WELCOME TO R&F PRINCESS COVE

– The Iconic Landmark Maker

富力公主湾欢迎您

开启辉煌瑰丽的人生之门

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PART 1 — Company Profile Introduction

公司品牌介绍

About R&F Properties Co.,Ltd (SEHK:2777)
走进富力

Founded in 1994, R&F Properties is one of the leading real estate in Mainland, China. On July 14, 2005 R&F made successful debut listing on the Stock Exchange of Hong Kong and subsequently became the First China Property developer to be included as a constituent member of the Hong Seng China Properties Index. Today, the Company has expanded into 26 cities and developed more than 200 projects in China. Today, the Company has expanded into 26 cities and developed more than 200 projects in China.

As a testament to our commitment and solid foundation, we have been recognized for numerous accolades including ranked as the number 1 in terms of overall strength among all property developers in China for five years consecutively between 2005 and 2009 based on National Statistics Bureau, in 2008 was ranked number 1 amongst "China Top 100 Tax Payers", and in 2012 became the first amongst a handful of companies to be regarded as an "Enterprise Headquarter Recognized by Guangzhou City". R&F continues to lead the way in gaining recognition in China as a leading China property enterprise.

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

About R&F Properties Co.,Ltd (SEHK:2777)
走进富力

广州富力地产股份有限公司（以下简称“富力”）（香港联合交易所上市编号：2777）成立于1994年，注册资金8.06亿人民币，集房地产设计、开发、工程监理、销售、物业管理、房地产中介等业务为一体，拥有国家建设部颁发的一级开发资质、甲级设计资质、甲级工程监理资质、一级物业管理资质及一级房地产中介资质,是中国综合实力最强的房地产企业之一。

公司于2005年7月14日在香港联交所主板上市，为首家被纳入恒生中国企业指数的内地房地产企业。自1994年成立以来，富力人倾尽心思与心血，从细节出绩效，赢得了客户的认同与赞赏。实力造就金牌品质，荣誉闪耀品牌辉煌,公司在二零零五年至二零零九年连续五年蝉联国家统计局评选及公布的中国房地产企业综合实力第一名，2008年荣获国家税务局计划统计司权威发布的中国纳税百强排行榜房地产行业第一名，2012年，富力成为广州市首批认定总部企业，综合实力持续位居国内房地产开发企业排名前列。

The R&F Founders 富力地产创办者

富力地产创办人:

董事长李思廉先生

现任富力地产执行董事及董事长。同时担任广东省地产商会理事会主席、中华房地产投资开发商会会长、中山大学岭南学院兼职教授以及暨南大学董事、兼职教授。

富力地产创办人:

联席董事长、总裁张力先生

现任富力地产执行董事、联席董事长兼行政总裁。同时担任第十一届全国政协委员、全国工商联房地产商会副会长以及暨南大学董事、兼职教授。

20年20城，富力地产全国战略布局

R&F Glorious 20 Years

Extraordinary Builder of the Future

广州 Guangzhou

- 下塘西商住楼
- 富力花园
- 富力天兴大厦
- 富力新村
- 富力新居
- 富力广场
- 富力天悦园
- 富力盈泽苑
- 富力半岛花园
- 富力环市西苑
- 富力皇上皇大厦
- 富力天朗明居
- 富力千禧花园
- 富力顺意花园
- 富力阳光美居
- 富力官居
- 富力银禧花园
- 富力城
- 富力金禧花园
- 富力公园28
- 富力盈盛广场
- 富力君湖华庭
- 富力金港城
- 富力泉天下
- 富力盈通大厦
- 南沙富力唐宁
- 富力天禧花园
- 富力东山新天地
- 富力天域中心
- 富力盈耀大厦
- 富力唐宁花园
- 亚运城
- 富力东堤湾
- 富力碧涛湾
- 富力御龙庭
- 富力桃园
- 富力现代广场
- 富力尚溢居
- 富力天河华庭
- 富力爱丁堡国际公寓
- 富力朗逸轩
- 富力院士庭
- 富力盛悦居
- 富力威尔斯国际公寓
- 富力中心
- 富力科讯大厦
- 富力盈隆广场
- 富力盈力大厦
- 富力盈泰广场
- 富力盈悦国际
- 富力盈信大厦
- 富力盈凯广场
- 富力君悦大酒店
- 富力丽思卡尔顿酒店
- 富力机场假日酒店
- 富力柏悦酒店

北京 Beijing

- 富力城
- 富力又一城
- 富力丹麦小镇
- 富力盛悦居
- 富力金禧花园
- 富力十号
- 富力阳光美园
- 富力桃园
- 富力湾
- 富力爱丁堡公馆
- 富力信然庭
- 富力摩根中心
- 富力中心
- 富力广场
- 富力双子座
- 富力爱丁堡公馆
- 富力万丽酒店
- 富力智选假日酒店
- 富力尚悦居
- 富力新城

太原 Taiyuan

- 富力城
- 富力现代广场
- 富力桃园
- 富力爱丁堡公馆
- 富力阳光美园

天津 Tianjing

- 富力津门湖
- 富力城
- 富力湾
- 富力桃园爱丁堡公馆
- 富力中心公馆
- 富力广东大厦
- 富力新城
- 富力盈力大厦
- 富力中心
- 富力万豪酒店

海南 Hainan

- 富力湾
- 富力盈溪谷
- 富力红树湾

成都 Chengdu

- 富力桃园
- 富力丽思国际酒店
- 富力史丹利国际公寓
- 富力中心

无锡 Wuxi

- 富力十号

杭州 Hangzhou

- 富力西溪悦居

福州 Fuzhou

长沙 Changsha

- 湘江富力城

惠州 Huizhou

- 富力丽港中心
- 富力丽港银湾
- 富力现代广场
- 富力南昆山温泉养生谷
- 富力国际中心
- 富力万丽酒店
- 富力湾

哈尔滨 Harbin

- 富力江湾新城

上海 Shanghai

- 富力湾
- 富力桃园
- 誉珑湾

包头 Baotou

贵阳 Guiyang

石家庄 Shijiazhuang

西安 Xian

- 富力城

重庆 Chongqing

- 富力城
- 富力现代广场
- 富力海洋广场
- 富力南山公馆
- 富力海洋国际
- 富力凯悦酒店

沈阳 Shenyang

- 富力仙湖国际别墅

南京 Nanjing

- 富力城

大同 Datong

- 富力城

梅州 Meizhou

佛山 Foshan

富力地产品牌格局

Since 1993, Our 22years of successful journey...
从1993年至今，公司成立22年

1993 - 1995

老城地王 立足广州

第二个阶段：

管理思想也日趋成熟；

③ 1995年，富力地产标志面世，品牌建设雏形显现，由富力“家训”引申出的“家文化”为当时的企业办公地点；

② 1994年，富力第一个自持经营的物业项目——天兴大厦（商住两用一奠基，建成后作产的前身）名义建设的第一个项目——富力新村项目动工；

① 1994年，李思廉先生和张力先生正式展开合作，以广州天力房地产开发公司（富力地

珠联璧合 奠基富力

第一个阶段：

1996 - 2001

进军北京 提速商业

第三个阶段：

⑤ 2001年，公司迁入富力地产大厦（盈泽苑），该项目同时开启了富力建设高端商住综合物业的序幕；

④ 1999年-2001年，富力连续三年荣获广州市房地产销售冠军，奠定行业龙头地位；

楼盘；“广州十大明星楼盘”；“广州至佳环境质素明星楼盘”；“住房按揭明星楼盘”等；

③ 1998年，第一个江景盘——富力半岛花园动工，项目被评为“广州市房地产销量冠军

8个月即交付使用，创造当时地产开发史上最快征地、建设、销售记录；

② 1996年，建设第一个大型住宅社区——富力广场，项目拿地后4个月动工，2个月开售，了当时的销售奇迹，开拓了全新的营销理念；

① 1996年，第一个旧厂改造项目——富力新居项目动工，开卖首日即成交157套，创造

2002-2004

⑥ 2002-2004年，富力的旧城改造建设日见成效，陆续建成富力桃园、富力广场、富力环市

⑤ 2004年5月，第一个专业市场——广州富力儿童世界开业，成为华南童装专业市场翘楚；

部富力中心等项目陆续破土动工；

④ 2004年4月-4月，第一批甲级写字楼项目——富力科讯大厦、富力盈隆大厦及企业总

际超五星级酒店——广州富力丽思卡尔顿酒店和广州富力君悦酒店，于同年6月同时动工；

③ 2004年3月，与国际酒店管理集团——万豪集团和凯悦集团分别签定管理协议，建设两家国

用于发展甲级写字楼和国际顶级酒店，奠基商业地产发展方向；

② 2003年，以极具前瞻性的眼光在广州未来的新商务中心区——珠江新城取得多块土地储备，

富力城，欢响进军北京的号角，并于次年取得惊人的开盘成绩，成为当时京城佳话；

① 2002年，以32亿元投得中国有史以来最大的公开招标地块——广渠门地块，建设北京

2005 -2009

成功上市 南拓北进

第四个阶段：

⑫ 2005年-2009年，连续5年蝉联国家统计局颁发的“中国房地产业全国综合实力第一名”；

⑪ 2005年-2009年，先后进驻重庆、海南、上海、太原等8个城市和地区，初步实现全国布局；

⑩ 2008年7月，第一个大型购物中心——北京富力广场开业；

⑨ 2008年5月，荣获国家工商总局颁发的“中国驰名商标”荣誉；

⑧ 2008年4月，与新湾基地产、合景泰富地产共同开发猎德商业综合体项目，开启强强联合先河；

⑦ 2008年4月，富力国际空港物流园落成，成为全国三大空港保税区之一；

投入运营的国际超五星级酒店；

⑥ 2008年3月-4月，广州富力丽思卡尔顿酒店、广州富力君悦大酒店隆重开业，成为富力首批

⑤ 2007年11月，公司总部迁往广州珠江新城富力中心；

④ 2006年7月，进军海南地产市场，第一个旅游地产项目——陵水富力湾项目奠基；

③ 2006年4月-8月，在珠江新城已有7个地块的基础上，再次取得6个地块；

② 2005年5月，富力地产被纳入恒生中国企业指数，成为首家被纳入恒生指数的内地房地产企业；

① 2005年7月14日，成功在香港联交所主板上市，上市编号2777；

2010 -至今

战略转型 质跃新高

第五个阶段：

物流专业市场等项目类型的完整产品体系；

⑦ 全面布局全国17个城市及地区，形成涵盖住宅产品、商业地产、城市综合体、旅游养生地产、

全国各地陆续开业，富力多次荣获“中国酒店业最佳业主”奖项；

⑥ 2008年至今，北京富力万丽酒店、惠州富力万丽酒店、重庆富力凯悦酒店等国际品牌酒店在

⑤ 2012年3月，荣获广州市政府首批认定“广州市内资总部企业”称号；

④ 2011年6月，成立足球俱乐部，并于当年冲超成功，同年投资5亿元在梅县成立足球学校；

③ 2011年3月，取得广州市杨箕村改造地块，创“整体拆除、改造及重建城中村”里程碑；

推动项目进度及成本管理的优化和提升；

② 2010年5月，企业管理信息化（ERP系统）建设正式启动，并于次年在集团范围内全面上线，

品及服务升级等各方面着手，确保企业实现“稳健发展”的战略方针；

① 2010年，集团提出“修炼内功，提升管理”的口号，从组织架构、管控体系、人才培养、产

开发超过 14间五星级酒店

富力地产 R&F PROPERTIES **Developed Over 200** projects in China with **More than 14** International 5-star Hotels which were incorporated with The Ritz-Carlton Hotel Company , Marriott International, Inc. Hyatt Hotels Corporation, InterContinental Hotels Group.

THE RITZ-CARLTON

CONRAD HOTELS & RESORTS

Hilton HOTELS & RESORTS

RENAISSANCE BEIJING CAPITAL HOTEL

重庆富力凯悦酒店 HYATT REGENCY CHONGQING

Marriott 万豪国际酒店

IHG InterContinental Hotels Group

R&F Benchmarking – Residential
富力品牌●住宅篇

富力湾位于昆山市淀山湖北岸板块，总占地面积约100万平方米，拥有5800平方米会所、商业街和其他生活配套设施。Shanghai R&F bay Bay villas is located in Kunshan City, North Shore Dianshanhu, with a total area of about 100 square meters, with 5800 m2 clubhouse, Commercial Street, and other living facilities.

富力中心，地处天津市小白楼CBD核心区，是集精装豪宅、国际级精装写字楼、精品商业为一体的高端城市综合体。Tianjin R&F Center, a 200m(656ft)tall mixed use supertall skyscraper located in the Xiaobailou on CBD street in Tianjin China. The complex features of Class A office space for International corporate offices, luxury condominiums, and high-end commercial's combination.

R&F Brands of the Road – Office Tower
富力品牌●写字楼篇

广州富力中心
R&F Guangzhou Center

广州富力中心坐落于广州新中央商务区的中轴线区域，珠江新城的核心地段，三号线、五号线地铁上盖，交通便利，四通八达；

其设计源自中国帝胄玉器“琮”，如同屹立在珠江边上的一颗闪耀的珍玉。

We built **Over 26** Grade-A office towers including Tianjin Guangdong Building – One of the top 10 tallest buildings in China.

中国十大高度建筑- 天津富力广东大厦-480米

Top Ten Tallest Building in China – Tianjin R&F Guangdong Tower 480m

PART 2 — R&F Princess Cove Introduction

富力 ·公主湾项目介绍

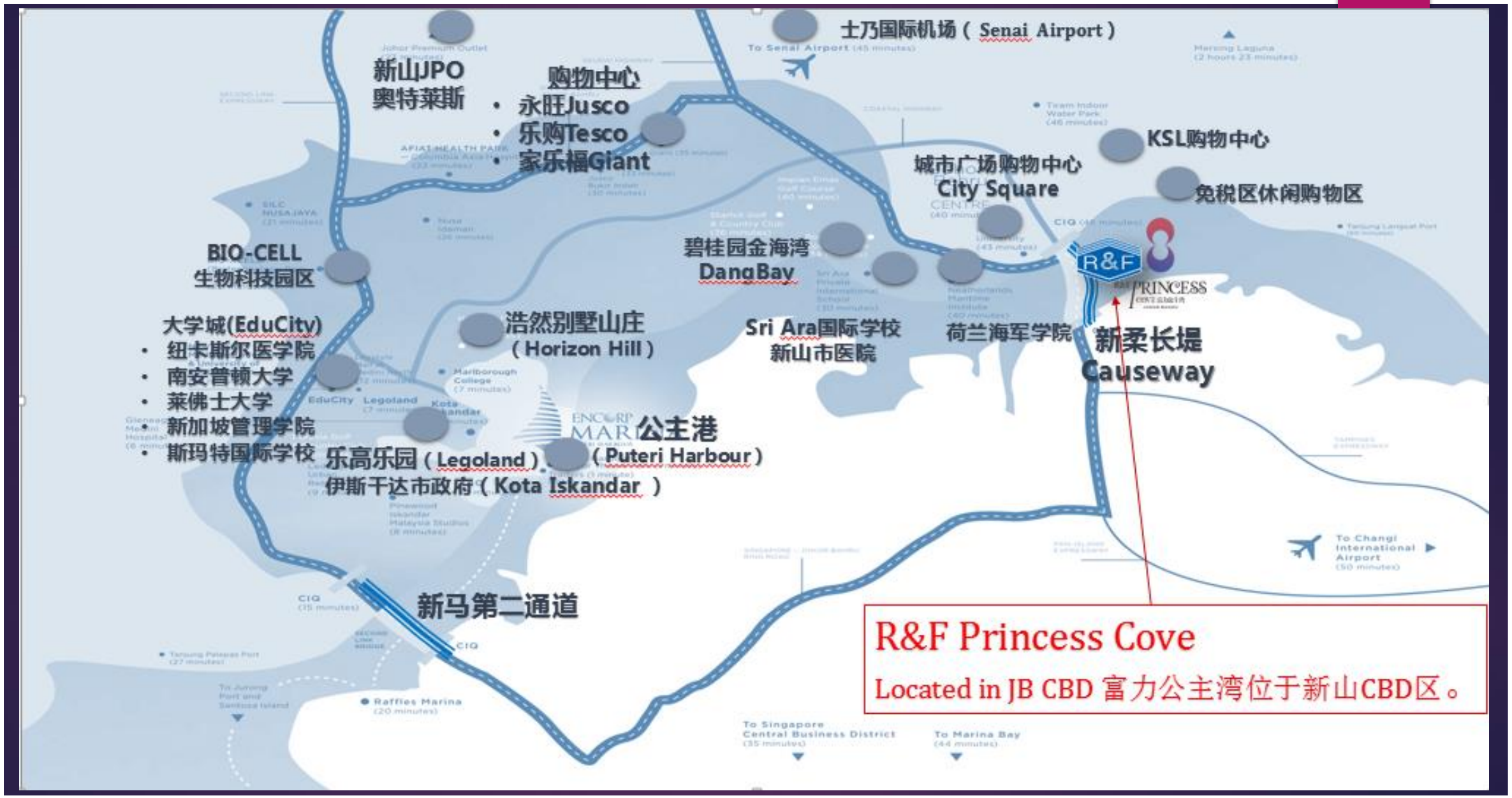
2.1 Master Plan

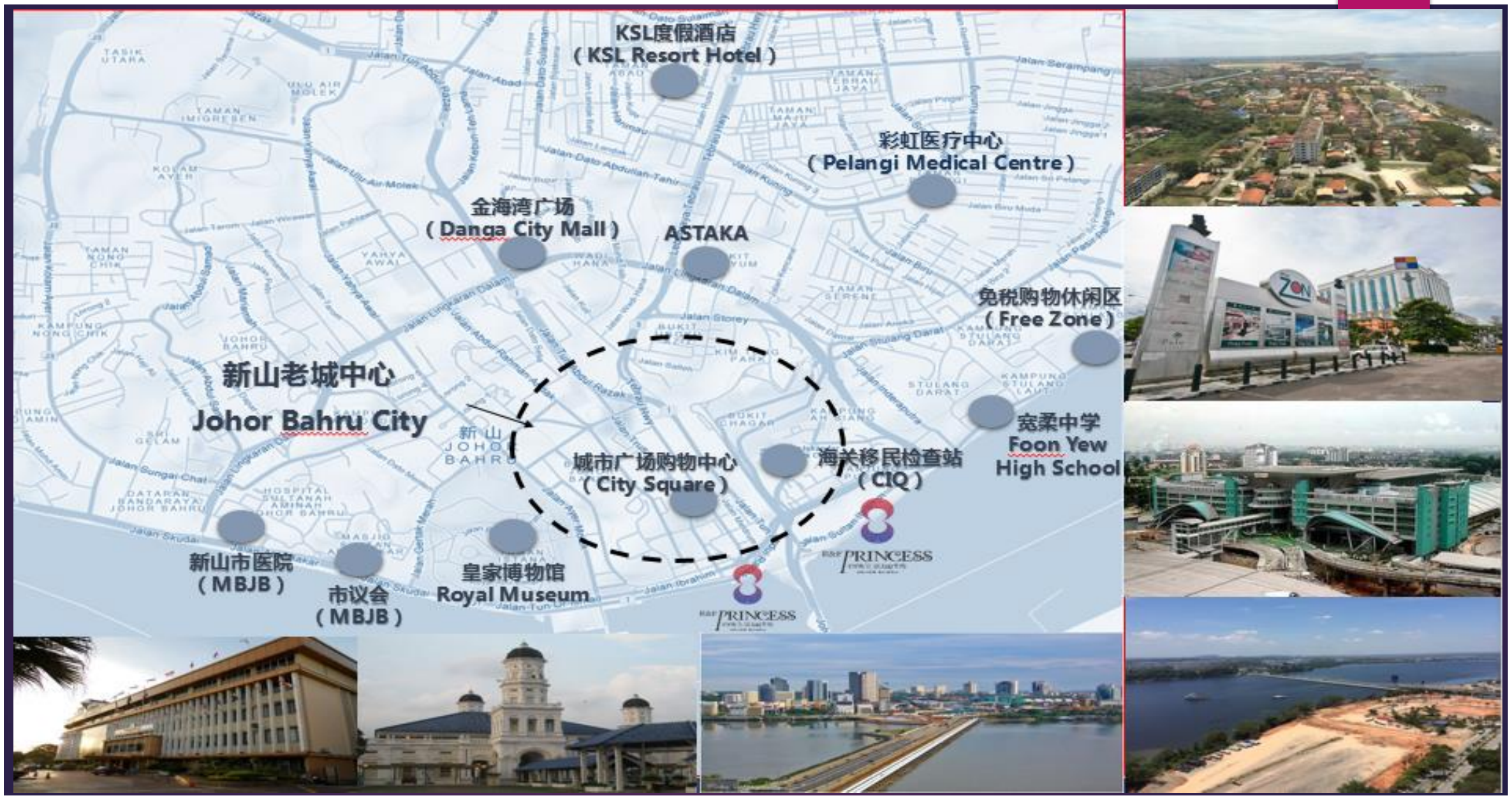
Project Brief

项目介绍

Project 项目 ：	Princess Cove 富力公主湾
Developer 发展 :	R&F Properties (HK) Co,. Ltd
Tenure 任期:	FreeHold 永久业权
Site Area 地盘面积:	116 acres 亩
Phase 1 Gross Development Value (GDV) 一期总发展价值 ：	RM 3.25 Billion
Expected Temporary Occupation Permit(TOP) 预计临时占用许可证:	End of 2017
Total Units (Phase 1) :	3224 for Residential 住宅, 292 over for Commercial 商铺
Development 开发 ：	Integrated Development of Residential and Commercial comprising 35 storey tower, comprising 3 storey commercial podium,4-storey basement carpark, 31-storey residential tower with sky park garden with concept facilities podium 住宅和商业，包括35层高的塔楼，包括空中花园概念的设施。3层商铺，4层地下停车场，31层高的空中花园住宅楼

