



THE LIGHT Waterfront Penang Aerial View

PENANG A smart investment destination

Asia Homes (HK) Consultancy shows Penang residential property is hotter than the weather



LIGHT COLLECTION III condo and duplex



LIGHT Point



LIGHT COLLECTION III lake



Not only the weather is hot, the property market in Penang is even hotter. Strong investment, a diverse, tolerant, multi-lingual society and a high standard of living have made Penang an increasingly popular investment location. Penang is already home to branches of multi-nationals Dell, Motorola, Hitachi, Bosch and Intel, with more on the way, and it's the reason Penang has been nicknamed Asia's Silicon Island. Breathtaking beaches, rich culture, UNESCO-certified history and status as one of Asia's most progressive destinations have formed the basis of a booming tourist trade as well property investment sector.

The historic state capital at Georgetown is a diverse, bustling city of 1.5 million people set against the main island's rolling forests, which make up 52 percent of the island. In a development eerily familiar to Hong Kong, land suitable for development is hard to come by, and limited buildable space has been putting upward pressure on prices. With multinationals and their staff among the newest arrivals, Penang is on track to be a high-income state: the per capita GDP is expected to double by 2020; it has ranked first for two consecutive years for Malaysian FDI; and GDP output currently accounts for 28 percent of Malaysia's.

New to Penang's blossoming urban landscape is THE LIGHT Waterfront Penang, a massive development set to change the island's skyline forever. Quite possibly IJM Land's most ambitious project, the RM6.5 billion The Light Waterfront will feature the finest recreational, commercial, entertainment, hospitality, education and residential locations in Malaysia in a single waterfront hub. THE LIGHT will become a destination to rival Sydney or Miami, and on par with Hong Kong or Singapore.

Located on the eastern coast right next to Penang Bridge, connecting to and from THE LIGHT will be effortless, and its advantages will be enhanced upon completion of the second bridge link on the island in 2013. It is also 10 minutes drive to Georgetown and 15 minutes to Penang international airport. The sustainable project by the first developer to practise eco-tourism in Penang will utilise green technologies in up to 8 percent of its construction. IJM Land fully expects to be awarded Malaysia Green Building Index (GBI) certification for developments that meet or exceed environmental standards.

Drawing inspiration from Penang's own unique charms and natural beauty, the project will signal Penang's determination to transform itself into a truly international, competitive state. Sprawling across 62 hectares of prime land, THE LIGHT will be developed in three phases over 12 years. The 17 hectares earmarked for residential properties comprises the first. The Light Linear, Light Point and Light Collection (I-IV) will ultimately total nearly 1,177 units encapsulating the 21st century waterfront lifestyle, designed and constructed to the highest standards. The luxurious, elite residences will be the finest in IJM Land's vast portfolio. Owners will indulge with spectacular ocean views, 24-hour security, a forthcoming marina and Seafront Clubhouse, business facilities and upscale shopping. THE LIGHT Waterfront Penang will be the ultimate in waterfront resort living.

The LIGHT POINT

LIGHT POINT's 88 units range from 1,830 to 3,305 square feet, in 28 storeys. Price ranges from only RM1,308,000 for 2239 square feet (HK\$1,460 per square foot) with three car parks, large balconies and spacious living rooms. The architecture's laid-back seafront style creates the ultimate coastal sanctuary

providing fabulous ocean views and the aesthetics of waterfront living. Currently there are limited units for sale and it is scheduled for completion at end of this year.

LIGHT COLLECTION III

Units in the LIGHT COLLECTION III, hinging on waterfront prestige enveloped by a dramatic harbour and undulating hills, will be completed in August 2015 and now limited numbers are available.

The contemporary THE LIGHT COLLECTION III is home to the 20 water duplex townhouses with unobstructed sea views in addition to its 150 condominium units. The properties are the best showcase for the panoramic views and palatial environment that define THE LIGHT. Designed to evoke a sense of relaxed luxury, each unit captures the privileges of an enriching lifestyle while simultaneously embracing sustainability. Condominiums and water duplex townhouses range between 1,800 and well over 5,000 square feet, surrounded by stunning coral reefs and waterways. Prices for condo units starting from 1,884 square feet begin at RM1.25 million (HK\$1,650 per square foot), and the super luxurious water duplex townhouses start from RM3,749,000. IJM Land is currently offering an interest-bearing scheme and home loan interest during construction until vacant possession to THE LIGHT COLLECTION III buyers. Foreign banks in Malaysia provides mortgages up to 80 percent, meaning buyers bear no principle and no interest to pay until 2015 on a 20 percent deposit. Scan the QR code for the light below.



www.thelightwaterfront.com
www.ijmland.com
www.asiahomes.com.hk



A GOLFER'S PARADISE IN THE PEARL OF THE ORIENT

THE ADDRESS @ Bukit Jambul, Penang Island for the Distinguished You



FAR FROM THE ORDINARY YET NEAR TO WHERE YOU NEED TO BE

IJM Land's new addition on Penang Island - The Address offers complete privacy in a peaceful haven located near the Bukit Jambul Golf Course and the 5-star Equatorial Hotel. Strategically located in an esteemed neighbourhood that is renowned as the Millionaires' Row, it is also near the university and international college, and just a short drive to the Penang international airport. Other nearby amenities are shopping malls, commercial complexes and Penang Bridge. The Address enjoys the distinction of being in classy company whilst enjoying an ultra-convenient lifestyle.

