishing

Calvin Klein Furniture (Exclusive Designer Fittings)

### **Signing on behalf of Calvin Klein Furniture**

Mr Michael Foster, President-CEO, Calvin Klein Furniture

Mr Lionel Choo, Executive Director, Felione Fine Furnishing

## **Media Enquiries**

### **Bina Puri Holdings Bhd**

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BE PART OF KUALA LUMPUR'S NEW EPICENTRE

OPUS

Signature Partners

Signature Partners



BE PART OF KUALA LUMPUR'S NEW EPICENTRE

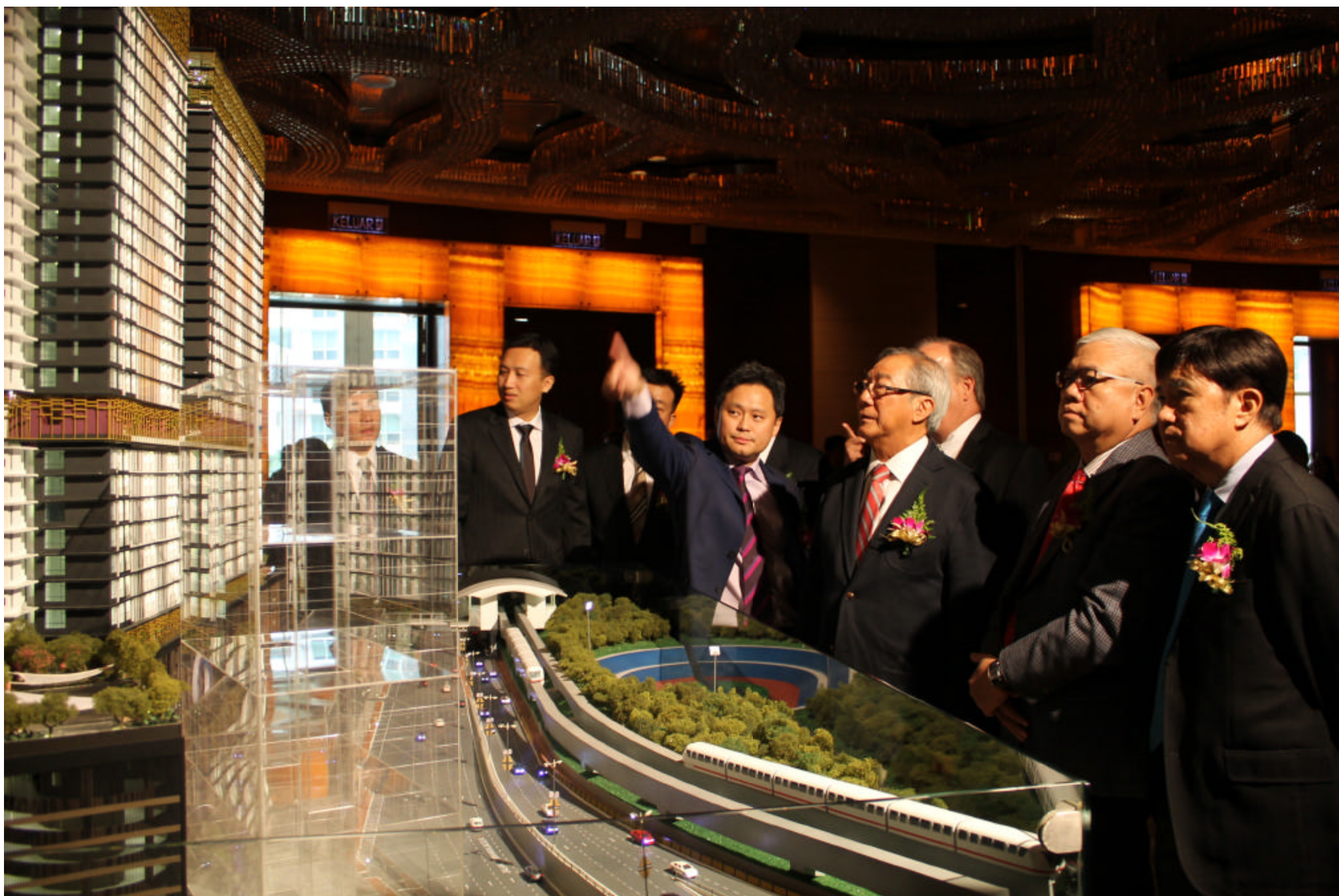




BE PART OF KUALA LUMPUR'S NEW EPICENTRE







## Captions:

Opus 1 : Scale model of Opus Kuala Lumpur on display at the signing ceremony of signature partnerships between Bina Puri Properties Sdn Bhd with two international brands; Calvin Klein Furniture and Europe's Gorenje kitchen appliance supplier.

Opus 2 : Bina Puri Group Executive Director Matthew Tee holding a signed document of a signature partnership agreement with CKF President-CEO Michael Foster for OPUS Kuala Lumpur.

Standing behind are Ng Keong Wee, Dr Tony Tan, Matthew Tee (holding document), Tan Sri Dato' Ir Wong Foon Meng, Michael Foster (holding document), Tan Sri Dato Seri James Foong Chen Yuen and Lionel Choo.

Opus 3 : Bauer Managing Director Thomas Domanski and Matthew Tee showing the signed agreements. Standing behind are Ng Keong Wee, Dr Tony Tan, Tan Sri Dato' Ir Wong Foon Meng, Tan Sri Dato Seri James Foong Chen Yuen and Mr Au Yong Yoke Lin.

Opus 4 : Matthew Tee showing the unique features in the scale model of OPUS Kuala Lumpur to Tan Sri Dato Seri James Foong while others look on.

Opus 5 : Regional Sales Manager Gorenje Group for South Asia Janko Le Ulaga and Matthew Tee showing the signed agreements. Standing behind are Ng Keong Wee, Dr Tony Tan, Tan Sri Dato' Ir Wong Foon Meng, Tan Sri Dato Seri James Foong Chen Yuen and Lionel Choo.