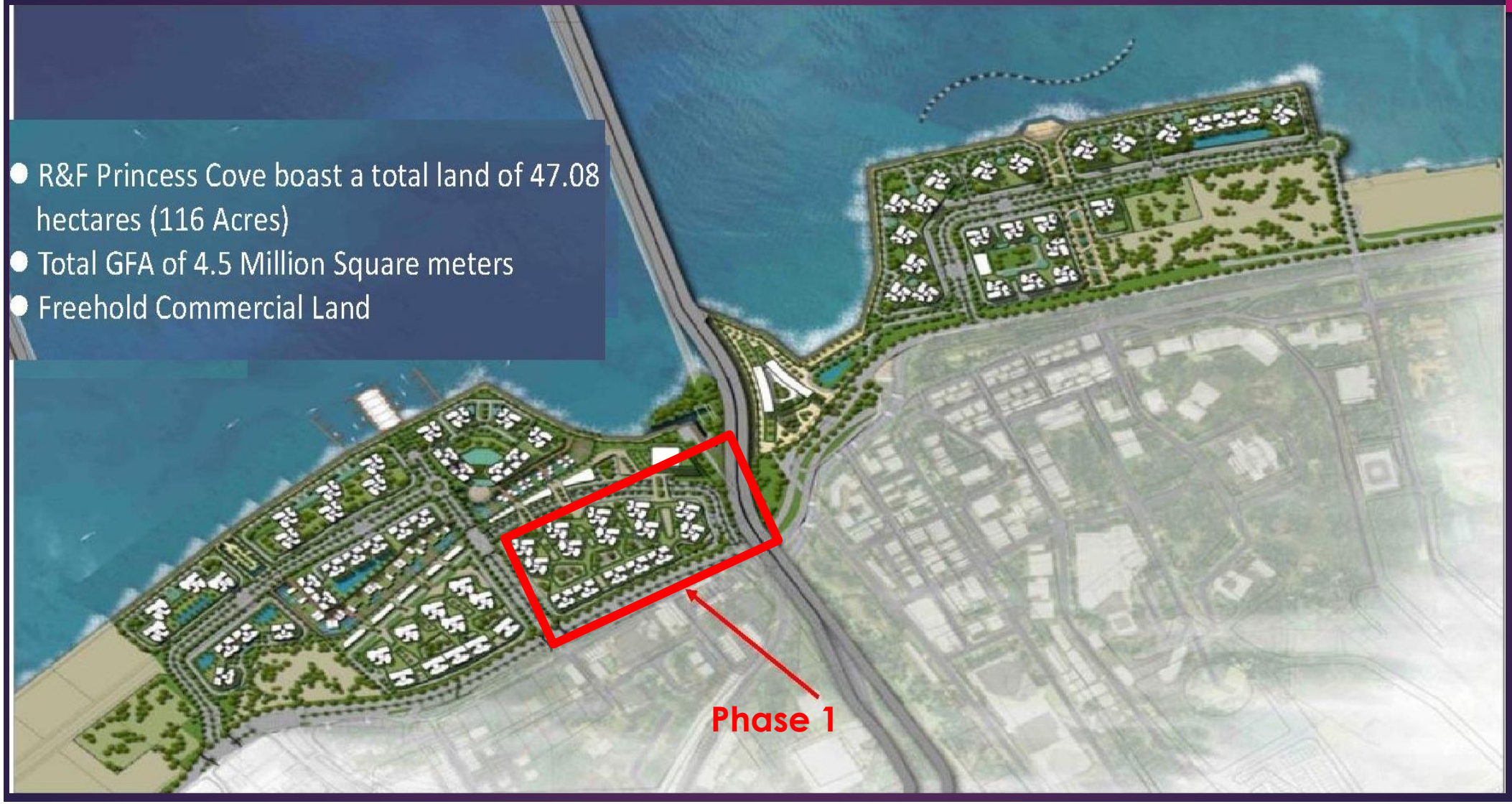
1 Eastern Dispersal Link(EDL)
2 Pasir Gudang Highway
3 JB Parkway
4 Senai Desaru Highway
5 North south Expressway
6 Orchard Road 乌节路
7 Sentosa Island 圣淘沙岛
8 ChinaTown 牛车水
9 Istana Johor 柔佛王宫
Senai Airport
Johor Premiun Outlet
N
Pulai Spring Resort
University Technology Malaysia
MALAYSIA
Hospital Sultanah Aminah Johor Bahru
Columbia Asia Hospital
Jusco
Tesco
Giant
Existing CBD
JOHOR BAHRU
新山
R&F PRINCESS
COVE 富力公主湾
JOHOR BAHRU
EduCity
Legoland
Nusajaya
Puteri Harbour
Causeway
新柔长堤
Woodsland
Eastern Coastal Highway
Port of Pasir Gudang
Tengah Air Base
SINGAPORE
Second Link
Changi International Airport
TUAS INDUSTRIAL
Integrated Resort Marina Bay
Port of Singapore Authority
R&F PRINCESS
PHASE ONE


士乃国际机场（Senai Airport）
To Senai Airport (45 minutes)
新山JPO
奥特莱斯
购物中心
• 永旺Jusco
• 乐购Tesco
• 家乐福Giant
KSL购物中心
城市广场购物中心
City Square
免税区休闲购物区
BIO-CELL
生物科技园区
碧桂园金海湾
DangBay
大学城(EduCity)
• 纽卡斯尔医学院
• 南安普顿大学
• 莱佛士大学
• 新加坡管理学院
• 斯玛特国际学校
浩然别墅山庄
（Horizon Hill）
Sri Ara国际学校
新山市医院
荷兰海军学院
新柔长堤
Causeway
公主港
（Puteri Harbour）
乐高乐园（Legoland）
伊斯干达市政府（Kota Iskandar）
新马第二通道
To Changi International Airport (50 minutes)
To Singapore Central Business District (35 minutes)
To Marina Bay (44 minutes)
Raffles Marina (20 minutes)
R&F Princess Cove
Located in JB CBD 富力公主湾位于新山CBD区。


KSL度假酒店
（KSL Resort Hotel）
彩虹医疗中心
（Pelangi Medical Centre）
金海湾广场
（Danga City Mall）
ASTAKA
免税购物休闲区
（Free Zone）
新山老城中心
Johor Bahru City
宽柔中学
Foon Yew
High School
城市广场购物中心
（City Square）
海关移民检查站
（CIQ）
新山市医院
（MBJB）
市议会
（MBJB）
皇家博物馆
Royal Museum

Master Plan

总体规划

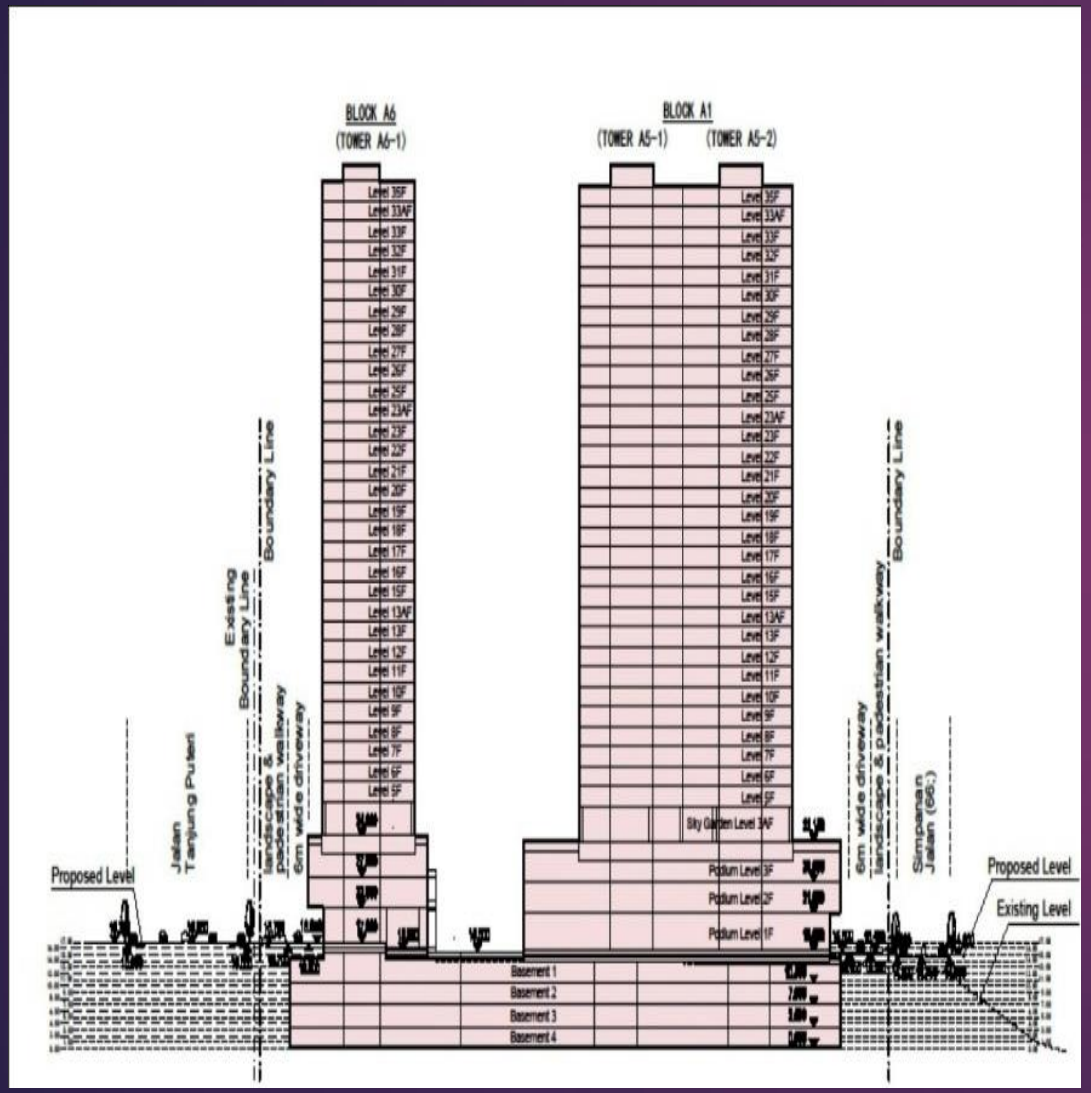


- R&F Princess Cove boast a total land of 47.08 hectares (116 Acres)
- Total GFA of 4.5 Million Square meters
- Freehold Commercial Land

Introduction Of Master Plan – PHASE 1

房型介绍 - 第一期

建设设计 Building Design



第5层至35层 Level 5 - 35	住宅 Apartment
第4层 Level 4	空中花园 Sky Garden
第1层至3层 Level 1 - 3	商铺 Commercial
地下室停车场（B1-B4 @4层） Basement Parking	每户将付送一个车位 Each unit entitled a free parking lot

R&F Princess Cove Strategic Location

富力公主湾精华地段

2.2 Facilities 配套设施

A Comprehensive Lifestyle Development

HOTEL **O**FFICE **P**ARK **S**HOPPING MALL **C**LUB HOUSE **A**PARTMENT

酒店 办公楼 公园 购物中心 俱乐部 公寓

R&F PRINCESS COVE 富力公主湾 JOHOR BAHRU

First HOPSCA concept in Malaysia

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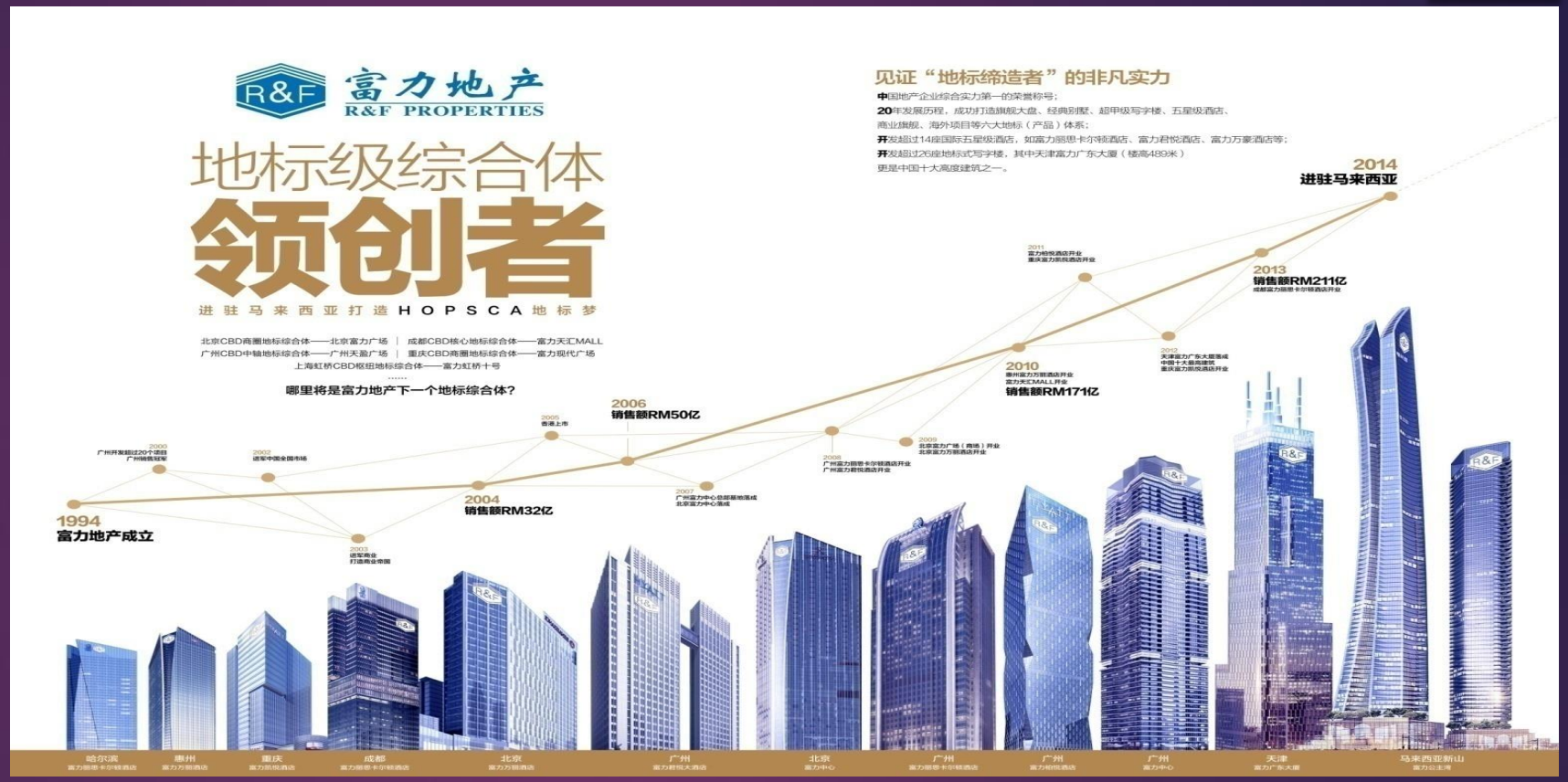
综合体概念

进驻马来西亚打造HOPSCA 地标梦

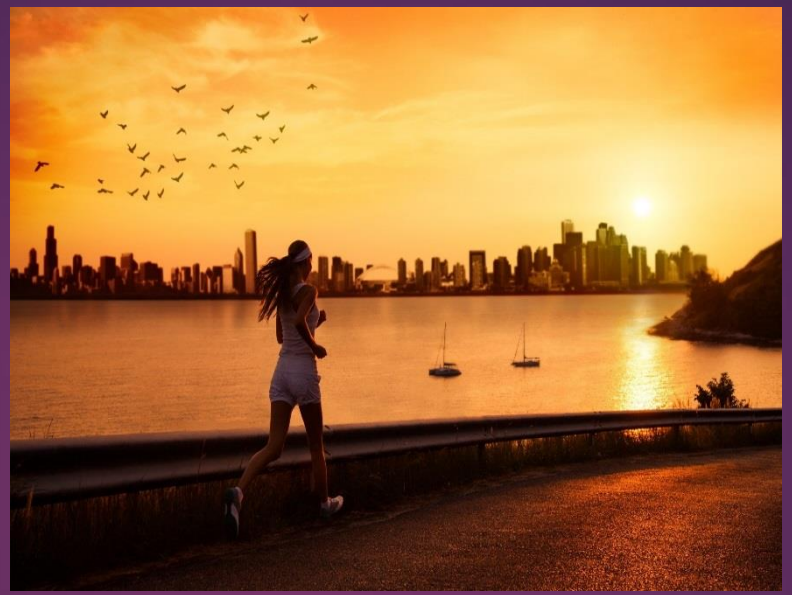


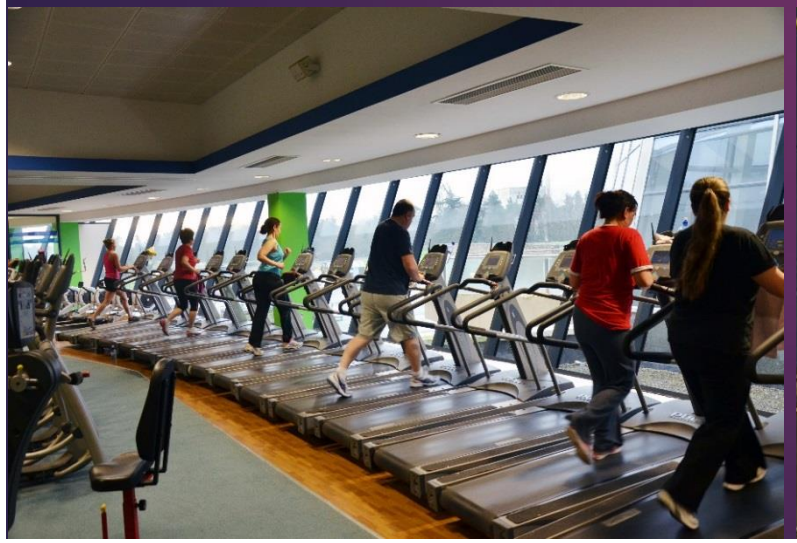
R&F Princess Cove is creating a Marina Living Lifestyle which is designed to be a showcase of **H**otels, **O**ffices , **P**arks, **S**hopping mall, **C**onvention centers and **A**partments (**HOPSCA**). When completion, JB Princess Cove Waterfront will comprise an estimated 41 million sq.ft of built-up space.

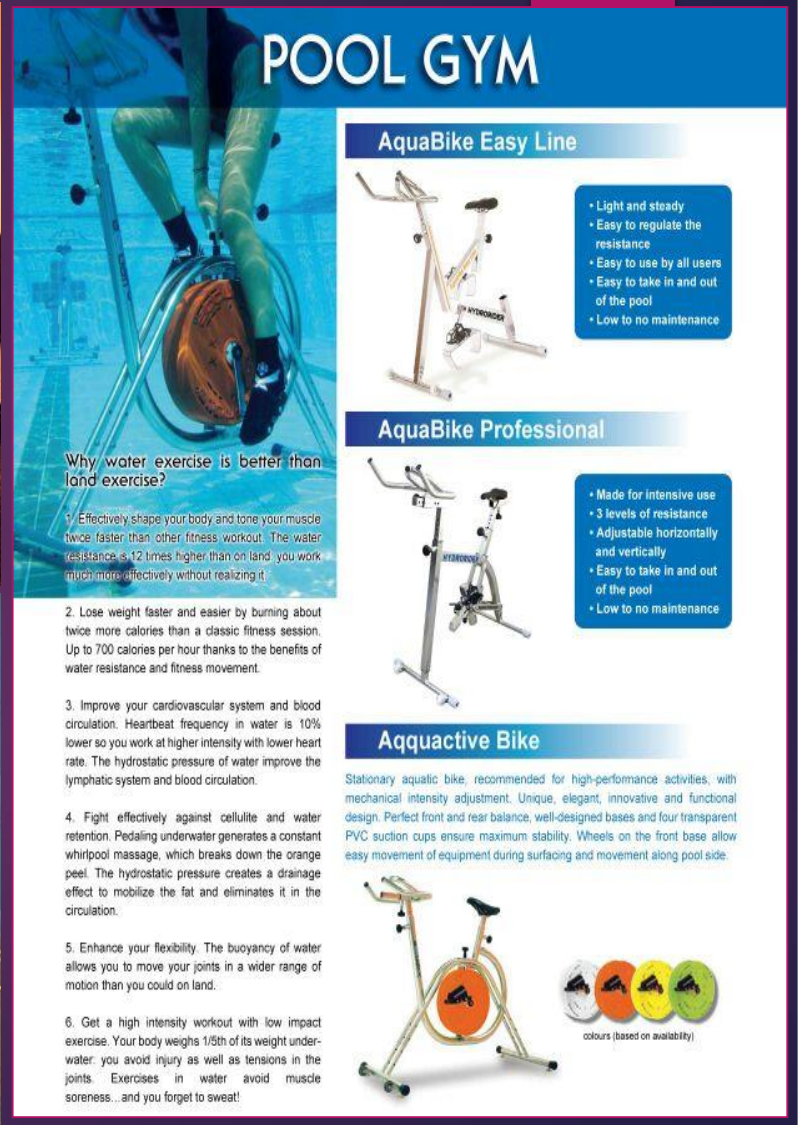
Skypark Concept

空中花园的概念

Skypark Concept 空中花园的概念







POOL GYM

Why water exercise is better than land exercise?