THE UNIQUE ADDRESS

THE ADDRESS boasts lavish resort facilities, a green living concept (GBI certified), top notch security features, home automation systems and 3 car park bays for each residence. It offers a unique sense of space, surrounded

by expansive sky, lush greenery and serene waterfalls. The Address is indeed an ideal retreat to personal tranquillity and vibrant activities including gazing at spectacular views, dipping in the pool or hiking the surrounding hills. As for kids, the wading pool and children's playground promise hours of fun, laughter and enjoyment. For golfers, it is a paradise as the exclusive Bukit Jambul Country Club Golf Course is a merely a few minutes' walk away.

THE ADDRESS is a low-density project consisting of 124 condo units and 24 duplex lofts. Duplex lofts available range between 2,163 and 2,992 square feet and come in two options: The Upper Duplex Lofts, with Double Volume Ceilings and The Lower Duplex Lofts with private Jacuzzis. There are only 12 of each type, and both feature four bedrooms and a maid's room. The duplex lofts begin at just RM1.48 million (HK\$ 3.6 million), representing good value for money.

The promotion for this project makes it even more attractive: legal fees for Sales and Purchase Agreement and loans are waived, the developer will bear interest until completion and free centralised vacuum system is included. In addition, buyers from Hong Kong will be treated to dry and wet kitchen cabinets with appliances, air conditioning and fitted wardrobes in all rooms.

The Address is more than a home. It is a sanctuary of elegance inspired by the concept of exclusive boutique living with contemporary facilities; be among the first to secure a place so distinctive. It is destined to be a home for the privileged few that appreciate the finer things life has to offer.

For more information on the THE LIGHT Waterfront Penang or THE ADDRESS, please contact Asia Homes (HK) Consultancy to secure your unit on +852 3101 7183 or 9822 3127, or send an email enquiry to info@asiahomes.com.hk.

info



www.asiahomes.com.hk

IJM Land Berhad is the listed property development arm of IJM Corporation Berhad (IJM), one of the largest construction and infrastructure groups in Malaysia. IJM Land brings the combined skills of RB Land's distinct proficiency in township developments and IJM's expertise in high-rise condominiums, niche developments and commercial buildings. IJM Land's success has been attributed to its strong belief in creating global communities through the delivery of high quality products and contemporary green neighbourhoods. And IJM will remain focused on these principles in the future to create value for our customers and stakeholders. Currently, IJM is one of Malaysia's largest property developers in terms of land bank size, with a considerable land bank exceeding 10,000 acres and Gross Development Value exceeding RM20 billion to be realised over the next 20 years. It has established strong footprints in Malaysia with extensive experience and an impressive operating history spanning more than 30 years.

IJM Land is very happy to treat its loyal customers from Hong Kong to an annual customer appreciation dinner. The next one is scheduled for October 20, organised jointly by Asia Homes and IJM Land.

About Asia Homes and views from CEO Gabriel Choi

Asia Homes (HK) Consultancy helps to capitalise on opportunities in the market by recommending potential property development projects, both for investment and owner-occupancy. Asia Homes (HK) consultancy Limited was set up to cater to the needs of Hong Kong people investing in the Asia-Pacific Region. As Hong Kong becomes more and more expensive and yields remain low, smart investors are now looking at other parts of Asia-Pacific, in particular Malaysia, which has the lowest prices in the region. Asia Homes (HK) Consultancy Limited has concentrated on marketing Malaysia, in particular Penang, in the last 12 months as it has low valuations and expects high appreciation. CEO Gabriel Choi believes that Penang's market will continue to attract local Hong Kong investors as the country's demographics, political climate and economy are stable and favourable, added to the fact that the food, language and culture are familiar to Hongkongers. Choi believes Penang is like the Hong Kong in the 1980s—and prices average one-tenth of what they do in Hong Kong. Its Malaysia My Second Home Program is also an added advantage for those who intend to buy a property and stay for the long term.

Asia Homes would like to thank IJM Land for their continued support and offering competitive and innovative condominiums that are suitable for Hong Kong investors and ideal for second homes. As Choi remarks, "The relationship between us is a match made in heaven. We work so well that over 80 percent of our sales in the last 12 months were based on sales of IJM Land properties."

