





WE DON'T JUST BUILD LANDMARKS,
WE CREATE COMMUNITIES.

ICONIC . INNOVATED . INSPIRED

Envisioned by “Master Landmark Maker”, R&F Ltd. of Guangzhou China, the iconic R&F Princess Cove is an ingenious 20-year integrated master development, built on the 3 Principles of Iconic, Integrated & Inspired.



Signature

LANDMARK OF MALAYSIA-SINGAPORE CAUSEWAY

新马门户耀眼地标

A fundamental moment for both Malaysia and Singapore, R&F Properties have finally made their way to our shores, making their debut in the southern region. Dubbed as the most comprehensive property developer in China, this renowned global real estate specialist is to create a completely integrated community through HOPSCA – hotels, offices, parks, shopping malls, clubhouses and apartments.

Being the first new project by R&F Properties to be constructed in Malaysia, this development acts as a link, and more importantly a vision of a momentous landmark coming to life, holding much promise, excitement and investment opportunity on a scale unlike any other.

The Rising Icon **OF ASIA**

地标综合体领创者

Developed over 26 grand office towers such as the
Tianjin R&F Guangdong Tower which is listed as
one of the top 10 tallest buildings in China.



Tianjin R&F Guangdong Tower, 1594.5 ft tall, invested RMB 4billion in the project.
天津富力广东大厦，高1594.5尺，投资额约40亿人民币。

THE WORLD IS OUR STAGE

世界——我们熠熠生辉的舞台

Guangzhou R&F Properties Co. Ltd. ("R&F") was established in 1994. We develop high-end properties and provide top rate property design, construction, property management and property related services.

R&F today is regarded as a leading comprehensive property developer in China. On July 14, 2005, R&F made its successful debut listing on the Stock Exchange of Hong Kong and subsequently became the first Chinese property developer to be included as a constituent member of the Hang Seng China Properties Index.

R&F has also won numerous accolades including being ranked number 1 in terms of overall strength among all property developers in China for five years consecutively between 2005 and 2009 by The National Statistics Bureau.

In 2008 we were ranked number 1 amongst "China Top 100 Tax Payers", and in 2012 was awarded The Most Influential Property Developer in China.

R&F has developed over 14 international 5 star hotels including The Ritz-Carlton, Grand Hyatt and Marriot, as well as over 26 grade-A office towers including one of Top 10 Tallest Buildings in China.

R&F continues to lead the way as a leading international property developer with its latest masterstroke development, R&F Princess Cove in Johor Bahru, Malaysia.

CHINA | 中国

1 BEIJING . 2002

Landmark HOPSCA development in Beijing CBD - Beijing R&F Plaza
北京CBD商圈地标综合体 - 北京富力广场

2 GUANGZHOU . 2007

Landmark HOPSCA development in Guangzhou CBD - Guangzhou R&F Center
广州CBD中轴地标综合体 - 广州天盈广场

3 CHENGDU . 2010

Landmark HOPSCA development in Chengdu CBD - Chengdu Uno Mall
成都CBD核心地标综合体 - 富力天汇Mall

4 CHONGQING . 2012

Landmark HOPSCA development in Chongqing CBD - R&F Center
重庆CBD商圈地标综合体 - 富力现代广场



MALAYSIA | 马来西亚

JOHOR BAHRU MALAYSIA . 2014

Landmark HOPSCA development in Johor Bahru CBD, Malaysia - R&F Princess Cove
柔佛CBD商圈地标综合体 - 富力公主湾