1. Effectively shape your body and tone your muscle twice faster than other fitness workout. The water resistance is 12 times higher than on land, you work much more effectively without realizing it.

2. Lose weight faster and easier by burning about twice more calories than a classic fitness session. Up to 700 calories per hour thanks to the benefits of water resistance and fitness movement.

3. Improve your cardiovascular system and blood circulation. Heartbeat frequency in water is 10% lower so you work at higher intensity with lower heart rate. The hydrostatic pressure of water improve the lymphatic system and blood circulation.

4. Fight effectively against cellulite and water retention. Pedaling underwater generates a constant whirlpool massage, which breaks down the orange peel. The hydrostatic pressure creates a drainage effect to mobilize the fat and eliminates it in the circulation.

5. Enhance your flexibility. The buoyancy of water allows you to move your joints in a wider range of motion than you could on land.

6. Get a high intensity workout with low impact exercise. Your body weighs 1/5th of its weight under-water: you avoid injury as well as tensions in the joints. Exercises in water avoid muscle soreness...and you forget to sweet!

AquaBike Easy Line

- Light and steady
- Easy to regulate the resistance
- Easy to use by all users
- Easy to take in and out of the pool
- Low to no maintenance

AquaBike Professional

- Made for intensive use
- 3 levels of resistance
- Adjustable horizontally and vertically
- Easy to take in and out of the pool
- Low to no maintenance

Aqquactive Bike

Stationary aquatic bike, recommended for high-performance activities, with mechanical intensity adjustment. Unique, elegant, innovative and functional design. Perfect front and rear balance, well-designed bases and four transparent PVC suction cups ensure maximum stability. Wheels on the front base allow easy movement of equipment during surfacing and movement along pool side.

colours (based on availability)

Security Assured, Peace Of Mind Ensured

先进的保安系统　确保住的安心

马新两国，一步之遥
The touch of two cities
just a stone's throw away
R&F PRINCESS
COVE 富力公主湾
JOHOR BAHRU
永久地契
JOHOR BAHRU STATION

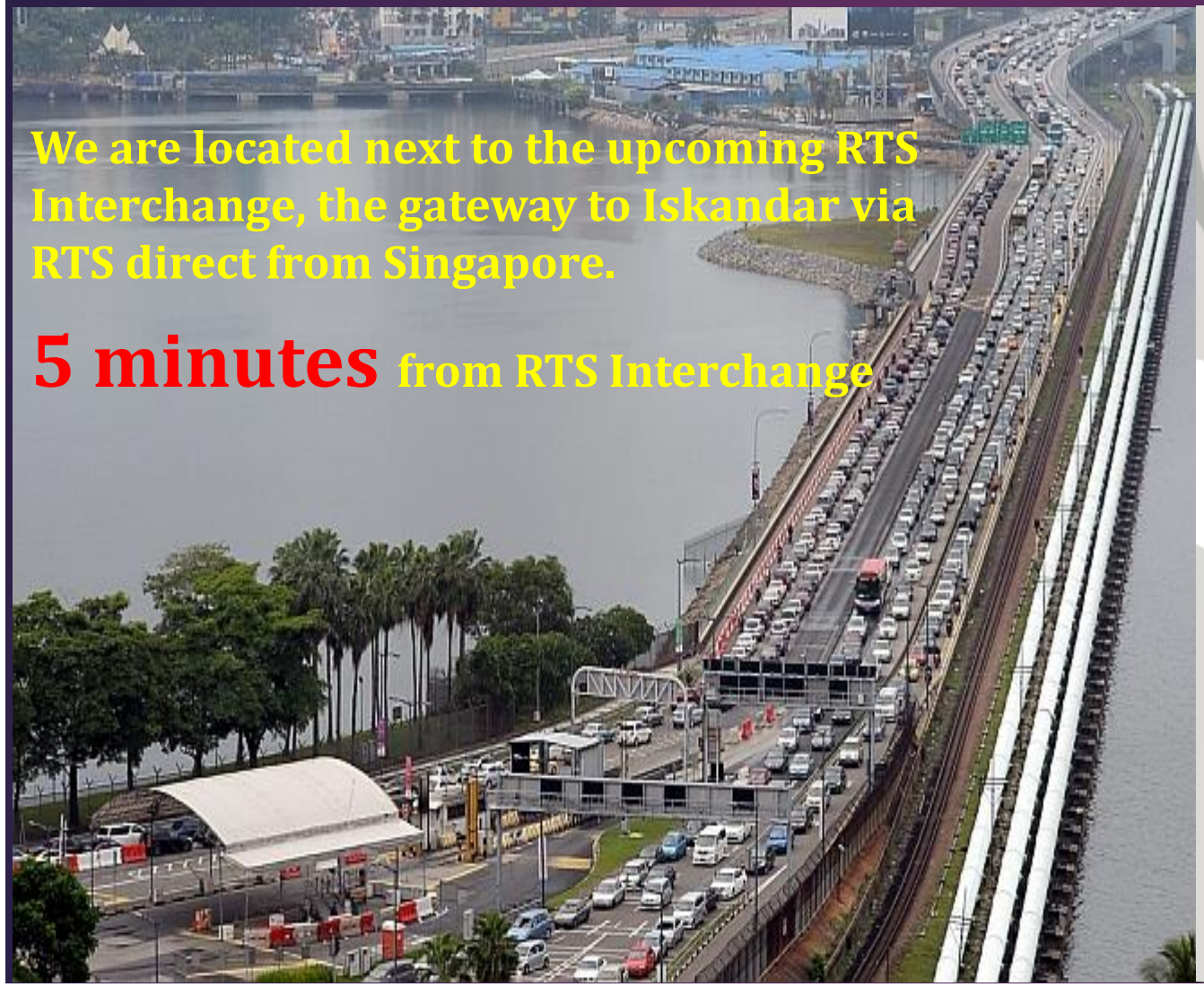
R&F Princess Cove International Gateway Hub

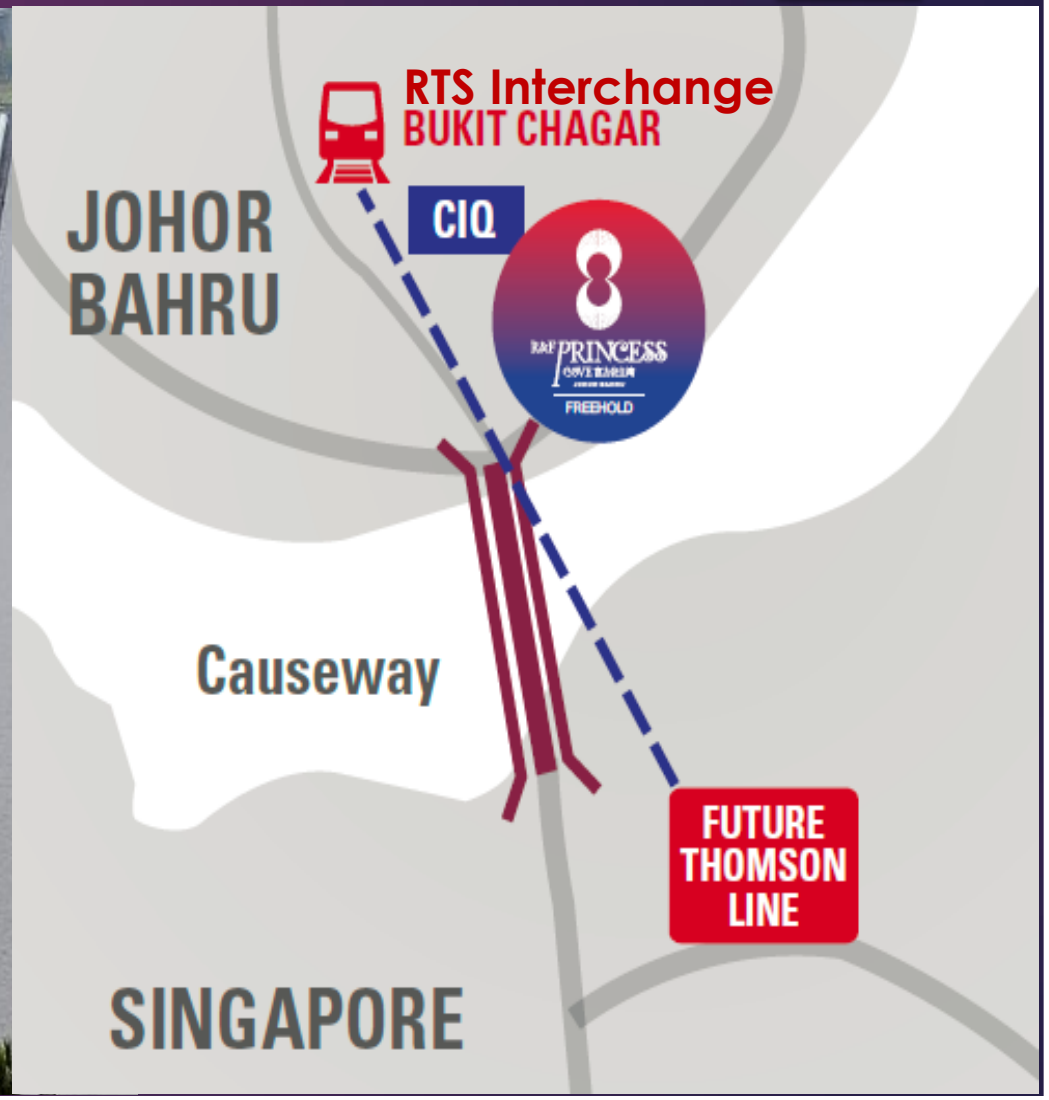
富力公主湾不仅占据新柔长堤新山关口最近的地理位置优势，一桥距离直达新加坡，目前规划开通的隆新高铁——新山站、新加坡兀兰地铁与新山接驳地铁站更是近在项目咫尺，实现无缝链接吉隆坡与新加坡等交通优势。同时到达新山机场及新加坡机场也仅需一小时车程，3-5小时内可便捷畅通亚洲，辐射全球。

The freehold R&F Princess Cove which covers 116 acres integrated coastal township, a privileged address in the southernmost part of Johor state, perfectly fronting Singapore along the Johor Straits. R&F Princess Cove stands out for its excellent location and its accessibility, it will be the township development in Iskandar Malaysia, R&F Princess Cove is not only close to Singapore via Johor-Singapore Causeway, it is also adjacent to planned JB-Woodlands MRT and upcoming bus transit hub.

富力公主湾国际门户枢纽

马新捷运站位置敲定 – 终站点为武吉查卡 （Bukit Chagar)





2.3 展销中心 Sales Gallery

世界级展销中心

Experience Our World Class Sales Gallery

2.4 Commercial & layouts

商场

室内步行街

累了，坐在街角的长凳上，望着五颜六色的街景，看到几米开外玩偶店橱窗里憨态可掬的布熊，不觉就笑了……

商铺

Commercial 商铺

Block Name	A1	A2	A3	A4	A5	A6	A7	A8	Built-up Area 面积
单层	Units 单位								
Ground Floor 低层	6	15	15	19	12	7	10	1	700sq.ft - 3,000sq.ft
1st Floor 第一层	7	15	18	17	12	7	10	-	
2nd Floor 第二层	8	15	17	17	18	7	10	-	
Double Storey 双层	-	-	-	-	-	4	-	-	
Triple Storey 三层	10	-	-	-	-	6	9	-	3000sq.ft -10,000sq.ft

Commercial – Ground Floor

商铺

低层

GROUND FLOOR

Built-up | 1,078 sq.ft. | 100.2 m²

- Efficient commercial waste management
- Separate logistic pathways for tenants
- Commercial-type kitchen exhaust system
- Escalators at every block
- Maximum exposure
- Next to JB-Woodlands MRT Interchange

- Double Storey Lot
- Single Storey Lot
- Lift
- Escalator
- Walking Entrance
- Vechicle Entrance
- Parking Entrance
- Taxi Drop Off

Commercial – 1st Floor

商铺

第一层

FIRST FLOOR

Built-up | 1,078 sq.ft. | 100.2 m²

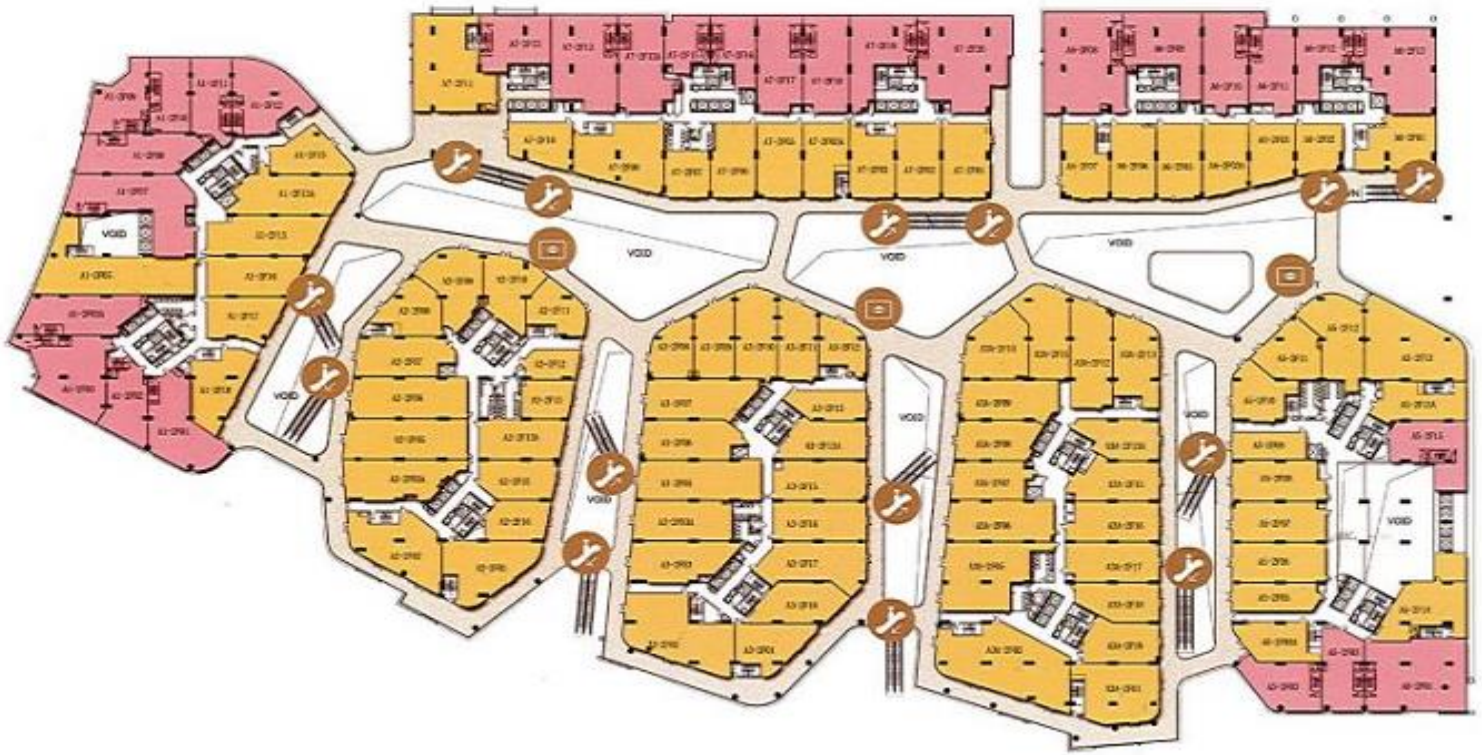
- Efficient commercial waste management
- Separate logistic pathways for tenants
- Commercial-type kitchen exhaust system
- Escalators at every block
- Maximum exposure
- Next to JB-Woodlands MRT Interchange

Double Storey Lot

Single Storey Lot

Lift

Escalator



Commercial – 2nd Floor

商铺

第二层

SECOND FLOOR

Built-up | 1,078 sq.ft. | 100.2 m²

- Efficient commercial waste management
- Separate logistic pathways for tenants
- Commercial-type kitchen exhaust system
- Escalators at every block
- Maximum exposure
- Next to JB-Woodlands MRT Interchange

Double Storey Lot

Single Storey Lot

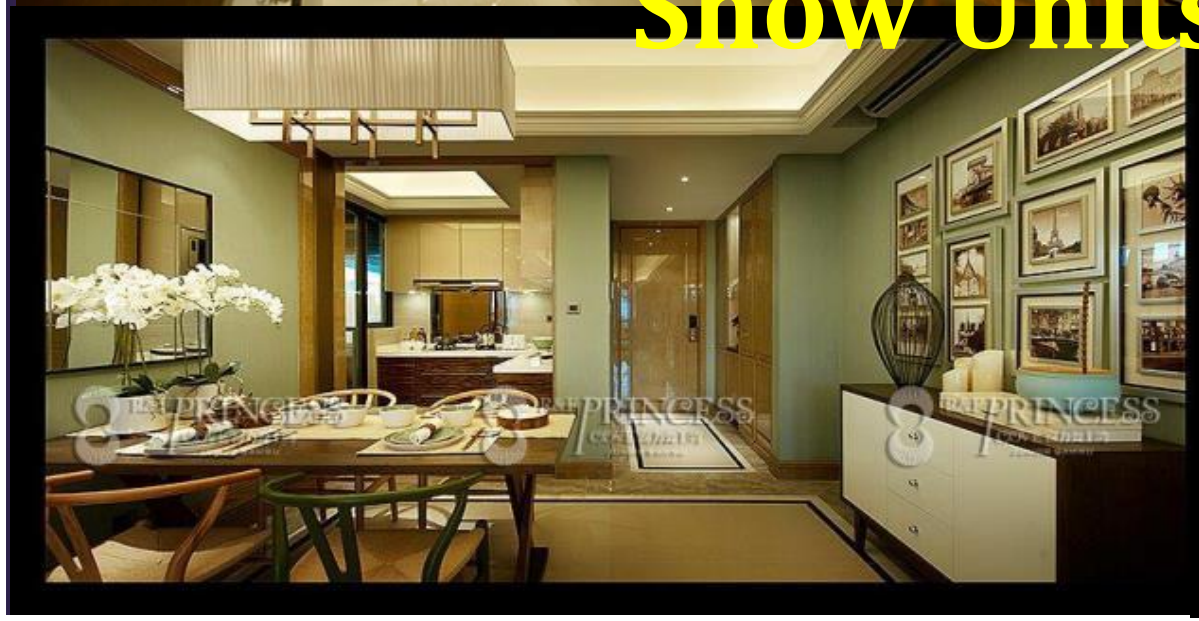
Lift

Escalator

2.5 Luxurious Apartment Layouts

豪华雅致住宅户型

Show Units 样板房



Apartment Room Types & Unit Mix

屋型 TYPES	面积 BUILT-UP-AREA	详细信息 (屋型号/面积) DETAILS (TYPE/BUILT-UP)									
室公寓	469sq.ft 13.18坪	D 469sq.ft 13.18坪									
二室公寓 2 BED ROOM	797-873sq.ft 22.4-24.54坪	B 797sq.ft 22.4sq.ft	G 873sq.ft 24.54坪	I 873sq.ft 24.54坪							
三室公寓 3 BED ROOM	1052-1139sq.ft 29.57-32坪	A 1,073sq.ft 30.15坪	A1 1,073sq.ft 30.15坪	C 1,059sq.ft 29.76坪	F 1139sq.ft 32坪	J 1084sq.ft 30.46坪	J1 1081sq.ft 30.38坪	K 1052sq.ft 29.57坪	L 1097sq.ft 30.83坪	M 1129sq.ft 31.73坪	N 1074sq.ft 30.18坪
三室公寓(双钥匙） 3 BED ROOM （Dual Key)	1,318sq.ft 37坪	E 1,318sq.ft 37坪									
四室公寓 4 BED ROOM	1386sq.ft 38.95坪	H 1386sq.ft 38.95坪									

