



YTL Land & Development Berhad

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PRESS RELEASE

For Immediate Release

FIRST RELEASE OF SHOREFRONT IN PENANG A SELL OUT SUCCESS

Home buyers share YTL Land's vision of Shorefront as a niche lifestyle development in Penang's most coveted sea-front location.

Penang – 7 February 2015: An overly enthusiastic crowd snapped up all 67 units in the first release of Shorefront during its preview at E&O Hotel in Penang. Buyers queued up as early as 7.30 am on both preview days which saw the release of only one block for each day.

Shorefront is YTL Land's first foray into Penang. The 5-storey condominium development comprising 3 blocks with only 115 units is located on a freehold site next to the E&O Hotel and fronting the island's pristine shore front.

"We have been watching Penang's property market very closely, and noted the impact of the recent cooling measures adopted by the Malaysian government. Buyers have maintained a cautious approach and are very selective in their purchase. We are also reaching out to a generation of buyers who are both savvy and well-researched. The imposition of additional restrictions by the Penang government to curb speculative activities poses another challenge. However, we remained confident with the state's long term economic and investment fundamentals," said Dato' Yeoh Seok Kian, Executive Director of YTL Land & Development Berhad.

The success is largely driven by YTL Land's well-articulated product in terms of concept and design to complement the landmark address. The price of a 3+1 bedroom unit with a built-up area of 1,600 sq ft averages at RM1,200.00 per sq ft. Selected units feature sky terraces and private gardens. A private lift lobby creates a sense of added exclusivity and privacy.

"We had this fantastic opportunity to develop this last piece of sea-fronting land in George Town, a UNESCO World Heritage Site. This is a low density development and we have only very limited units. Hence, our decision to preview the first release in Penang to give Penangites and the Penang diaspora working abroad this special privilege to own an exclusive sea-fronting property in their home state. We are humbled with the overwhelmingly positive response, and would like to thank and congratulate our home buyers for sharing our vision of Shorefront. The outcome this weekend reflects the strong appetite for quality and luxury by developers with a proven track record. Moving forward, the focus will be project execution to deliver the quality lifestyle comforts featured in each of this distinguished home," added Dato' Yeoh.

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SHOREFRONT, PENANG

Key Data

Developer	PDC Heritage Hotel Sdn Bhd
Location	Lebuh Farquhar, George Town (adjacent to E&O Hotel)
Development type	Residential (Low-rise Condominium)
Site area	3 acres
Land tenure	Freehold
No. of blocks	3 blocks (5-storey) with basement car park
No. of units	115
Built-up area	From 1,400 sq. ft. to 3,400 sq. ft.
Architect	RT+Q Architects Pte Ltd, Singapore (www.rtnq.com)

Project Brief

Shorefront takes inspiration from the open sea plus a nostalgic streak of Penang's old world charm - its culture, heritage and history. Located in George Town, Penang's famed UNESCO World Heritage Site, the development site borders the Straits of Malacca and neighbours the historic E&O Hotel. Yet it is just minutes away from the city lights. Its tagline - "where the city meets the sea", encapsulates the ethos of this exclusive development.

This is one of the last remaining sea-fronting locations within Penang's unique heritage. (George Town, feted as Malaysia's UNESCO World Heritage Site in 2008 is a showcase of an exceptional range of heritage buildings from different eras, art and culture co-existing alongside modern development.)

Standing at only 5 storeys tall, Shorefront offers low-rise condominium units with exciting options which offer generous interior spaces and innovative layout designs. This is a low density development comprising only 115 exclusive units (4 duplex units and 111 single level units). It offers only 2 units per floor, each with a private lift lobby.

Its seafront living concept uniquely infuses contemporary luxury with the legacy of colonial era architecture. Unobstructed open balconies take in breathtaking views and pleasing breezes. Ground floor units come with private gardens. Units on the highest levels feature rooftop terraces.

All three blocks in the development are positioned strategically to take full advantage of the highly coveted prime sea front. Not content with just having the sea as a view, each unit enjoys unique vantage points that offer a piece of the action - unsurpassing views of the straits, comforts of the landscaped gardens and calming effects of the water features which carry a seamless continuation of the sea into the development. A clubhouse provides facilities for relaxing pastimes and recreational experience.

www.shorefront.com.my