China
中国

Beijing
北京

South Korea
Seoul
南韩首尔

Japan
Tokyo
日本东京

Chengdu
成都

Chongqing
重庆

Shanghai
上海

Guang Zhou
广州

Hong Kong
香港

Taiwan
台湾

Thailand
Bangkok
泰国曼谷

Malaysia
Kuala Lumpur
马来西亚吉隆坡

Singapore
新加坡

Indonesia
Jakarta
印尼雅加达

DAWN OF THE *New Paradigm* FOR ASIA

亚洲新典范，辉煌降临

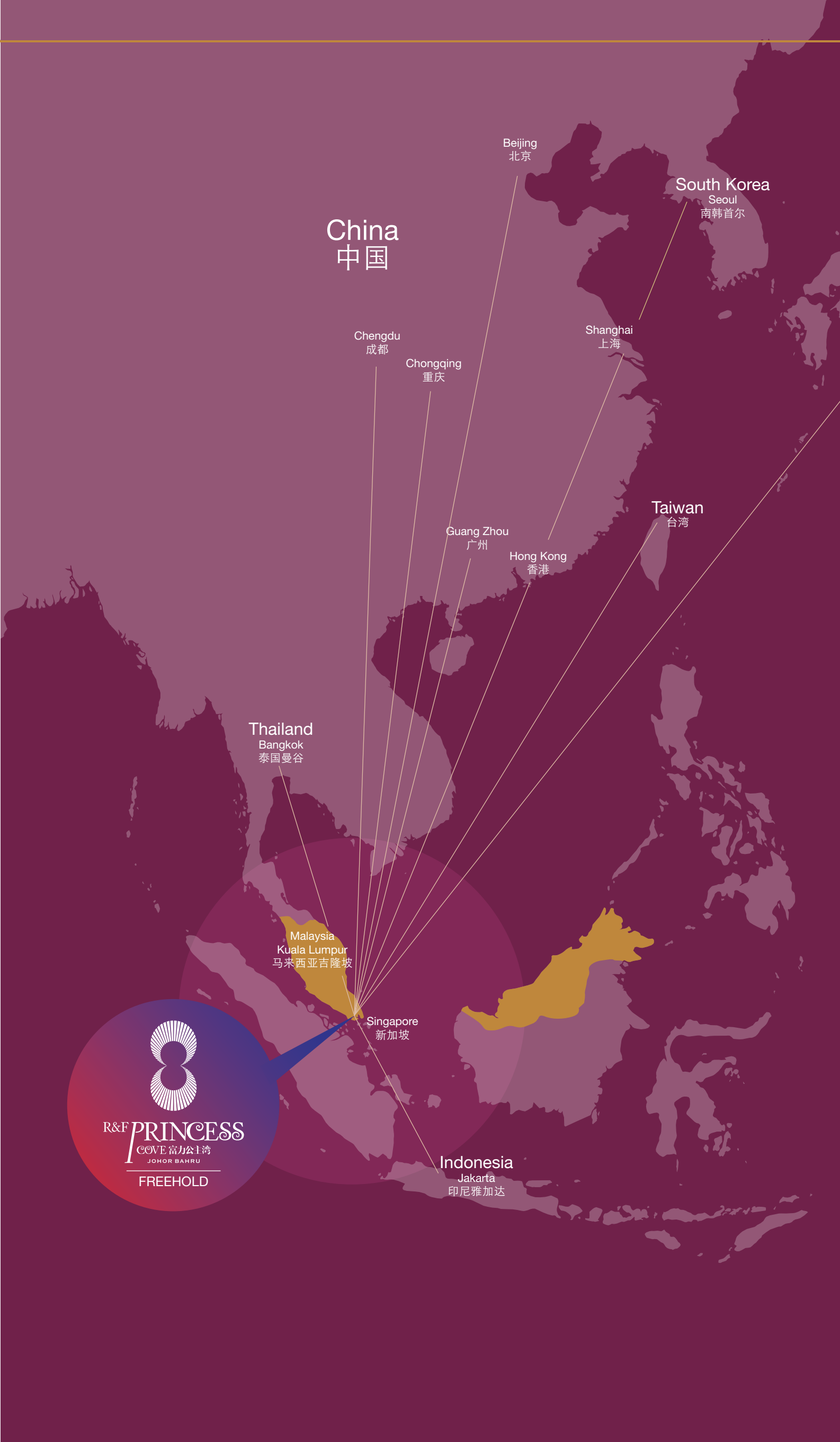
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This is a pivotal moment for Malaysia and Singapore as R&F Properties advances to our shores, making their debut in the Southern region of the Peninsular. As the most comprehensive property developer in China, we aim to create a new kind of holistic integrated community through the world's most advanced real estate model, HOPSCA (Hotels, Offices, Parks, Shopping malls, Clubhouse and Apartments).