住宅房型与单元组合

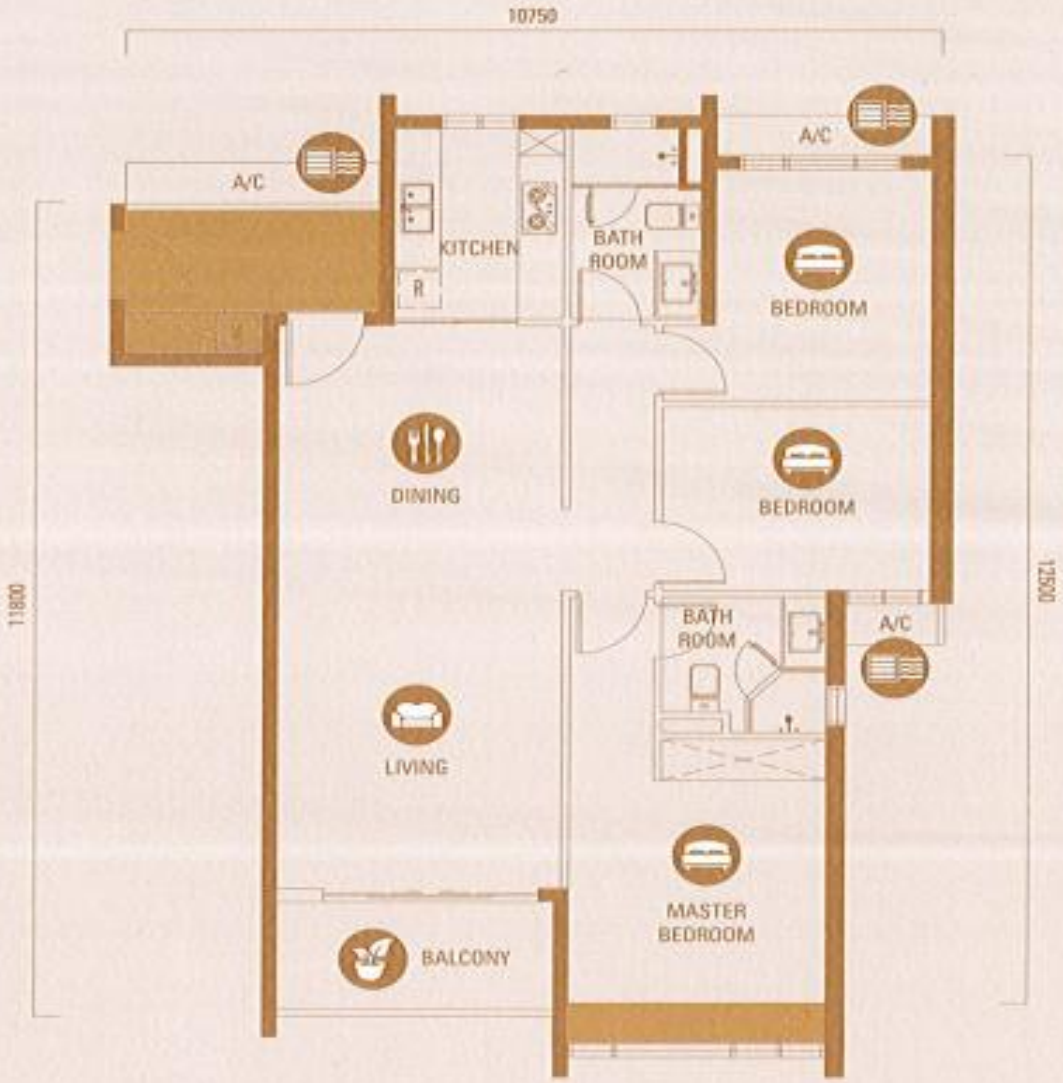
住宅

A户型

TYPE A

Built-up
1,073 sq.ft.
99.7 m²

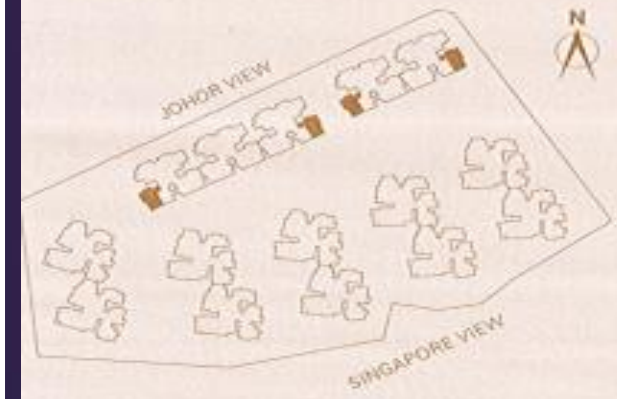
BALCONY
3 BEDROOMS
2 BATHROOMS
1 BAY WINDOW