Being the first project by R&F Properties to be constructed in Malaysia, this development acts as a link across Malaysia-Singapore and more importantly a vision of an iconic landmark coming to life, holding much promise, excitement and investment opportunities on a scale unlike any other.

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GRADE *A* INVESTMENT HOTSPOT

6 REASONS THAT MAKE ISKANDAR ZONE A SUCH A GREAT INVESTMENT THAT YOU DON'T WANT TO MISS:

- Zone A is located within the Central Business District Johor Bahru. A prime location for development like KLCC/Kuala Lumpur, its potential of value increase is among the Top 5 regions.
- With the large number of Grade A office buildings plus strategic location, Zone A has the potential to attract internationally renowned corporations, eventually becoming the regional commercial economic centre.
- Boasting excellent connectivity, the proposed RTS station linking Singapore and Johor will be located in Zone A. With the train station, bus terminal etc. Zone A is a multi-dimensional transportation hub.
- Most of the arts and cultural activities such as the Johor Chingay Parade, JB Arts Festival and so on are held in Zone A, making Johor Bahru a centre of culture and art.
- Zone A is a shopping and food paradise for tourists. From high-end shopping malls to cultural shopping streets... From local hawker fare to fresh seafood to fine dining, Zone A continues to draw tourists from around the world.
- Foon Yew High School, the largest Chinese independent high school in Malaysia and the world's largest high school after China and Taiwan, is located in Zone A. Plus, Zone A is strategically-located nearby to Educity, poised to be a regional education hub offering world-class education within a six-hour flight radius of major Asian cities.



Strategic Location

EXCELLENT CONNECTIVITY

优越地理位置、多维交通网络

THE CLOSEST HOPSCA INTEGRATED COMMUNITY TO SINGAPORE:
ONLY 285 METERS!

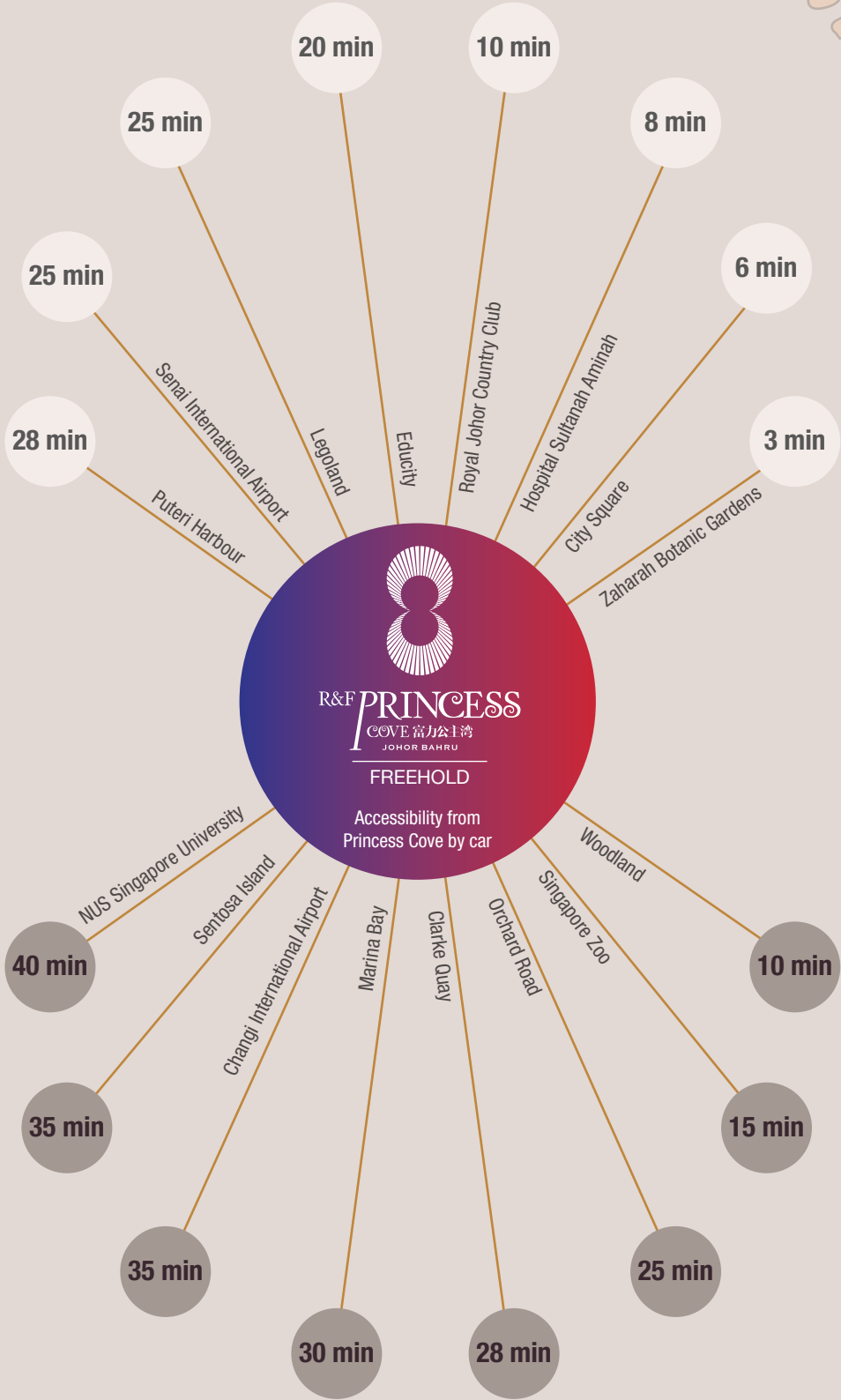
距离新加坡仅285米的HOPSCA综合社区！



R&F Princess Cove is adjacent to the Sultan Iskandar Customs, Immigration and Quarantine (CIQ) Complex, Johor-Singapore MRT Station and connected to the 2nd Link, making it the closest integrated development to Singapore.

From the Johor-Singapore Rapid Transit Link, KL-Singapore High Speed Railway system, to a simple bus ride, R&F Princess Cove is truly a multi-dimension transport hub, allowing you to jet back and forth easily to and fro between major cities using one of the many transport systems within the area.

ACCESSIBILITY FROM JOHOR BAHRU	
Destination	By High-Speed Rail (by year 2020)
To Singapore	5 Min
To Melaka	30 Min
To Seremban	45 Min
To Kuala Lumpur	60 Min

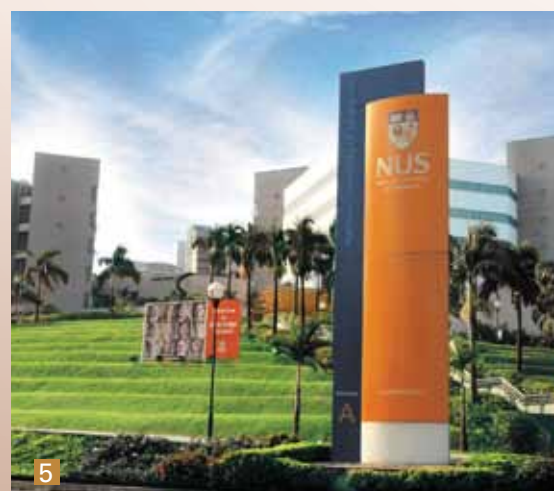


BUSTLING, EXCITING, *Amazing!*

两城精彩，畅享人生

From historic mosques to vibrant shopping complexes to street side shopping, from restaurants to local hawker stalls to the freshest seafood, from theme parks to Endau Rompin National Park, Johor is packed with endless family fun, awesome outdoor adventures. And everything is just a short drive away!