TYPE A1

Built-up
1,073 sq.ft.
99.7 m²

BALCONY
3 BEDROOMS
2 BATHROOMS
2 BAY WINDOWS



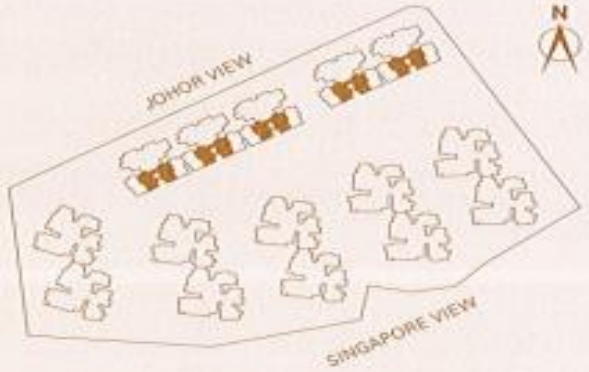
住宅

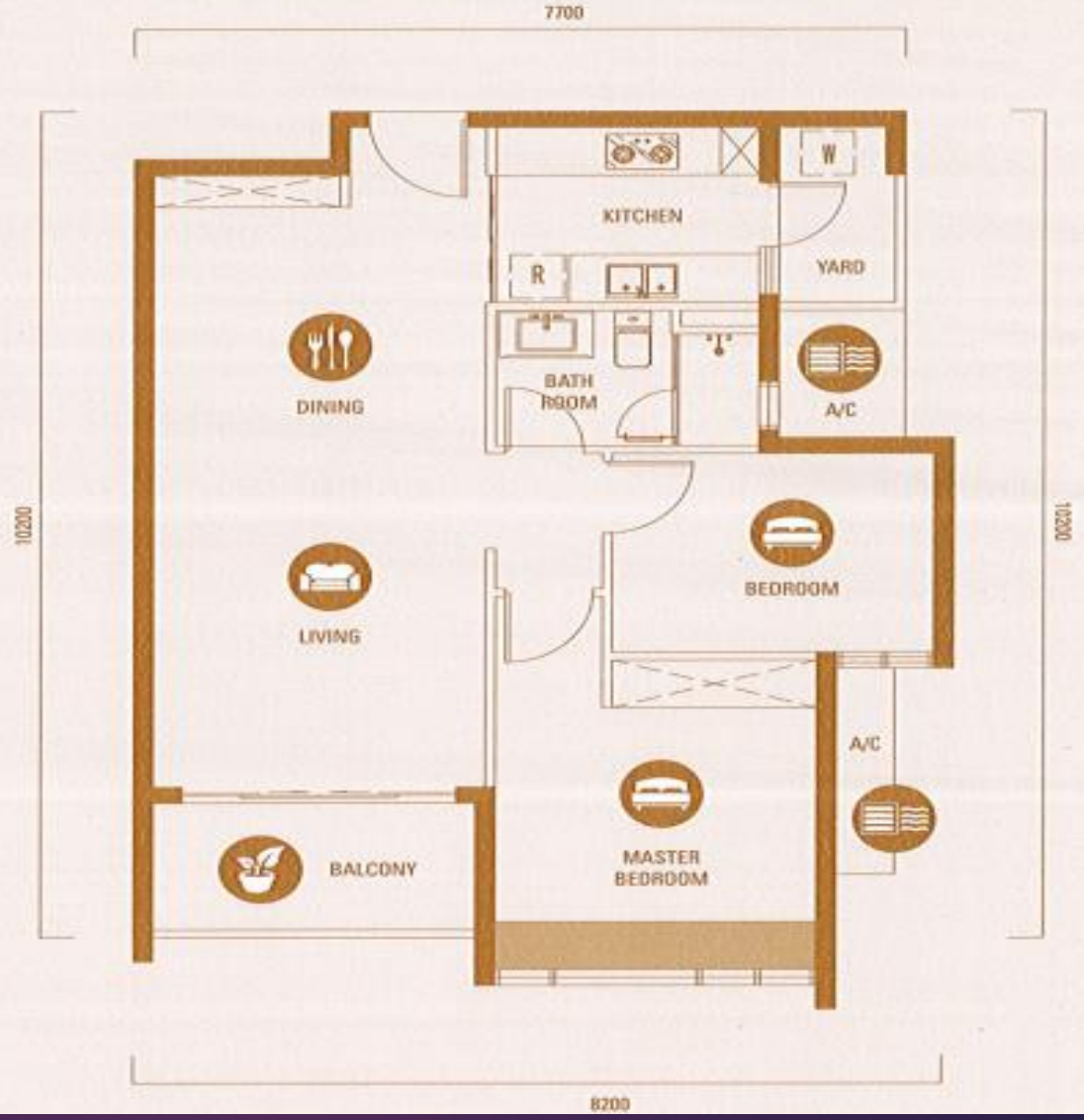
A1户型

TYPE B

Built-up
797 sq.ft.
74 m²

BALCONY
2 BEDROOMS
1 BATHROOM
1 BAY WINDOW





住宅

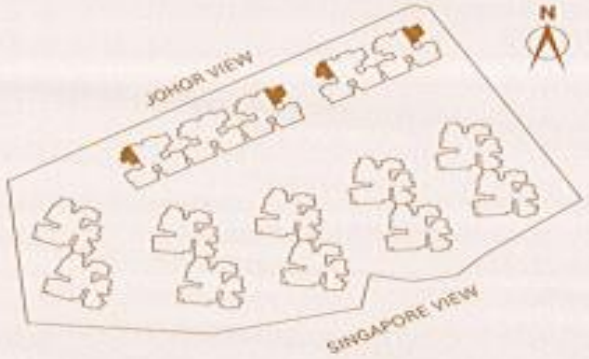
B户型

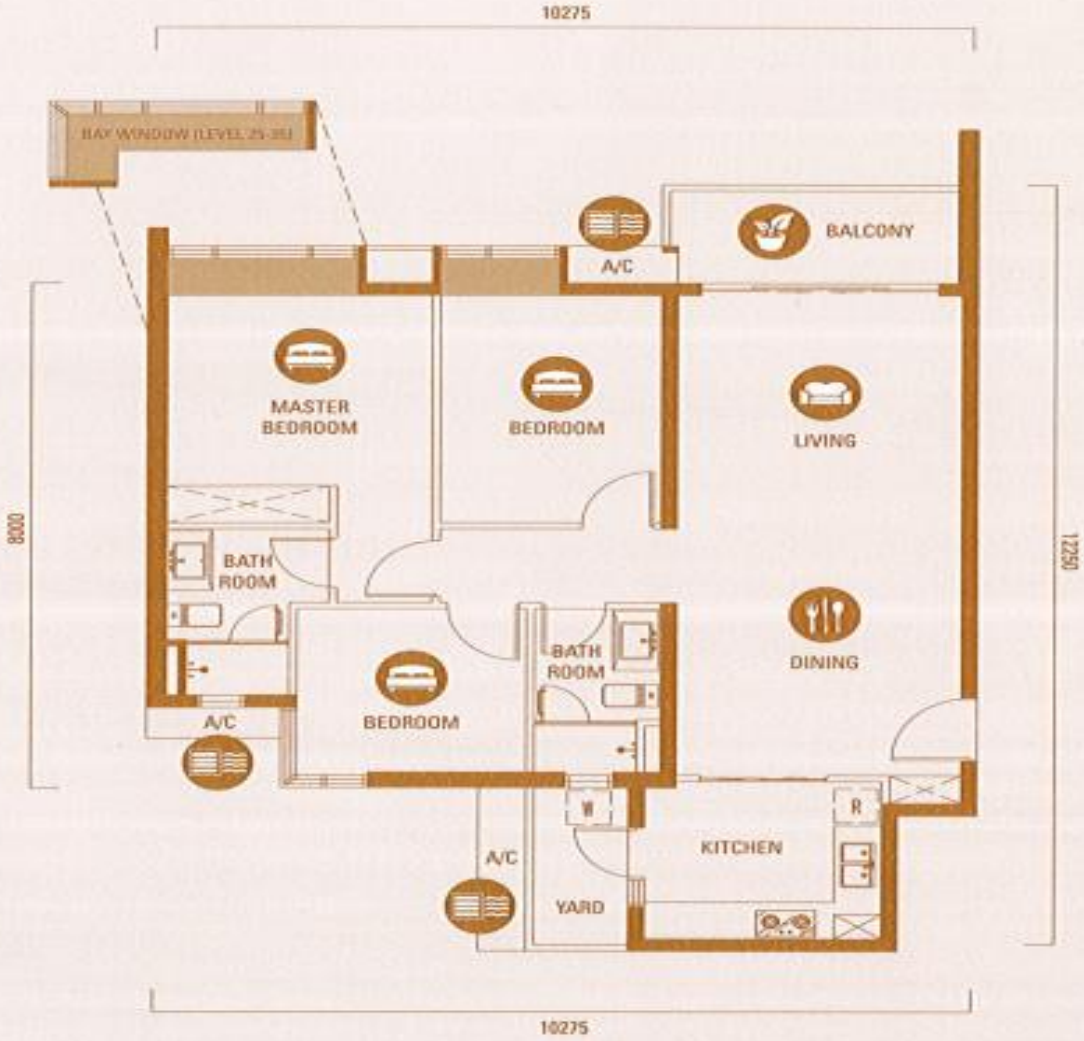
住宅 C户型

TYPE C

Built-up
1,059 sq.ft.
98.4 m²

BALCONY
3 BEDROOMS
2 BATHROOMS
2 BAY WINDOWS





MIRROR IMAGE

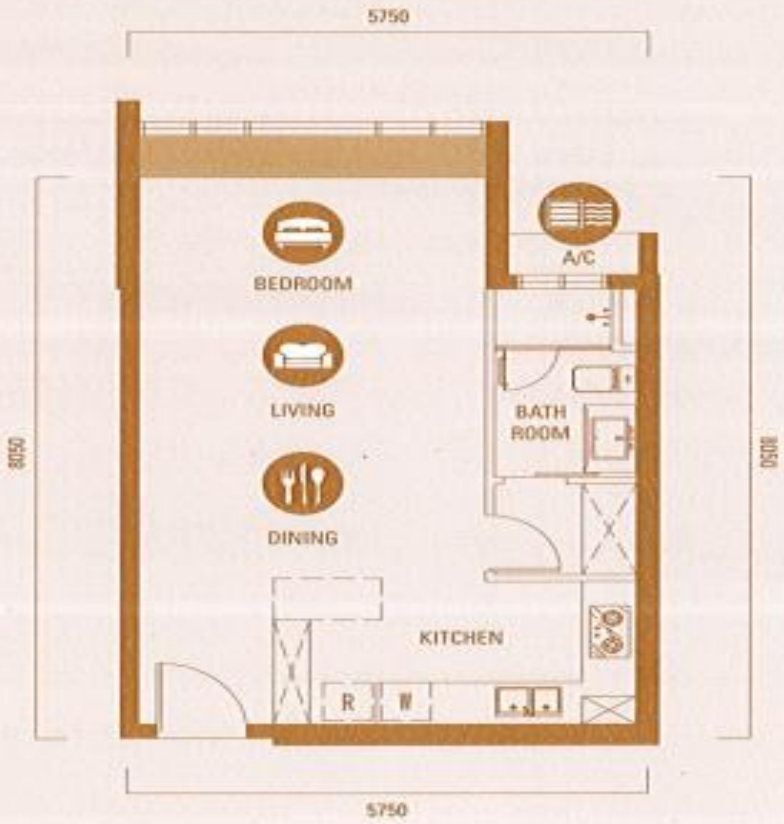
住宅

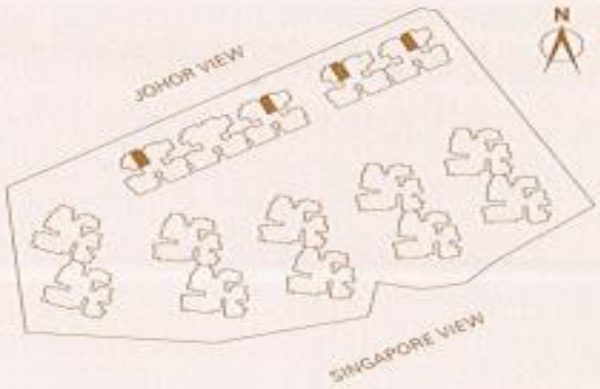
D户型

TYPE D

Built-up
469 sq.ft.
43.6 m²

1 BEDROOM
1 BATHROOM
1 BAY WINDOW

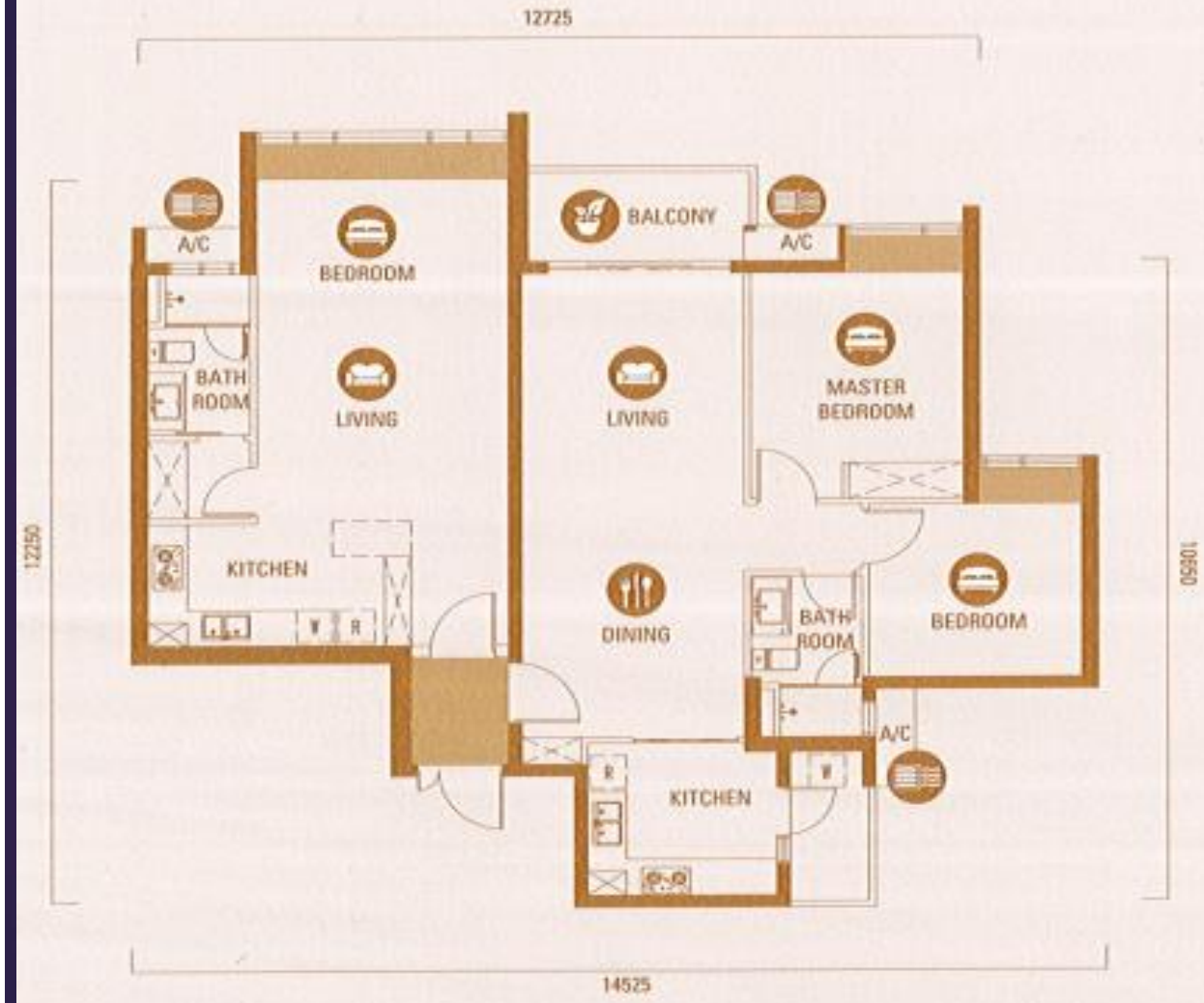




MIRROR IMAGE

住宅

E户型

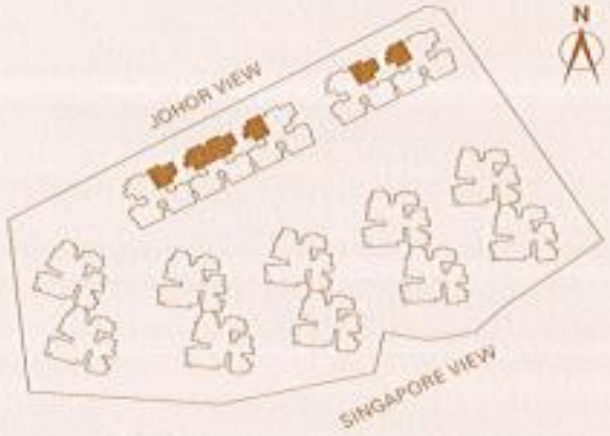


TYPE E

Built-up
1,318 sq.ft.
122.4 m²

DUAL KEY

BALCONY
3 BEDROOMS
2 BATHROOMS
3 BAY WINDOWS

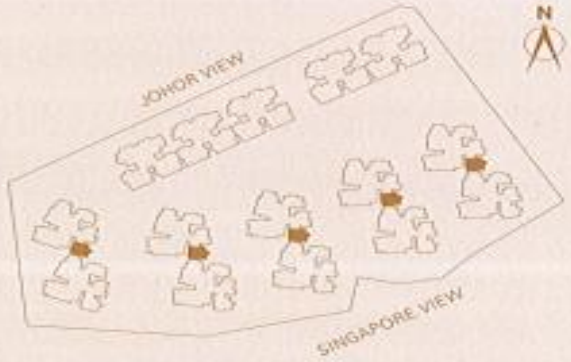


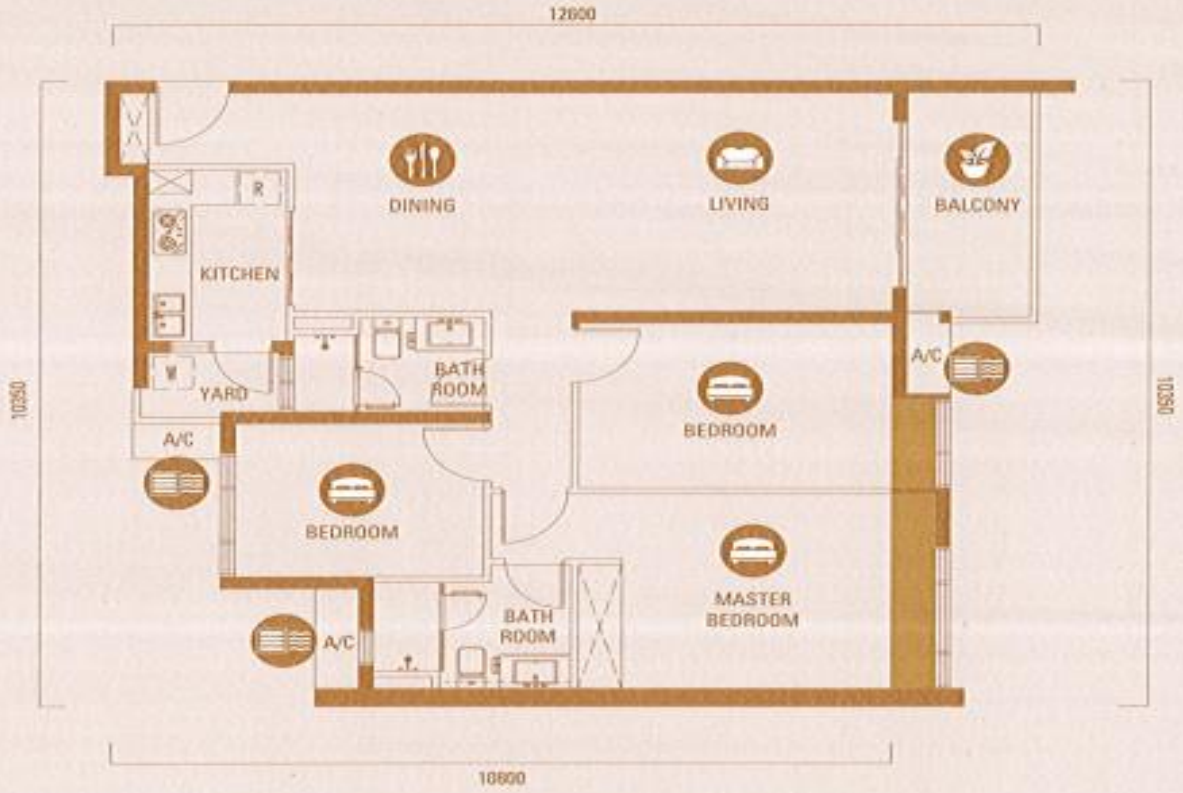
住宅 F户型

TYPE F

Built-up
1,139 sq.ft.
105.8 m²

BALCONY
3 BEDROOMS
2 BATHROOMS
2 BAY WINDOWS





住宅 G户型

TYPE G

Built-up
873 sq.ft.
81.1 m²

BALCONY
2 BEDROOMS
2 BATHROOMS
2 BAY WINDOWS

住宅 H户型

TYPE H

Built-up
1386 sq.ft.
128.8 m²

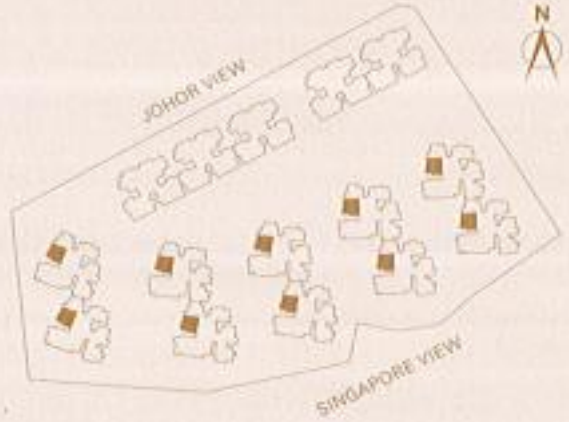
BALCONY
4 BEDROOMS
3 BATHROOMS
3 BAY WINDOWS