Cross over any time to Singapore because it's so nearby. A bustling cosmopolitan city that offers world-class trends in leisure and entertainment, there's so much to do when you're there! Soak up the atmosphere of a non-stop whirlwind of shopping, sightseeing, clubs and pubs - it's all about having a good time!



- 1 Johor Bahru Chingay Parade
- 2 Legoland, Malaysia
- 3 Todak, Johor Bahru
- 4 Marina Bay Sands, Singapore
- 5 NUS Singapore University, Singapore
- 6 Universal Studio, Singapore



HOPSCA

HOLISTIC INTEGRATED LIFESTYLE

综合性国际社区-引领世界新潮流

Definition

Beneficial

HOPSCA literally stands for Hotels, Offices, Parks, Shopping malls, Clubhouse and Apartments. The world's most advanced holistic integrated living development model, HOPSCA is the integration of hotels, offices, ecological parks, shopping centres, clubhouses and apartments, built within major city centres, that come together as a multi-functional, modern and comprehensive suburbia.

HOPSCA is the new reality in realty, redefining the Central Business District (CBD).

Why HOPSCA?

Urban living with everything you need within easy walking distance plus it's just a couple of steps to retail outlets, restaurants, ATMs, shopping, theatres and parks. Why, even your favourite coffee shop, diner, watering hole and entertainment are nearby too.

Enjoy the good life of a convenient ultra-urban posh lifestyle. Or capitalize on high rental returns. Whichever way you see it, R&F Princess Cove ticks all the boxes of a great investment.



6 FANTASTIC BENEFITS OF LIVING & INVEST AT R&F PRINCESS COVE

HOPSCA

Experience urban living with everything you need within easy walking distance. It's just a couple of steps to retail outlets, restaurants, ATMs, shopping, theaters and parks. Why, even your favourite coffee shop, diner, watering hole and entertainment are nearby too.

1 Urban Sprawl & Focused Economic Activity
A "city within a city", with supporting interactive, focused economic activity between the 6 components of HOPSCA, creating a three-dimensional way of life.

2 High Walkability Score
Important amenities, retail outlets, eateries, schools, colleges, police stations, taxi stands, bus stops, train stations and practically every possible needs are all within walking distance.

3 Ease Sustainability Issues
To address complex urbanisation and environmental challenges, HOPSCA makes full use of limited land resources - reducing the pressures of traffic, pollution and population on a city center and eases sustainability issues.

4 The New Central Business District
R&F Princess Cove is poised to be the new Central Business District as it develops into a focal point of commerce and control as well as transportation networks.

5 A Transportation Hub With Unparalleled Connectivity
Adjacent to the upcoming Rapid Transport System (RTS) station to Singapore, JB-Woodlands RTS Interchange and bus transit hub, R&F Princess Cove boasts unparalleled connectivity.

6 A Space Where Leisure & Work Needs Can Be Met
With its proximity to Singapore, R&F Princess is a convenient home address for those who work in Singapore and Johor Bahru. Residents at R&F Princes Cove will also have access to a myriad selection of facilities such as infinity pool, kids pool, sauna, BBQ lawn, table tennis, squash courts, gym, billiards and many more at the largest Skypark clubhouse in Johor Bahru.



HOTEL 酒店

WORLD-CLASS HOSPITALITY

A landmark luxury 5-star hotel offering class, grandeur and elegant service for today's discerning traveller.

Whether it's business or leisure, relax in comfort and style in one of the finest 5 Star Hotels in Johor and Singapore.



OFFICE 办公楼

THE ADDRESS OF SUCCESS

The first Grade A office building in Johor. Created to exceed the expectations of multi-national corporations and designed to the highest international standards.

Perfectly positioned within easy reach of the reliable support services and resources you need to drive the growth of your business.



PARKS 公园

WHERE LIFE IS A WALK IN THE PARK

A promenade, water shows, a private yacht harbor, strand, 1.8 kilometer seaside park, and more, all ensconced within an international vibrant waterfront leisure area.

Living at R&F Princess Cove is made to be trendy and exciting, a never-ending good life.



SHOPPING 商场

TREAT YOURSELF TO RETAIL THERAPY

A prime retail shoplex where all the high-end brands and famed restaurants are to be found.

Fulfil every whim and fancy without ever leaving home. Retail and fashion outlets, restaurants and ATMs are all conveniently located on the Ground, 1st and 2nd Floors of The Retail Podium.



CLUBHOUSE 俱乐部

INDULGE IN THE ELEGANCE OF THE GRAND CLUBHOUSE

Cool dips in the outdoor swimming pool, workouts in the well-provisioned gym, table tennis, squash, billiards, infinity swimming pool... you'll find plenty to explore at Skypark – the largest facilities podium in Johor Bahru.

Unwind and enjoy the exclusive recreational lifestyle you deserve with the many posh facilities, created just for you at the residents' only clubhouse.



APARTMENT 公寓

A LORDLY LIVING EXPERIENCE

Come home to elegance and exclusivity. Stylish interior design meets functionality to provide chic modern comfort and a luxurious experience. Refined details, tasteful finishes and exceptional craftsmanship complete the masterpiece.

Sophisticated and timeless, R&F Princess Cove provides a vibrant setting for the most enviable of lifestyles.



PEOPLE ORIENTED DEVELOPMENT

以人为本，惠及全城

Environmental

Security

Sustainable, well-designed and connected communities to provide opportunities for people to live, work and socialise in attractive urban environments that are accessible to all members of the community.

*Urban Landscape
Design Within*
116 ACRE
INTERNATIONAL MARINA
INTEGRATED COMMUNITY