住宅 I 户型

TYPE I

Built-up
873 sq.ft.
81.1 m²

BALCONY
2 BEDROOMS
1 BATHROOM
2 BAY WINDOWS

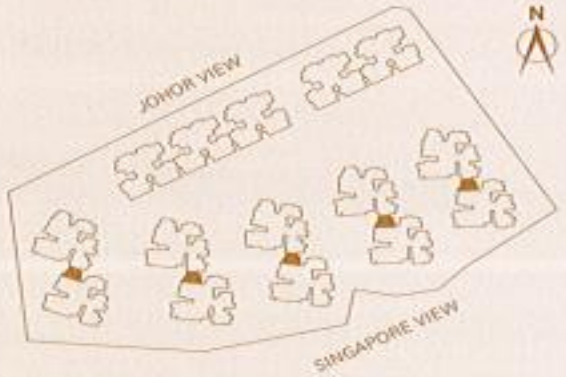


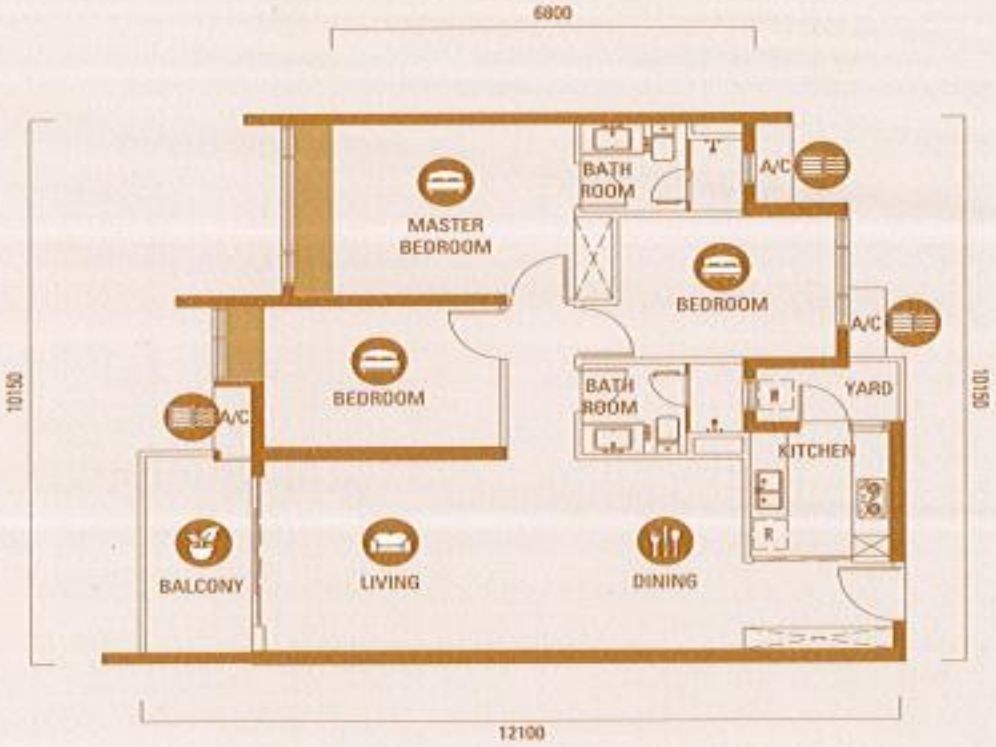
住宅 J户型

TYPE J

Built-up
1,084 sq.ft.
100.7 m²

BALCONY
3 BEDROOMS
2 BATHROOMS
2 BAY WINDOWS





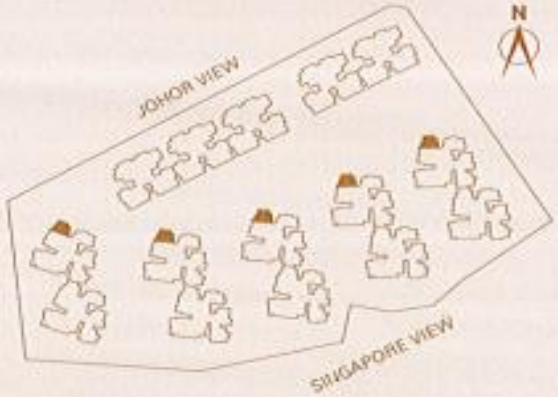
住宅

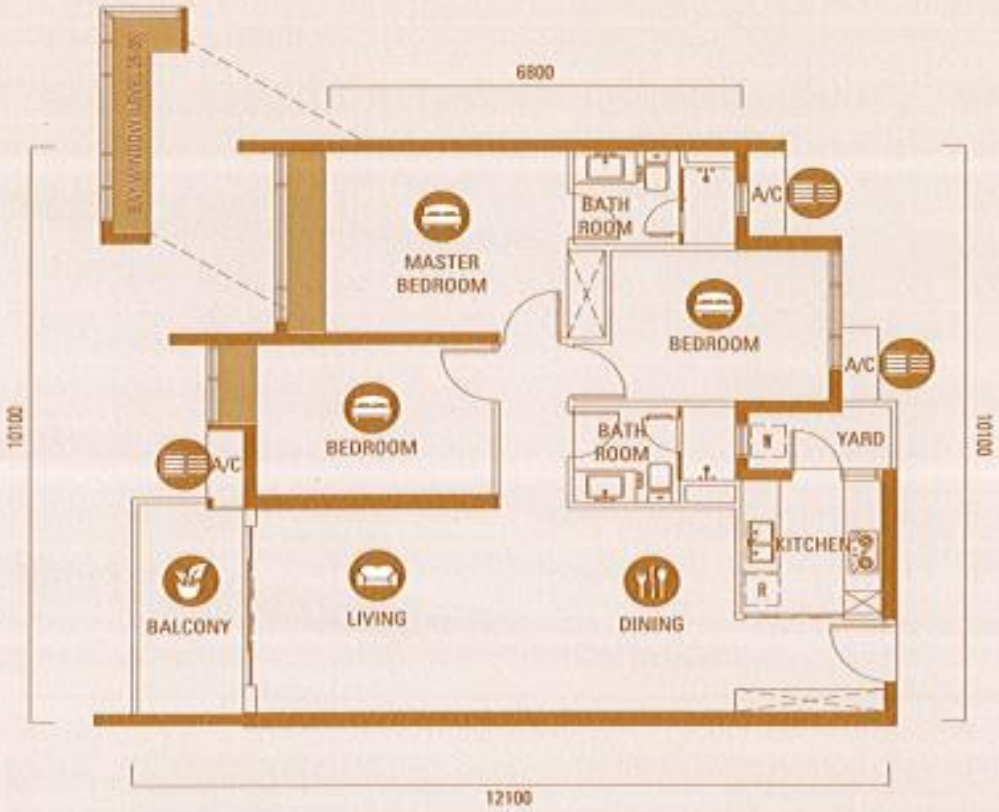
J1户型

TYPE J1

Built-up
1,081 sq.ft.
100.4 m²

BALCONY
3 BEDROOMS
2 BATHROOMS
2 BAY WINDOWS





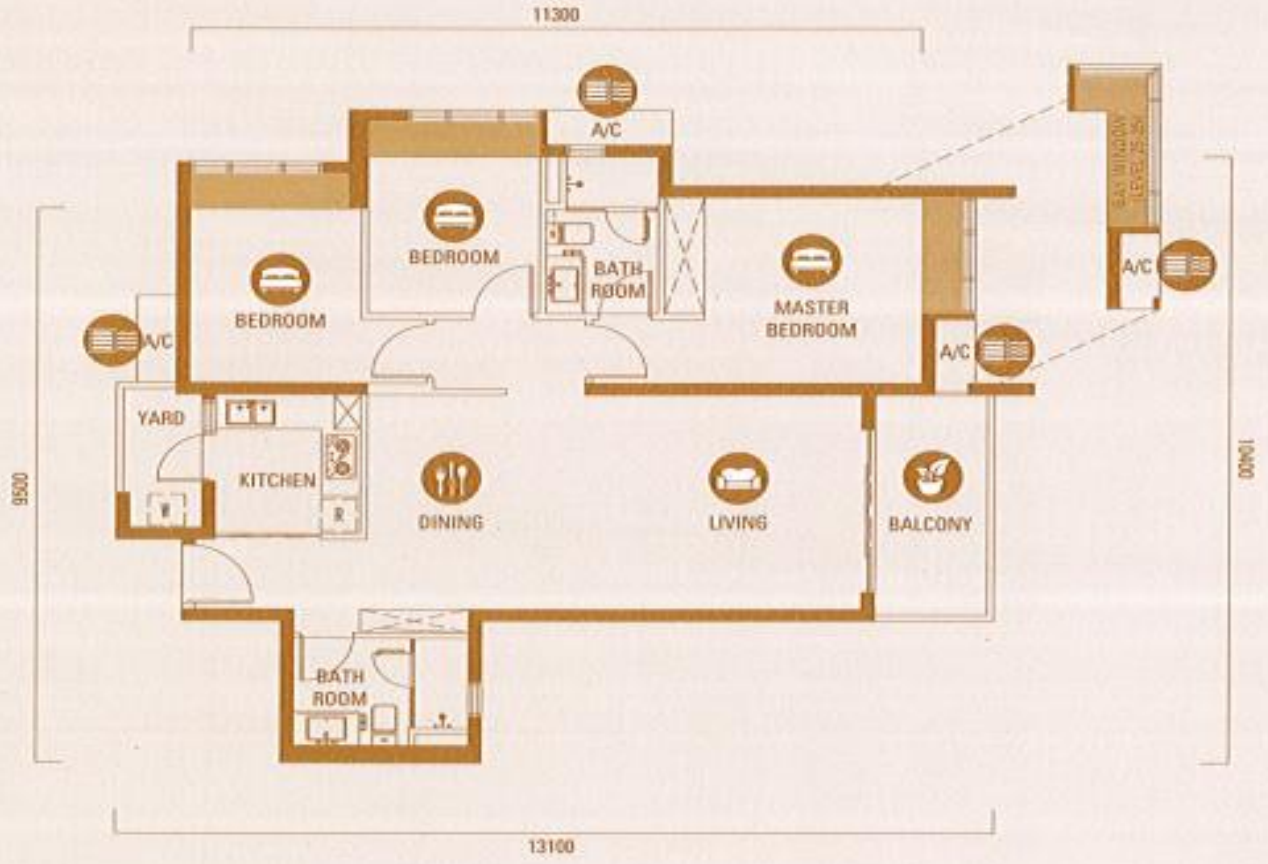
住宅

K户型

TYPE K

Built-up
1,052 sq.ft.
97.7 m²

BALCONY
3 BEDROOMS
2 BATHROOMS
3 BAY WINDOWS

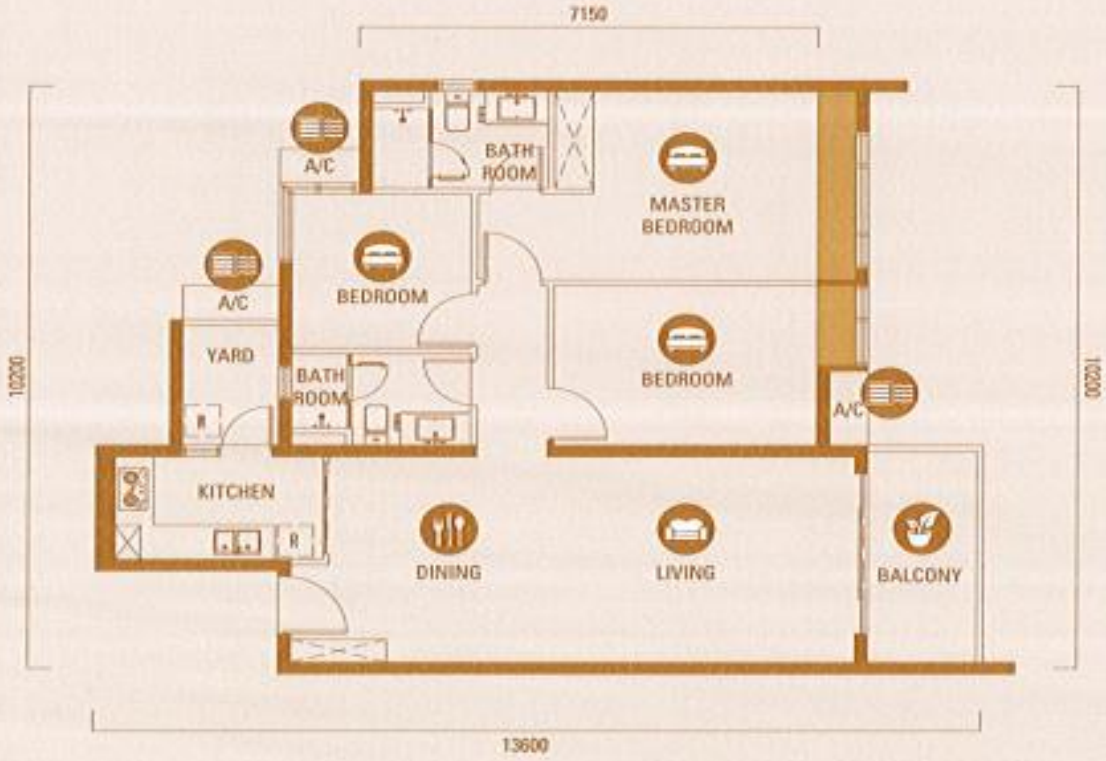


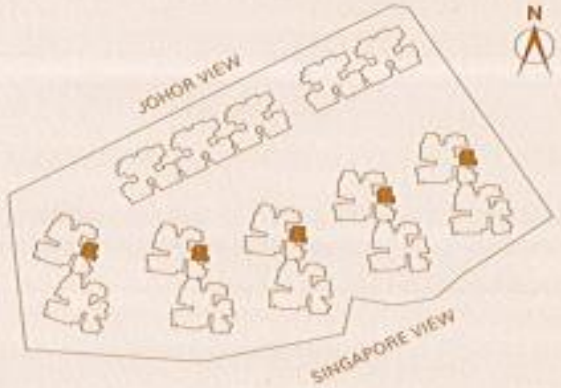
住宅 L户型

TYPE L

Built-up
1,097 sq.ft.
101.9 m²

BALCONY
3 BEDROOMS
2 BATHROOMS
2 BAY WINDOWS



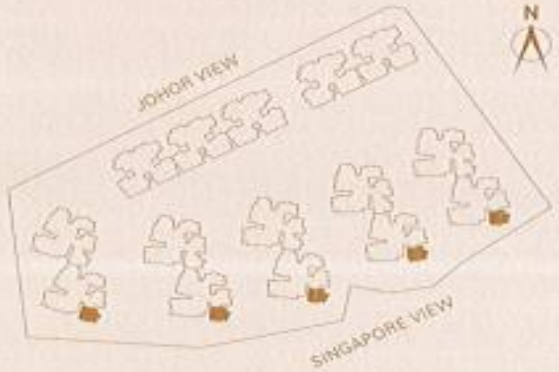


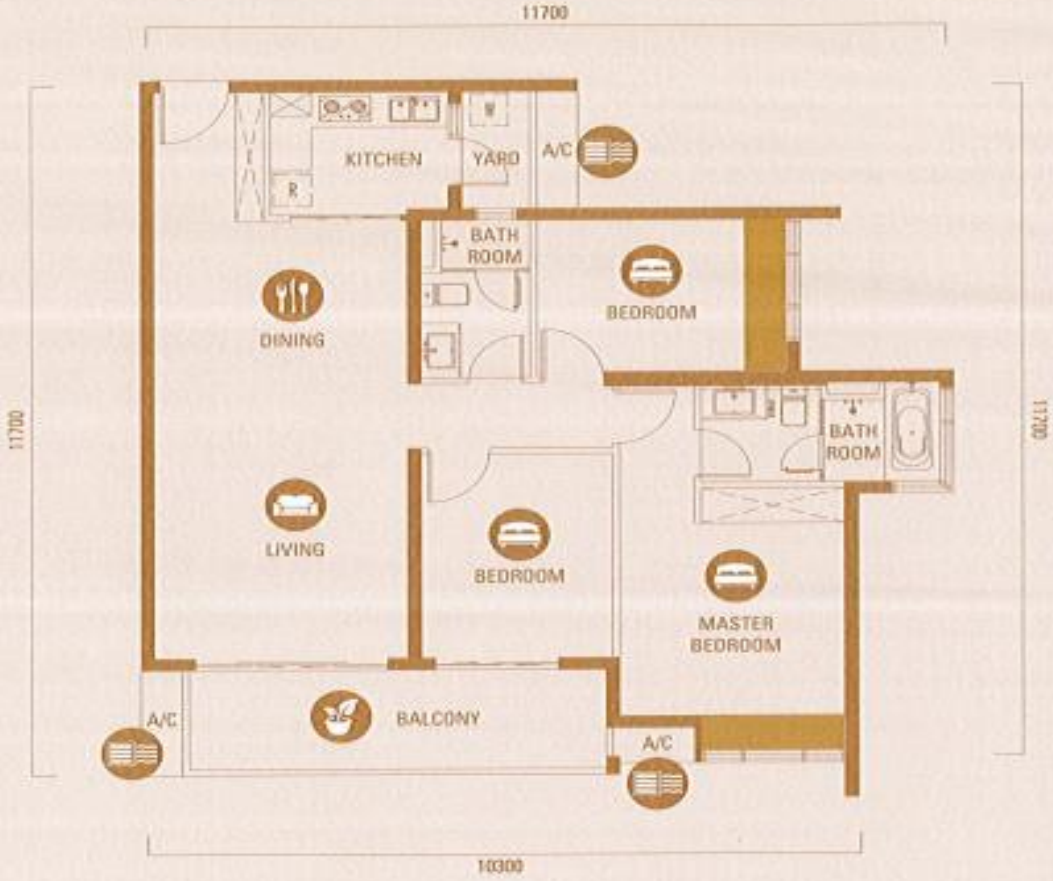
住宅 M户型

TYPE M

Built-up
1,129 sq.ft.
104.9 m²

BALCONY
3 BEDROOMS
2 BATHROOMS
2 BAY WINDOWS

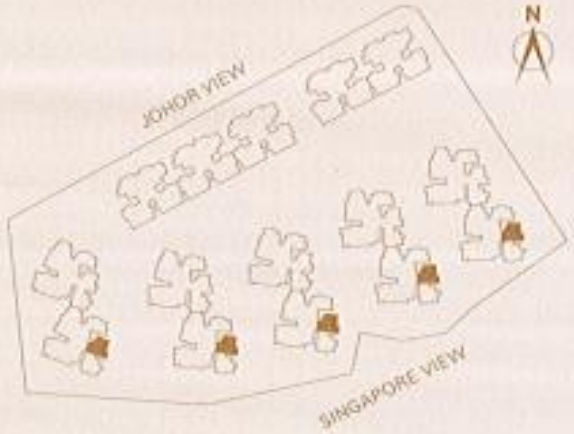


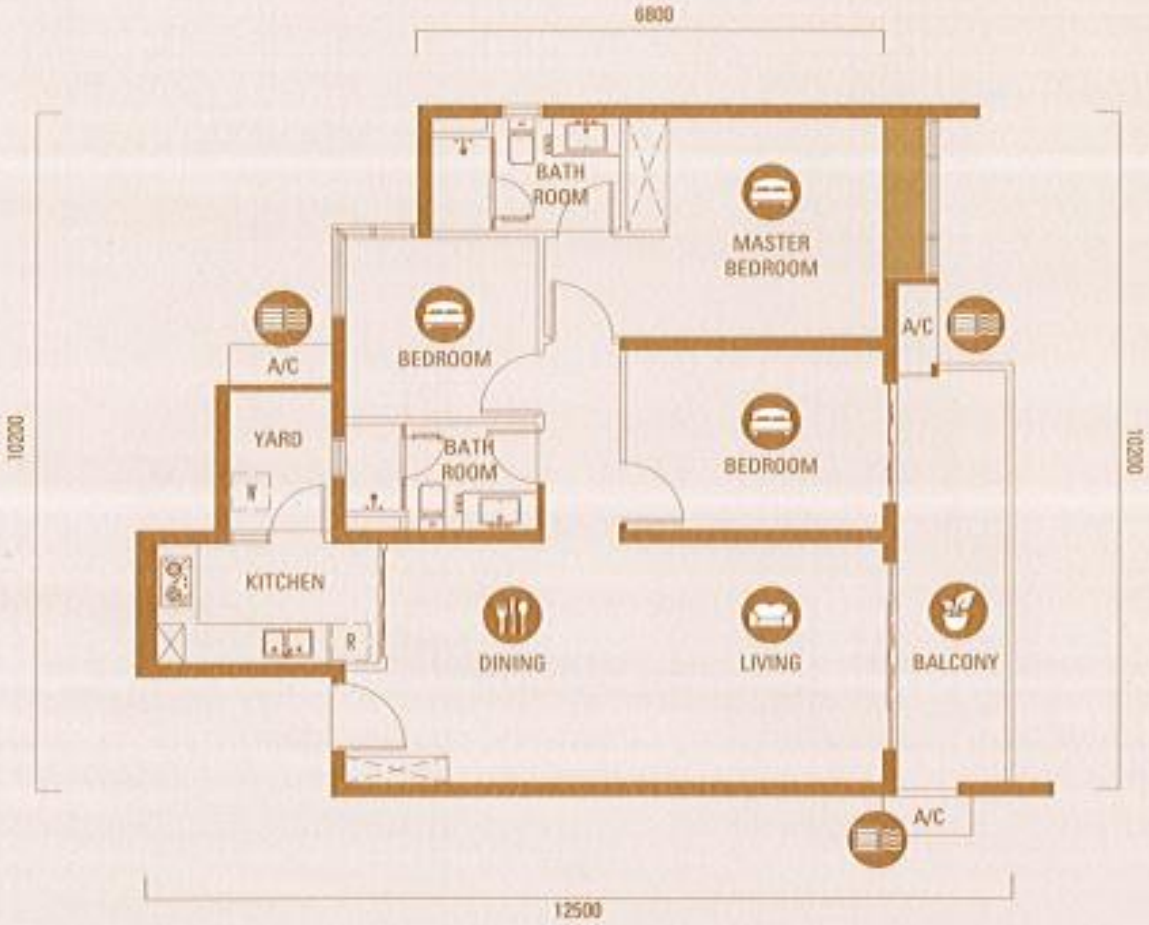


TYPE N

Built-up
1,074 sq.ft.
99.8 m²

BALCONY
3 BEDROOMS
2 BATHROOMS
1 BAY WINDOW

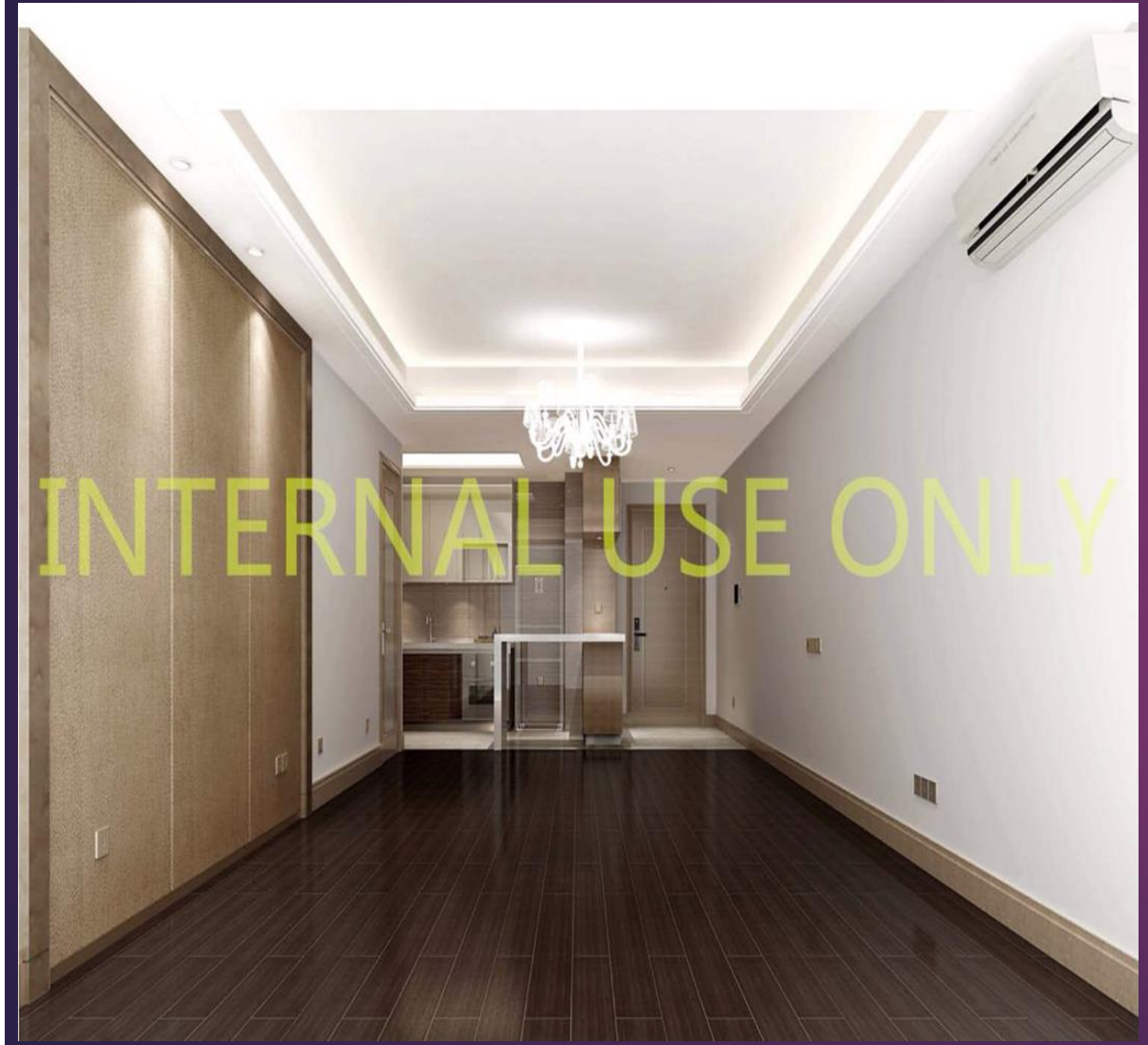




住宅

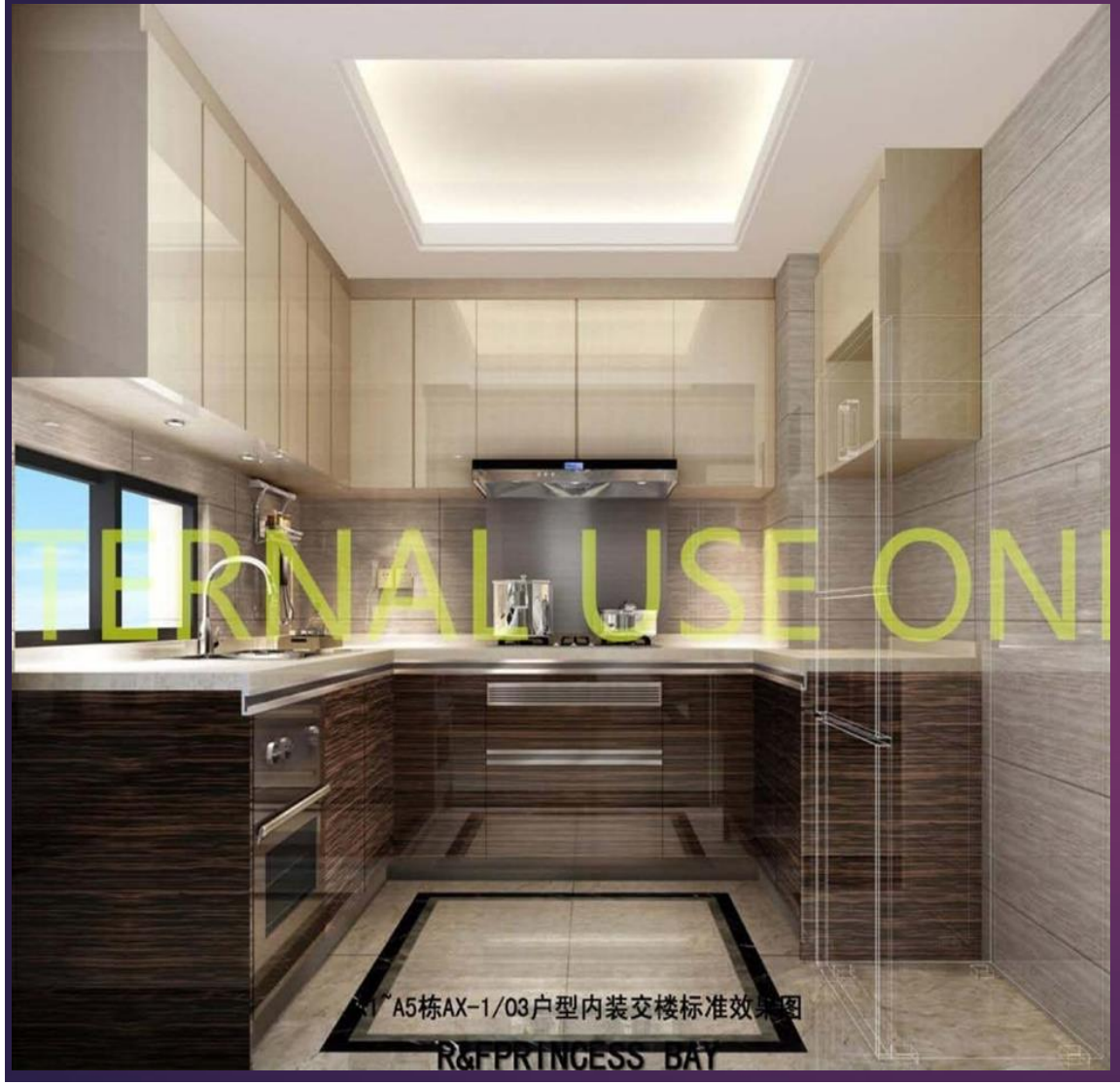
N户型

2.6 Our Delivery Standard



交房标准

OUR DELIVERY STANDARD



交房标准

OUR DELIVERY STANDARD

NTERNAL USE ONLY

INTERNAL USE ONLY

交房标准

2.7

Phase 1 - Average Price & Unit 一期房产类型/均价

Property type 类型	Block Description 单位说明		Average price per sq.ft 均价 RM	Total unit 总单位
Commercial 商铺	Single Storey 单层	Ground Floor 底层	~ RM2,000 - RM2,600	292
		1st Floor 第一层	~ RM1,500 - RM1,800	
		2nd Floor 第二层	~ RM1,000 - RM1,400	
	Tripple Storey 三层		~ RM3,000	
Apartment 住宅			~RM700 - RM1,300	3224

Why Invest R&F Princess Cove ???

投资富力的理由？

PART 3 —关于依斯干达特区

Iskandar Malaysia

R&F Princess Cove
Located at Flagship A

Zone A - Economic Cluster
- Financial, Cultural &Urban Tourism

Zone B - Economic Cluster
- Education & Medical Tourism
- Entertainment & Recreation
- State Administration
- Finance
- Biotechnology

Zone C - Economic Cluster
- Logistics
- Free Zone Industrial Area
- Regional Distribution, International Procurement
- Oil storage Terminals

Zone D - Economic Cluster
- Manufacturing (Electronics, petrochemicals, oleochemicalsetc)
- Oil Storage Terminals

Zone E – Economic Cluster
- Logistics
- Manufacturing (esp. high tech &aerospace related)
- Tourism (Luxury Shopping Destination)
- Cybercity

3.1 Iskandar Malaysia Investment Highlights

投资亮点

马来西亚政治稳定，人民友好，与中国建交40年，关系良好。习近平2013年10月访马指出，两国是隔海相望的邻居、真心相待的朋友、互利合作的伙伴，决定将中马关系提升为**全面战略伙伴关系**，并就深化一系列务实合作达成广泛共识，为两国关系发展和两国人民友谊打开了更加广阔的前景。

新马两国经历了从合并到分家互不信任的时期，随著马哈迪主政时代的结束，我国两位继任者都为修好和深化马新关系作出了不懈的努力和贡献，使两国关系改而朝向令人欣慰的正轨发展。

2014年4月9日新加坡总理李显龙与马来西亚首相纳吉举行了非正式会谈，取得了一系列令人欣慰的成果：

- 两国同意在未来兴建一座名为友谊之桥的**新马第三通道**，以纾缓两国关卡的拥挤问题；
- 两国计划在2020年完成衔接吉隆坡和新加坡的**高速铁路计划及新山兀兰地铁计划**，以加强两国人民的往来和联系
- 两国将就**设立单一关卡**的可能性及设立共同关卡的法律和执行问题，进行商讨；
- 两国领袖**肯定了依斯干达特区**对两国的战略性和对两国经济的整个作出贡献，并放眼这项计划会对两国的全面发展起互补作用。

Education 教育

Committed investment & completion of Education Projects

ISKANDAR REGIONAL DEVELOPMENT AUTHORITY

MAJLIS AMANAH RAKYAT MARA

HELP University College
the university of achievers

2010

- September — Masterskill
- December — UniKL

2011

- September — Newcastle Medical University

2012

- April — Raffles University
- June — MRSM
- Aug — Marlborough College

2013

- UiTM
- HELP University College
- Malaysia Art School
- University of Reading

MASTERSKILL UNIVERSITY COLLEGE of HEALTH SCIENCES

Raffles University

UNIVERSITI TEKNOLOGI MARA

Tourism 教育

Tourism – Sports & Leisure

ISKANDAR

2013

- Opening Traders Hotel — April
- Commence Motorsports City — Q3
- Opening LEGOLAND Water Park — Dec 2013
- Commence China Mall — Q4

2014 - 2015

- Opening LEGOLAND Hotel — Jan. 2014
- 3RD Theme Park 2014

Austin Heights
WATER THEME PARK

Healthcare 医疗保健

Healthcare & Biotechnology Related Development

ISKANDAR

Pasir Gudang Specialist Hospital – KPJ Healthcare (120-bed)

Dato' Onn International Specialist Hospital

KPJ Hospitals < 2009

Columbia Asia 2010

Dec 2012

2014

Wellness Centre 2015

2009 Regency

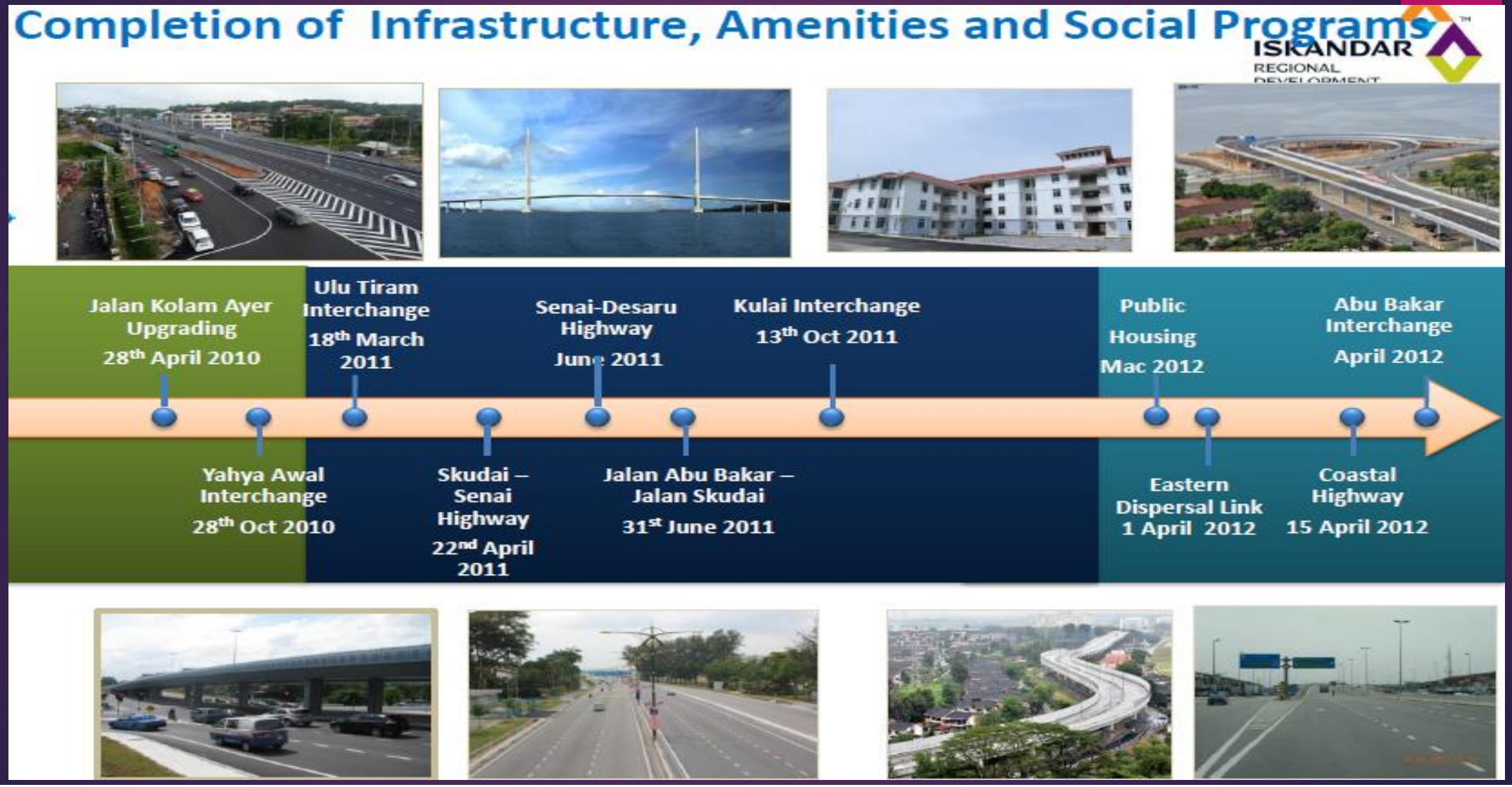
Sept 2012

2013 Bio -Xcell

2014 Gleneagles Medini

Econ Medicare Centre - 200-bedded medical centre with nursing care.

Infrastructure 基础设施



3.2 Latest Progress Development Iskandar Malaysia
马来西亚伊斯干达最新发展

Flagship A 区

Development in Progress – Flagship A
Johor Bahru City Centre

JB TRANSFORMATION

JB TRANSFORMATION

Adopted from Iskandar Regional Development Authority

Development in Progress – Flagship A
Johor Bahru City Centre

TROPICANA DIJAYA

SENIBONG COVE

SP SETIA SKY 88

Adopted from Iskandar Regional Development Authority

Flagship A

Development in Progress – Flagship A
Johor Bahru City Centre

R&F PRINCESS COVE

TROPEZ RESIDENCES

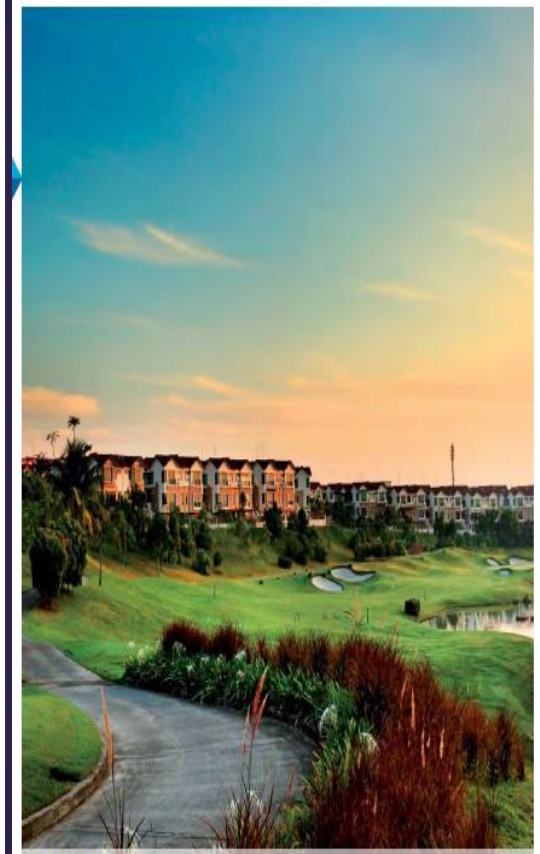
SOUTHKEY

THOMSON HOSPITAL

Adopted from Iskandar Regional Development Authority

Flagship B

Developments in Flagship B – Horizon Hills



HORIZON HILLS

LEDANG HEIGHTS

EAST LEDANG

Adopted from Iskandar Regional

Developments in Flagship B

JOHOR STATE GOVT OFFICE – KOTA ISKANDAR

PUTERI HARBOUR

CIQ PUTERI HARBOUR

Adopted from Iskandar Regional Development Authority

Flagship B 区

Developments in Flagship B – Legoland & Medini

LEGOLAND – 1st IN ASIA

LEGOLAND HOTEL

MALL OF MEDINI

MEDINI CENTRAL

Adopted from Iskandar Regional Development Authority

Developments in Flagship B – Puteri Harbour

HELLO KITTY INDOOR THEME PARK

LAT's PLACE RESTAURANT

LITTLE RED CUBE SHOPPING MALL

TRADERS HOTEL & SOMERSET

Adopted from Iskandar Regional Development Authority

Flagship B 区

Developments in Flagship B - Educity

NEWCASTLE UNIVERSITY

MARLBOROUGH COLLEGE

RAFFLES UNIVERSITY

NETHERLAND MARITIME INST TECHNOLOGY

Adopted from Iskandar Regional

Developments in Flagship B - EduCity

SOUTHAMPTON UNIVERSITY

INTERNATIONAL STUDENT VILLAGE

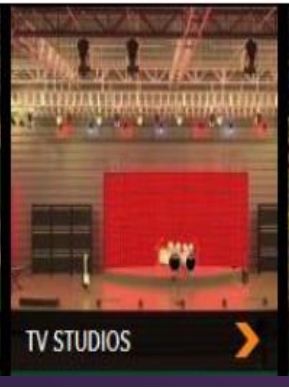
MULTI VARSITY COMPLEX

STADIUM & SPORTS COMPLEX

Adopted from Iskandar Regional

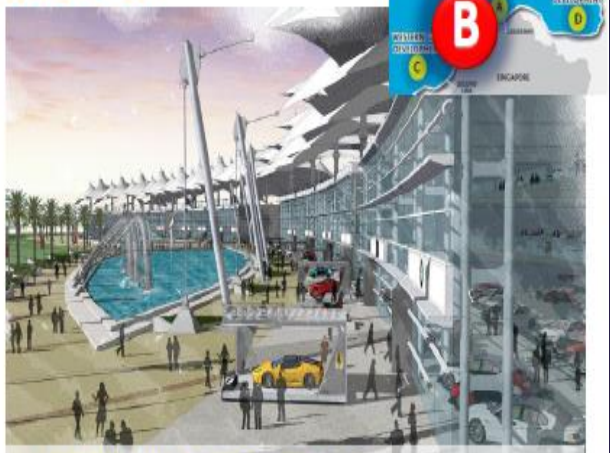
Flagship B 区

Developments in Flagship B - Pinewood IM Studios



New Development in Flagship B
Gerbang Nusajaya & Sunway Iskandar

CHINA MALL



FAST TRACK MOTORSPORT

GLENEAGLES PRIVATE HOSPITAL

SUNWAY ISKANDAR

Adopted from Iskandar Malaysia Development Authority

Flagship C

Development in Progress – Flagship C
Eco-Tourism

RAMSAR

PULAU KUKUP ECO TOURISM

PULAU KUKUP ECO TOURISM

Adopted from Iskandar Malaysia Development Authority

Development in Progress – Flagship C
Port of Tanjung Pelepas

TG BIN COAL FIRE POWER PLANT

TANJUNG PELEPAS PORT

Flagship D

Development in Progress – Flagship D
City of Knowledge

UNIVERSITI KUALA LUMPUR

MARA JUNIOR SCIENCE COLLEGE

ASIA METROPOLITAN UNIVERSITY

JAPANESE SCHOOL

Adopted from Iskandar Malaysia

Development in Progress – Flagship D
City of Knowledge

EXCELSIOR INTERNATIONAL SCHOOL

UNIVERSITI TEKNOLOGI MARA SERI ALAM

PEGASUS INTERNATIONAL SCHOOL

MALAYSIA ARTS SCHOOL

Adopted from Iskandar Regional Development Authority

Development in Progress – Flagship D

TANJUNG LANGSAT TERMINAL

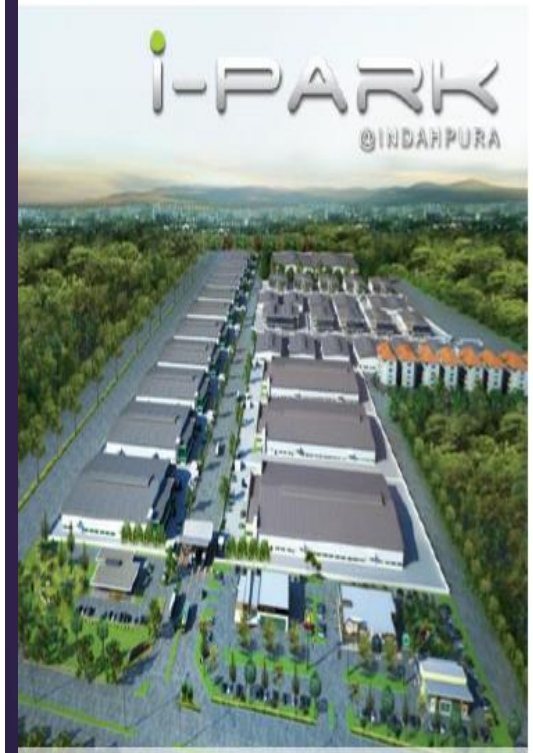
TANJUNG LANGSAT INDUSTRIAL COMPLEX

BAHRU STAINLESS – JV ACERINOX SPAIN & NISSHIN STEEL JAPAN

Adopted from Iskandar Regional Development Authority

Flagship E 区

Development in Progress – Flagship E



I-PARK@ INDAHPURA

THE SENAI GARDEN

Development in Progress – Flagship E

Johor Premium Outlets

JOHOR PREMIUM OUTLETS

Flagship E 区

Development in Flagship E – Senai Airport

SENAI INTERNATIONAL AIRPORT

malaysia AIRLINES

AirAsia

firefly

Malindo air

Private chartered planes

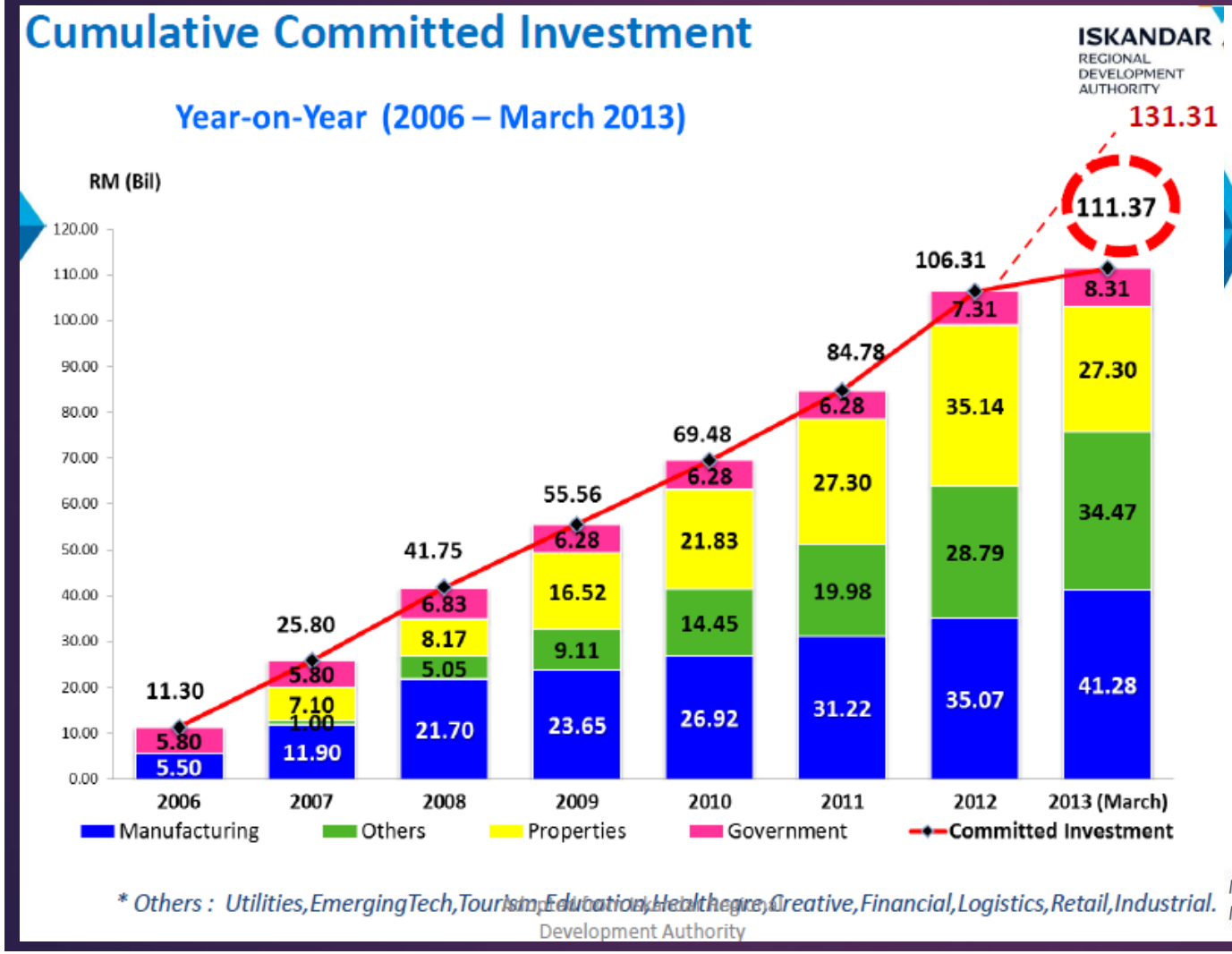
NANO MALAYSIA CENTER

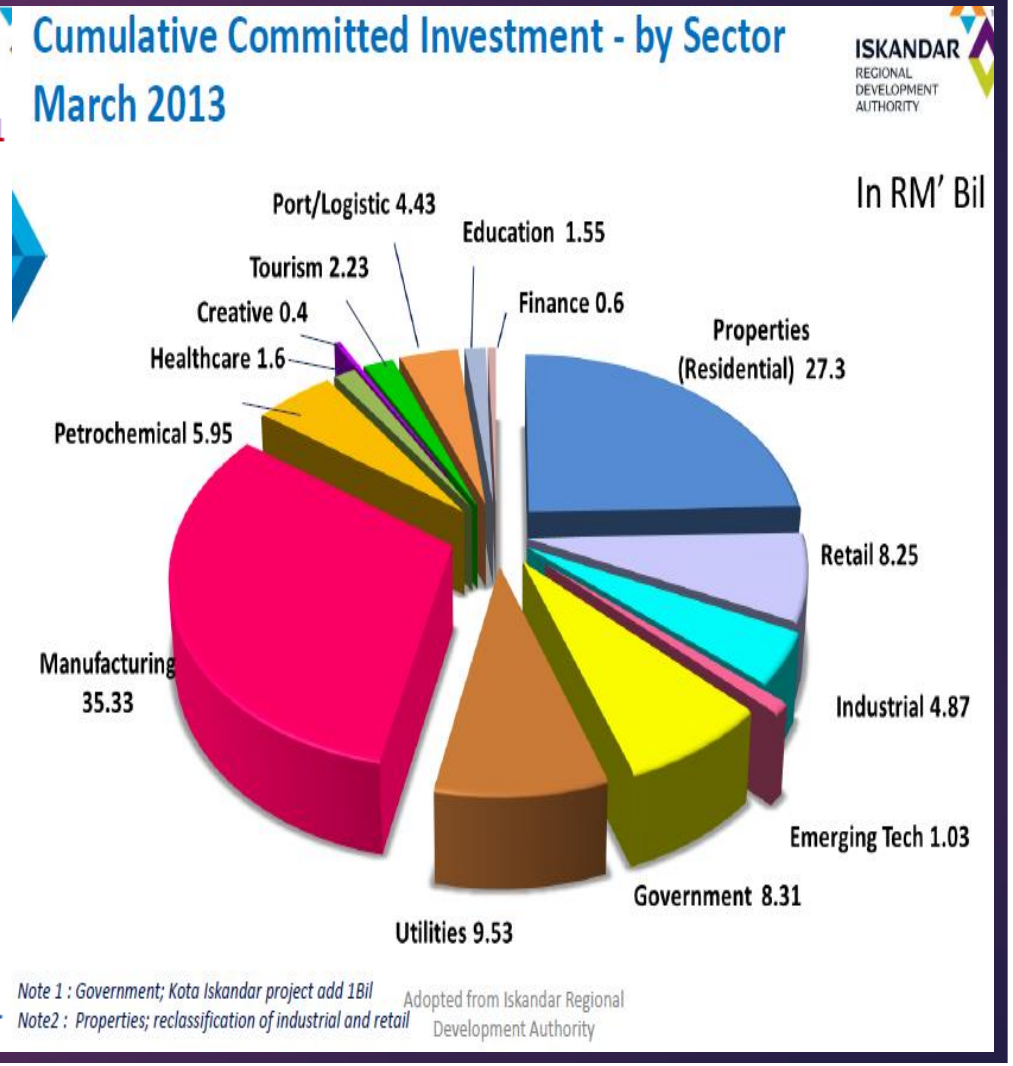
SENAI HI TECH PARK

Adopted from Iskandar Malaysia Development Authority

3.3 Investment in Iskandar Malaysia
马来西亚伊斯干达的投资

Cumulative Committed Investment Iskandar Malaysia
马来西亚依斯干达的累计承诺投资





* Others : Utilities, EmergingTech, Tourism, Education, Healthcare, Creative, Financial, Logistics, Retail, Industrial.

Adopted from Iskandar Regional Development Authority

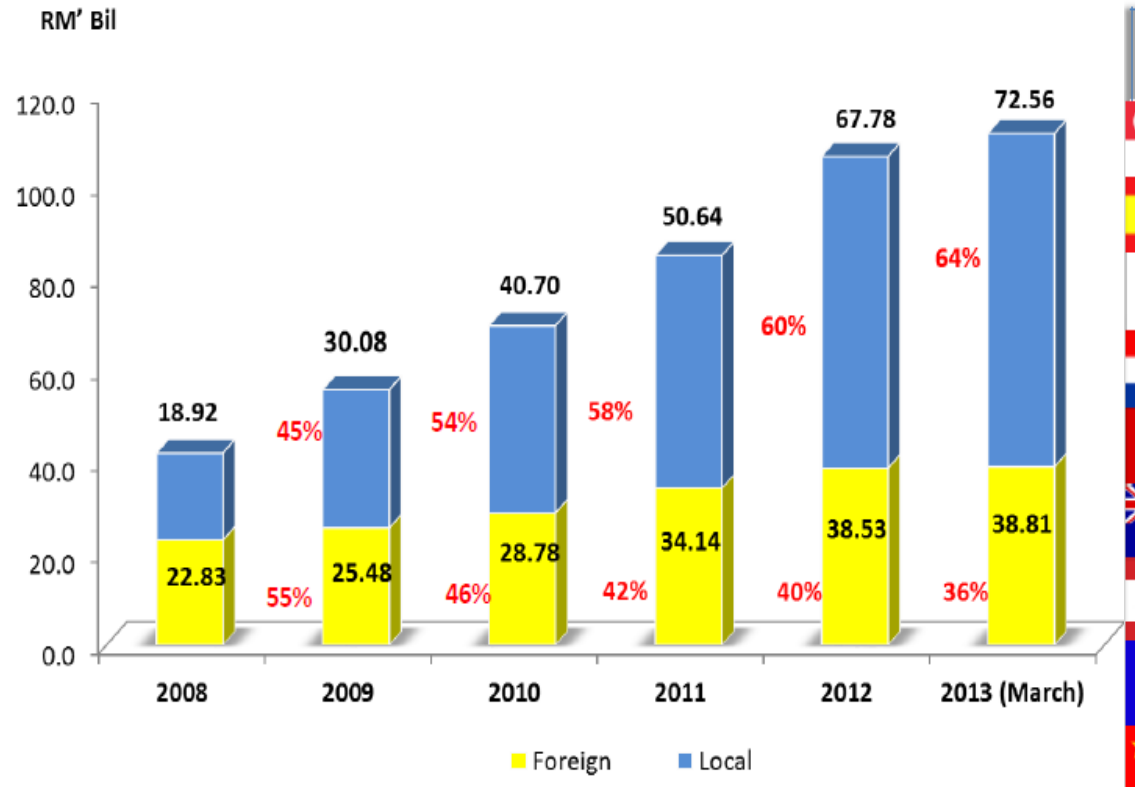
Note 1 : Government; Kota Iskandar project add 1Bil
Note2 : Properties; reclassification of industrial and retail

Adopted from Iskandar Regional Development Authority

Committed Investment 投资承诺

Committed Investment – Local Vs Foreign

ISKANDAR REGIONAL DEVELOPMENT AUTHORITY



Source: IRDA, Khazanah, IIB, MIDA as at Dec 2012 & corporate announcer

Adopted from Iskandar Regional Development Authority

TOP 10 Foreign Investors in ISKANDAR MALAYSIA

ISKANDAR REGIONAL DEVELOPMENT AUTHORITY

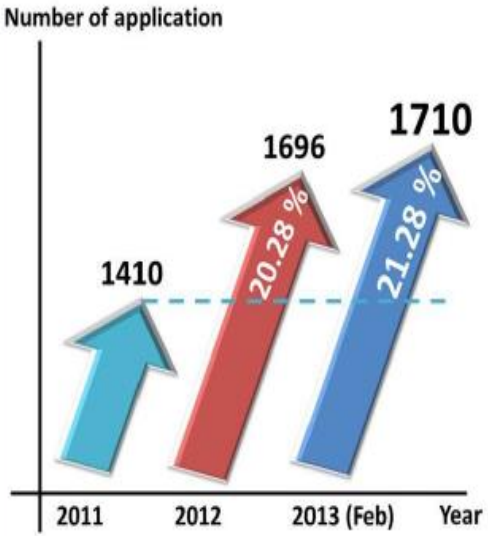
Countries	RM billion
Singapore	6.32
Spain	4.20
Japan	3.74
Netherlands	2.85
United Arab Emirates	1.90
Australia	1.80
Lebanon	1.70
France	1.63
China	1.58
Germany	1.53

Iskandar Malaysia Performance to date

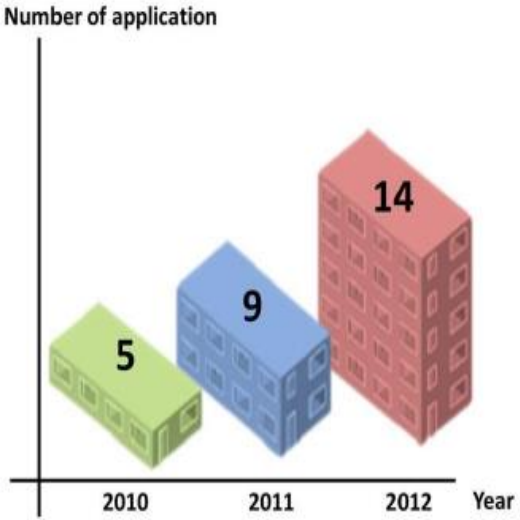
5.1. Performance to date

REGIONAL DEVELOPMENT AUTHORITY

Business Improvement



Development

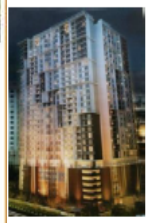


Valuation of property on which development have been approved for the year 2012

ISKANDAR REGIONAL DEVELOPMENT AUTHORITY

INVESTOR : Connoisseur Towers Sdn Bhd
PRODUCT : Service Apartment
NILAIAN : RM 43,374,000.00
TAX (0.26%) : RM 112,772.40

INVESTOR : UM Land Berhad
PRODUCT : Service Apartment + Hotel
NILAIAN : RM 124,971,000.00
TAX (0.26%) : RM 324,924.60



INVESTOR : MB Vest Sdn Bhd
PRODUCT : Service Apartment + Hotel
NILAIAN : RM 237,393,000.00
TAX (0.26%) : RM 617,221.80