FOCUSING ON WALKABILITY

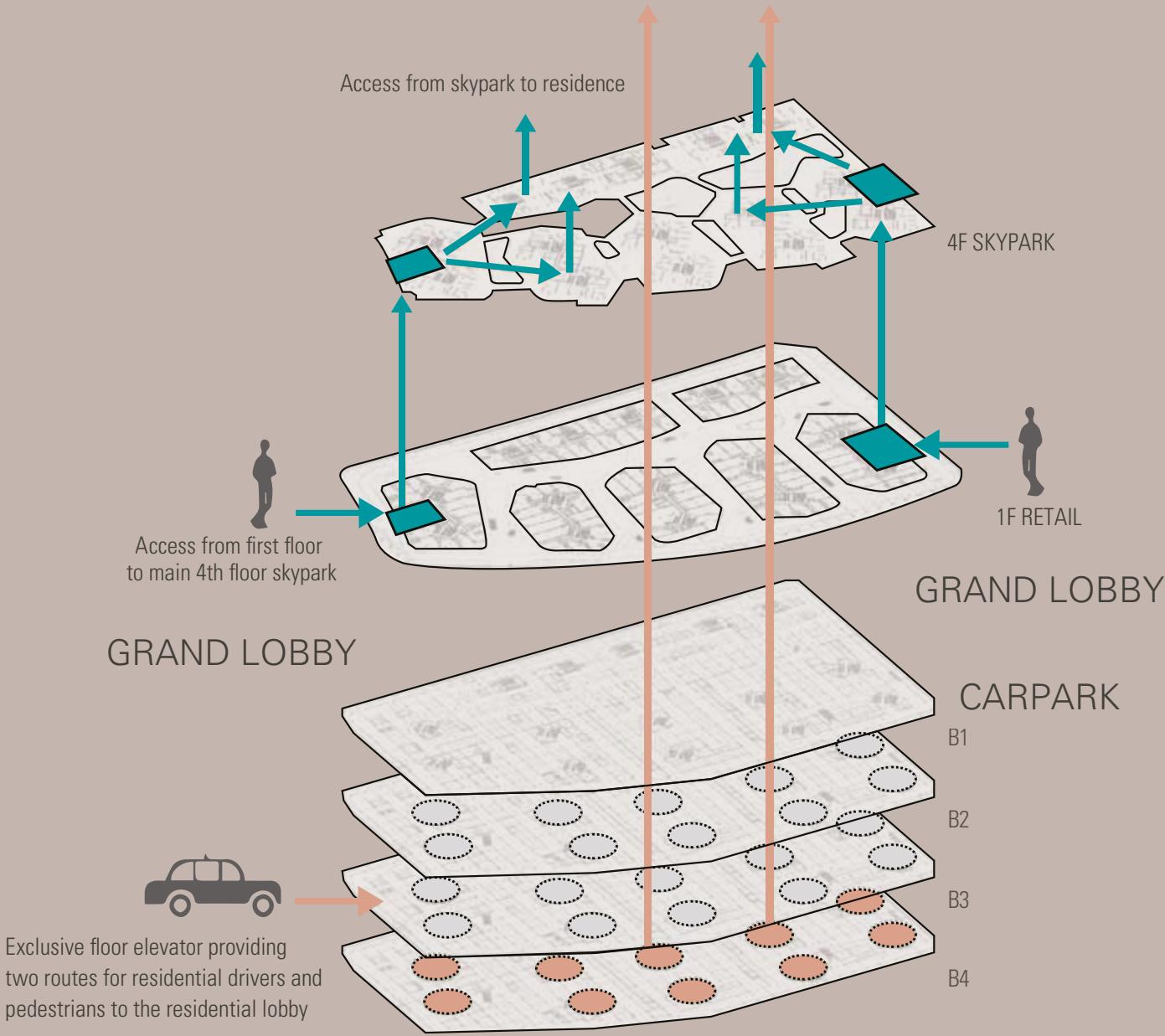
Walkability, to put it simply, is a metric which quantifies how friendly an area is to walking. In practical terms, is a measure of the accessibility of important amenities such as offices, retail outlets, eateries, business center, rail station, bus transit hub and parks from a specific development.

- Distances between the development and amenity
- Pedestrian density
- Quality of footpaths
- Traffic conditions
- Environmental conditions



THE PATH TO YOUR PEAK

人车分流设计，安全便捷



T O P - T I E R S E C U R I T Y S Y S T E M

- Digital locks
- Personal parking lots
- Private residents' lift lobby
- Intelligent internal gas system
- Smoke detector system in all homes
- 3 levels dedicated residents' parking
- Card-controlled access to skypark and residences
- Separate distinct vehicular access for residents
- CCTVs in all public areas with central monitoring
- Digital visitor management system with visual intercom
- Emergency call button linked to central security



CCTV



Digital Lock



Lift Lobby



Personal Parking



Smoke Detection System



Central Security

Security Assured
PEACE OF MIND ENSURED

全面的保安系统，确保您住得安心

TOP-TIER SECURITY SYSTEM
国际先进安全管理系统

Providing a safe, secure and private environment for homeowners is part and parcel of the lifestyle encompassed in HOPSCA. Residents may rest assured knowing that they have a state-of-the-art Integrated Security and Safety Management System in place to ensure their security and well being at all times.

Safety is of the utmost importance at Princess Cove. Providing a safe and carefree environment is part and parcel of the lifestyle encompassed in HOPSCA.

CCTV is installed in all public areas whilst homes are equipped with in-house monitors to view visitors at the door. Residents will feel secure in knowing that they have a full view of their surroundings, and that public areas are being securely monitored. In addition, an emergency button is located in the master bedroom for resolute and reliable reinforcement.

A smoke detector system and an intelligent internal gas system are just a couple of the many additional features carefully thought out for every unit. Linked to the ground floor, the gas system will immediately alert staff should there be any gas leakages.