INVESTOR : Bank Simpanan Nasional
PRODUCT : Office
NILAIAN : RM 21,749,000
TAX (0.26%) : RM 56,547.40

INVESTOR : Chiam Soh Yong Realty Co. Sdn Bhd
PRODUCT : Shop office
NILAIAN : RM 7,821,000
TAX (0.26%) : RM 20,334.60

PROJECTED NEW ASSESSMENT TAX

RM 1,413,822.80

4. Similar Successful Story

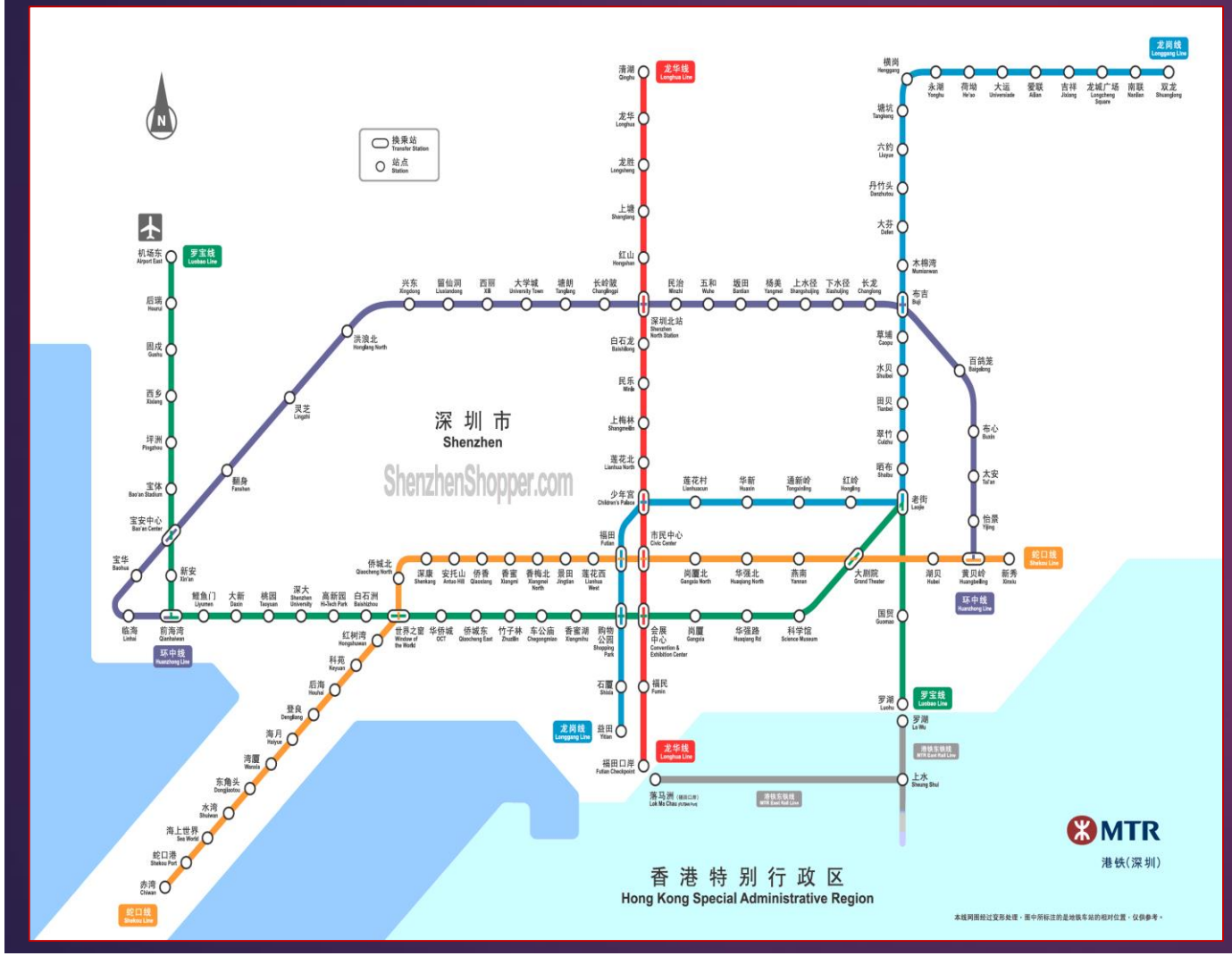
- Hong Kong vs Shenzhen 香港深圳新改造之路

Johor Bahru's Market Overview 柔佛州及新山区域市场概

新山市是柔佛州首府，有马来西亚 **“南方门户”** 之称，新马两国以柔佛海峡相隔。新山市区人口约**180万人**，为马来西亚第二大城市，其中华人占全市人口比例超过**40%** 。新山一直被视为新加坡与马来西亚之间的主要腹地，类似于 **“深圳与香港”** 。

Hong Kong & Shenzhen Connectivity 香港和深圳的连接

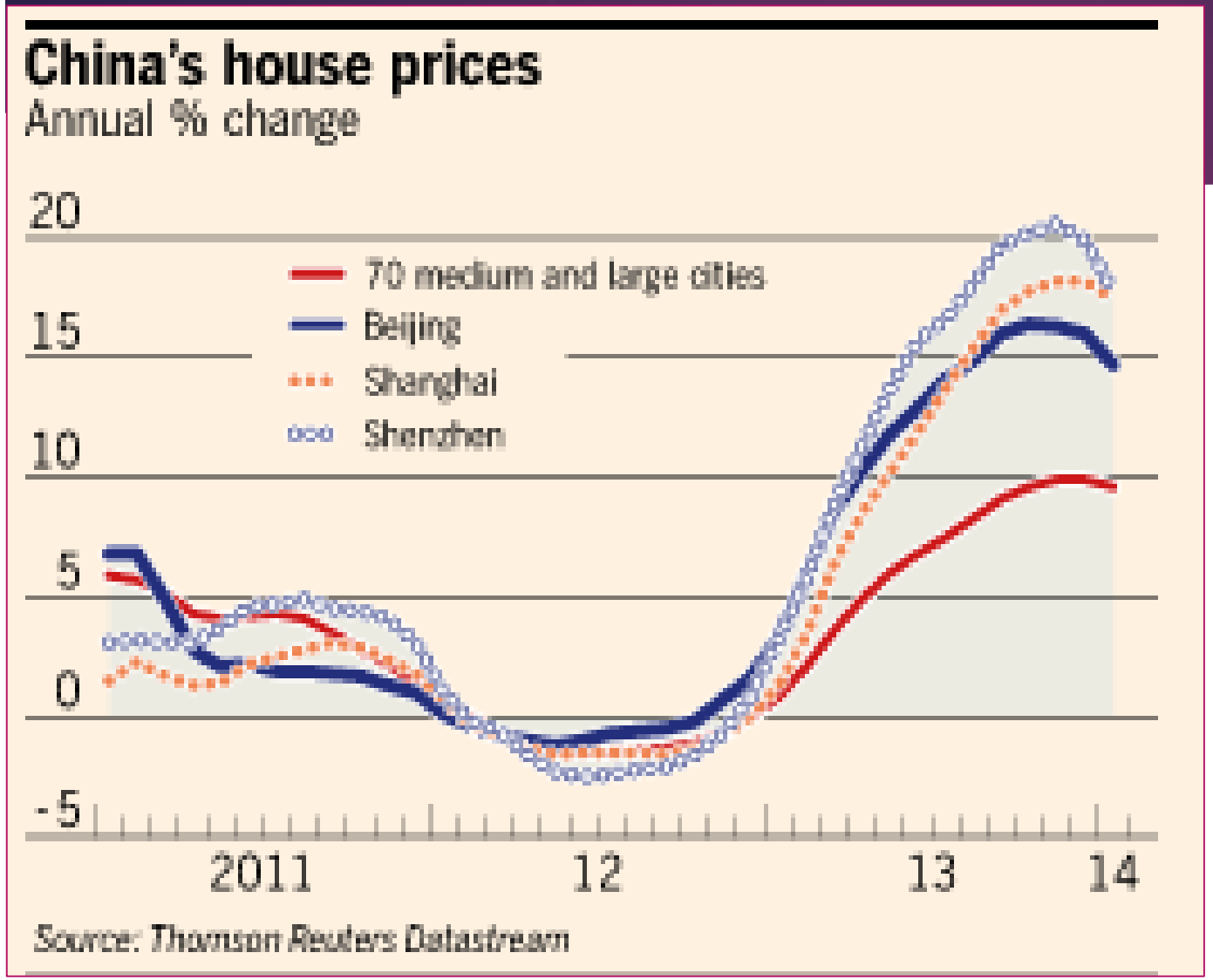
Shenzhen Rail System 深圳市铁路系统



大酒店

商场

Hong Kong – Shenzhen – Property 香港 - 深圳 - 产业



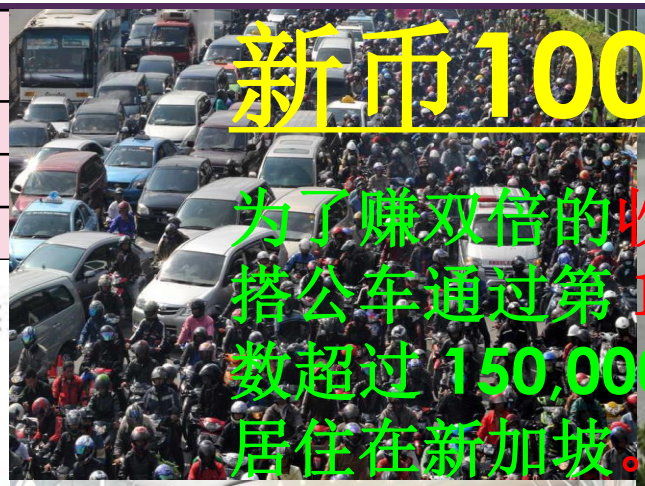
<u>Households and Persons having Residential Properties in the Mainland.</u>

The Survey results indicate that 163900 households in Hong Kong (or 7.9% of all households in Hong Kong) had household members who purchased/built residential properties in the Mainland China.

根据调研显示，共有163900户香港家庭（或7.9％香港家庭）在国内/中国置产。

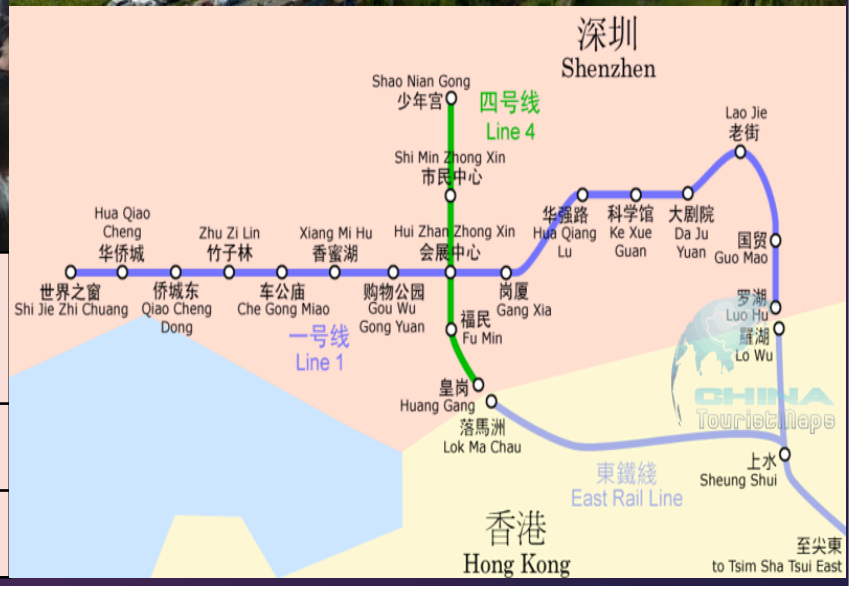
Hong Kong – Shenzhen 香港 – 深圳

年份	依斯干达 人口	依斯干达 ＧＤＰ	新加坡 人口	新加坡 ＧＤＰ
2006	130万	200亿	440万	1209亿
2012	**180万**	**247亿**	**530万**	**2397亿**
2025	**300万**	**933亿**		



新币100 = 马币262

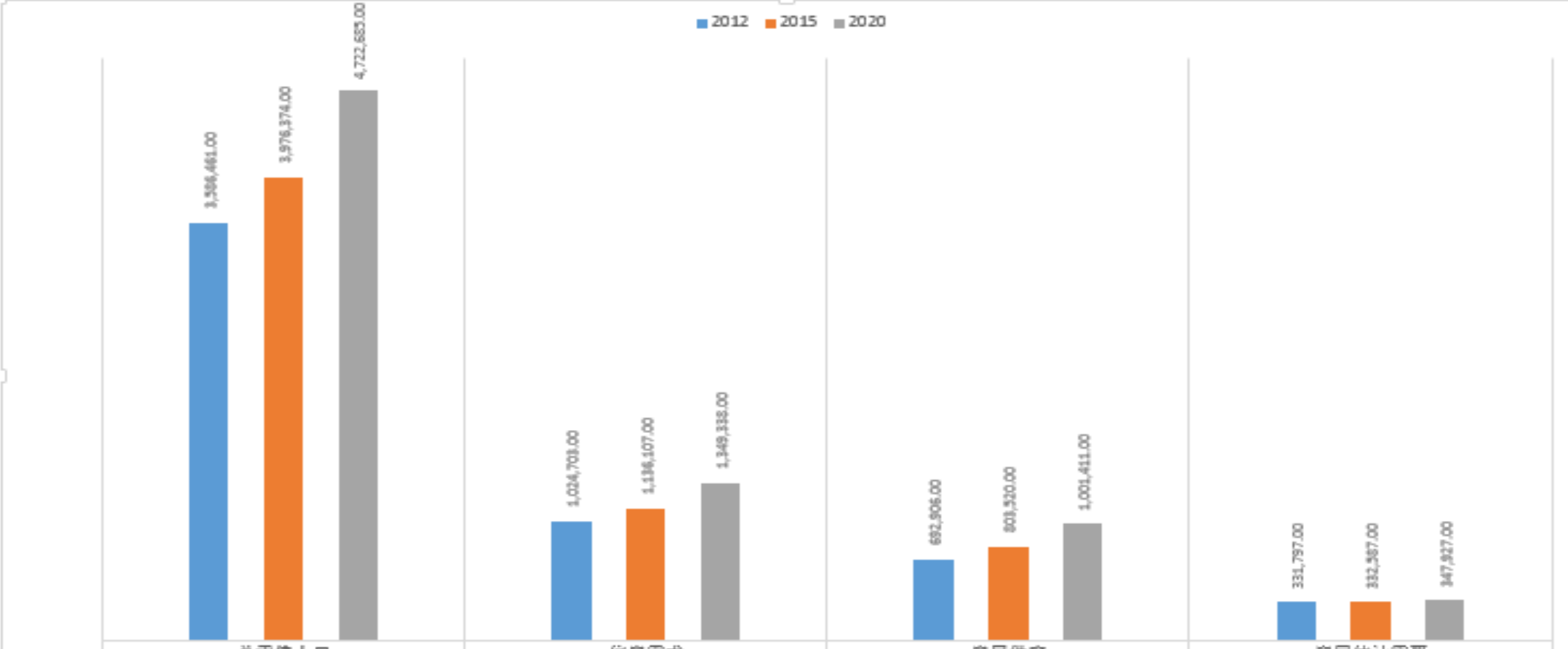
为了赚双倍的收入，每日开车、电单车以及搭公车通过第１、２关口往新加坡上班的人数超过 150,000 人。另有 150,000 人长期居住在新加坡。



年份	深圳 人口	深圳 ＧＤＰ	香港 人口	香港 ＧＤＰ
2001	470万	300亿	649万	1710
2011	**1030万**	**1780亿**	**707万**	**3510**

PART 5 – Property Demand 产业的需求

Estimate Need of Houses in Johor Bahru by 2015-2020
柔佛州新山2015–2020年估计房子的需求



	总柔佛人口	住房需求	房屋供应	房屋估计需要
2012	3,586,461.00	1,024,703.00	692,906.00	331,797.00
2015	3,976,374.00	1,136,107.00	803,520.00	332,587.00
2020	4,722,685.00	1,349,338.00	1,001,411.00	347,927.00

Estimate Need of Houses in Johor Bahru by 2015-2020
柔佛州新山2015–2020年估计房子的需求

Table 5: Estimate need of houses by 2015 and 2020

Total Johor population as at 2012	3,586,461
Current demand of homes (3.5 members per household)	1,024,703
Available stock as at 2012	692,906
Current need of houses as at 2012	331,797
Total Johor population as at 2015 (est. +3.5% year)	3,976,374
Estimate demand of homes in 3 years time (3.5 members per household)	1,136,107
Incoming supply by 2015 (inclusive of existing stock)	803,520
Estimate need of houses by 2015	332,587
Total Johor population as at 2020 (est. +3% year)	4,722,685
Estimate demand of homes by 2020 (3.5 members per household)	1,349,338
Incoming supply by 2020 (inclusive of existing stock and supply by 2015)	1,001,411
Estimate need of houses by 2020	347,927

Malaysia Property Market History马来西亚房地产市场

马来西亚房地产发展蓬勃，供应逐年递增，2010年起年均增速约为7%左右。

Part 6
Malaysia My Second Home ,MM2H
马来西亚第二家園計劃
dreamstime.com

大环境的优点 Environment Friendly

- 生活费用： 亚洲最低之一
  Living Standard : One of the lowest cost of living in Asia
- 气候： 完全无天然灾害，常年温暖宜人
  Geography: Free of disaster, warm & pleasant throughout the year
- 政治到稳定：政治与经济稳定成长的国家
  Economy: Efficiency of economy management & has one of the fastest growing economies Asia
- 水源与饮料： 完全可饮用的自来水与安心食品
  Water resources – Safe food & drinking water
- 医疗保健： 高效率的保健系统，符合国际标准
  Healthcare – Efficient healthcare system that meets international standards
- 教育国际化： 国际学校，国际文凭，高端教育
  Education – Has one of the best-developed, internationally recognized education system
- 绿化的环境： 森林绿化面积达70%
  Green Environment – Almost 70% forest

The MM2H Packages

- ✓ 免税退休金 Tax exemption
- ✓ 孩子教育 Kids education
- ✓ 10年自由進出簽證 Freedom to travel
- ✓ 100% 無風險 No Risk
- ✓ 購買酒車免税 exempted from import duty, sales tax , excise duty
- ✓ 無限量購買房產 unlimited of purchase properties in Malaysia
- ✓ 可帶入或聘請一位傭人 Live-in maid
- ✓ 兼職工作 Working Part-time

世界最理想的退休国家 The World best place to retire 2015

The Final Scores

Country	Buying & Renting	Benefits & Discounts	Cost of Living	Fitting In	Ent. & Amen.	Health Care	Infra.	Climate	Total
Ecuador	100	96	92	95	98	82	78	100	92.7
Panama	80	100	91	97	100	89	84	85	90.6
Mexico	80	80	90	95	97	84	85	89	87.6
Malaysia	81	66	90	97	96	94	95	76	86.8
Costa Rica	84	76	90	97	97	89	82	78	86.6
Spain	84	70	89	84	93	87	100	83	86.1
Malta	78	84	87	100	78	86	93	82	86.1
Colombia	84	68	90	82	91	88	85	95	85.4
Portugal	79	74	90	86	88	81	98	82	84.8
Thailand	76	68	92	94	100	89	79	79	84.6
Italy	73	69	82	84	100	83	95	79	82.9
Uruguay	68	70	62	92	97	89	90	86	82.0
Belize	83	84	92	100	74	80	66	78	81.9
Nicaragua	92	70	100	90	75	79	68	80	81.7
New Zealand	64	72	57	100	100	83	91	83	81.0
Brazil	71	76	81	81	96	80	79	82	80.8
France	60	84	57	84	100	87	96	79	80.8
Ireland	69	76	57	100	100	84	97	57	80.0
Honduras	76	73	87	95	79	80	67	79	79.5
Chile	78	73	63	86	97	83	93	60	79.1
Dom. Rep.	84	68	78	82	89	79	73	71	78.1
Guatemala	76	62	92	68	84	80	72	81	77.0
Philippines	73	57	92	92	86	80	66	64	76.3
Cambodia	73	57	92	76	94	72	57	68	73.7
Vietnam	57	57	100	57	57	76	62	72	67.3

Malaysia—Asia's Best Retirement Haven

Malaysia is the best place to retire in Asia right now, and there's no sign of that changing. A couple can live comfortably in a luxury ocean-view condo on $1,700 a month including rent. (We know of couples living more modestly on even less…try $1,000 a month, including rent.)

The average temperature is 82 F all year round, and you'll find some of the best beaches in the world here. There are cool hill stations, mountain retreats from the time of the British Raj, islands to hop or explore by yacht, and heath care is second-to-none.

Penang Island, in the north east and Kuala Lumpur, the country's capital in the south, are medical centers of excellence. The hospitals are top-notch and the physicians speak English, having been either been trained or completed their postgraduate studies in the U.S. or UK—which makes the cost of health care all the more incredible. You can see a specialist without any need for an appointment for as little as $11. Just turn up. It's the same with dentists.

Infrastructure here is First World and you'll have no problem finding high speed Internet or cable TV (Packages cost from $30 a month). If you chose to drive you'll find the roads are excellent. And when you move to Malaysia you can import a car—and your household goods—duty free.

谢谢您选择了富力公主湾,荣幸有你
Thankyou for choosing R&F
Terima Kasih kerana memilik R&F
ありがとう
감사합니다

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