

No effort is spared in the design and building of each condo. The design is such that every square foot is utilised and the quality of materials and finishes is the highest that a development of this stature can afford.



Actual photographs from The Haven show house



Artist's Impression



5 - LEVEL SECURITY

To complement the peace & tranquility offered by nature in its surroundings, multi-layered security is provided with 2 different sets of guards. Fencing, guard rooms, manned security desk for each building block, security patrols, CCTVs and computer card access render to residents as complete a security as possible to a condominium/resort development of this nature and eminence.



5 - STAR FACILITIES

Specially landscaped waterway, gardens and jogging track, 4-level swimming and infinity pools, barbecue and picnic areas, sauna, comprehensively equipped gym, badminton, tennis and squash courts, high speed broadband access, café and adjacent restaurant are some of the facilities and services that are provided in this esteemed development.



WHERE DO ECO-MINDED TRAVELERS SEARCH IN ORDER TO REALIZE THEIR DREAMS?



Where do eco-minded travelers search for in order to realize their dreams? The ideal choice:

Best Western Premier Residences at The Haven in Ipoh. Managed by Best Western, the world's largest hotel chain with more than 4,000 independently owned and operated hotels worldwide, this residence establishment maintains the city's distinct personality and local appeal, offering:

- Unparalleled value-for-money
- Top quality international hospitality standards
- **Consistent guest-friendly services and amenities matched and continually refined** to meet all the expectations of modern business travelers

Having a brand name like Best Western Premier to manage The Haven's residences not only assures that their decades of experience carries through to provide unrivalled quality but the worldwide recognition of brand ensures sustainable capital appreciation.



Actual photographs from The Haven show house

EXECUTIVE SHUTTLE SERVICE & CONFERENCE FACILITIES*

For the convenience of our residents, an executive shuttle service that commutes to and from major shopping complexes, hospitals, bus and railway stations and Ipoh airport will be available for use.

Residents can also avail themselves of banquet, conference, business and meeting facilities.



BEST RESORT CONDOMINIUM: THE HAVEN LAKESIDE RESIDENCES



Superboom Projects Sdn Bhd CEO Peter Chan.

forest), the developer has spent more than a million ringgit to landscape a 500-metre driveway into the project. There are also eco features and practices like having the latest technology in rainwater harvesting, use of latest technology in solar energy, recycling methods, preservation of the natural habitat and use of a windmill turbine to generate electricity for the jogging track that circles the lake.

To further reduce the carbon footprint, solar panel modules will be in place. The apartments also use the inverter type of air conditioning units and energy efficient heaters which are expected to save heating energy by half. For common areas and staircase, lighting is fitted with LED lighting to produce savings of up to 60,000 kWh per year.

The engineering and construction procedures help to maximize material efficiency, maximize labour efficiency and reduce wastage. For example, the three blocks have small carbon footprint of less than 30,000sq ft or less than 5 per cent of the total land size. This helps to conserve existing natural area and create larger soft landscaping area to promote biodiversity and reduce Heat Island Effect.

Paint and adhesive/sealants use are of materials with minimal volatile organic compound and formaldehyde content, to minimize indoor health hazard. A case in point is the use of Shell Flintkote, a premium water-based coating paint which dries without releasing any toxic vapour, thus reducing toxicity and air pollution.

"We are the first development in Perak, and among the first anywhere in Malaysia to harvest, within a sustainable budget, all renewable resources of wind and sun. We forbid bathing, washing or pollution of any kind to the lake which experts have found to be in a

Achiever of many firsts

Eight firsts for Malaysia

1. First to have eco condo project by the virgin forest
2. First five-star condotel
3. First JV partnered international main contractors to build condos
4. First to have international brand name within three years
5. First condo to get US Green Building Council's Los Angeles Chapter attention
6. First to give owners memento books detailing project
7. First to use Shell Flintkote water proofing paint/ flooring for condo project
8. First condo to use digital animation to market project

26 firsts for Perak (Note: Including the above eight)

1. First developer to be awarded The Arch of Europe (Gold Category) from Business Initiative Directions for Quality and Innovation (perhaps first in Malaysia)
2. First to be awarded The Diamond Eye Award for Quality & Excellence from Otherways International Research & Consultants (perhaps first in Malaysia)
3. First developer to use "split" building design for better ventilation/lighting
4. First to have three blocks of 26-storey condos - highest in the state
5. First to appoint Best Western International to operate its Premier Category
6. First luxury project with full facilities + conference + shuttle bus service
7. First condo to have concrete cast-in-situ with better sound proofing/rigid walls etc.
8. First condo with five-level security fencing, two guardhouses, guard concierge at each of the three blocks, use of access card set
9. First condo to provide fibre-optic cable for high-speed broadband access
10. First condo to be National Suria 1000 approved participant
11. First condo to have Green Building Index rated compliant applicant
12. First condo to use eco-friendly paper for brochures/memento books
13. First condo to offer buyers an option to subscribe to IPTV service
14. First development condo to attract Middle Eastern investors
15. First development to have buyers from 15 countries
16. First condo to publish its own food guide book "Eatpoh" promoting Ipoh food
17. First development to use "side flow" floor trap
18. First condo to appoint international realtors to market project overseas

*Now the first Perak-based developer to receive the SC Cheah Choice Award

pristine condition," said Peter Chan, who is The Haven Sdn Bhd's CEO. The other co-principal is David Yam who, on behalf of the company, received the International Arch of Europe Award for The Haven from Business Initiative Directions at the 25th International Quality Convention held in Frankfurt, Germany in July. The Haven was also bestowed the prestigious Diamond Eye Award for Quality and Excellence by the Association Otherways Management and Consulting Paris, France in August.

Low density

The Haven has the lowest density when compared with other condominiums in Ipoh, perhaps in Malaysia. With only 497 units over 13.6 freehold acres plus 10 acres of green recreational land, it has a density of only 21 units per acre. A study showed other condominiums have between 29 to 56 units per acre in Ipoh. Although there are many condominiums especially the very high-end ones which may have lower density (one or two units per floor) in the country, I feel we should also take into consideration the surround-

ings as a whole. It is pointless to say you have only 20 units for a 35-storey condo block when all around you there are a dozen other condos. There are no other condos in The Haven's vicinity!

Good investment value

Last but not least, I see The Haven as a one-of-its-kind investment product that will likely command high resale value. Like any unique and rare product, people who can appreciate the beautiful natural surroundings especially The Rockhaven may be prepared to pay a premium for the privilege of living in this exclusive resort community.

"Our pioneering business model of creating a five-star eco-condo-tel, the first in Perak and probably even in Malaysia, is well on the way to changing the mindsets of Ipoh people that condominium living can be a preferred way of life in Ipoh, especially when it is surrounded by nature, well managed and at reasonable prices. This will open up the mindsets of all Malaysians, that The Haven is one of the greatest vacation homes in one of the greatest vacation locations in all Malaysia," added Chan.

CITATION

How do you put an intrinsic value to a 280 million year-old gigantic rock? For nature lovers particularly those who adore karst landscapes, the beauty of limestone rock formations is indescribable and priceless.

Well, The Haven, developed by The Haven Sdn Bhd, a wholly owned subsidiary of Superboom Projects Sdn Bhd (Superboom) has such a rock, soaring 14 storeys high beside a lovely lake in Tambun. This is one of Mother Nature's glorious creations that is right in front of your home.

The Haven's three blocks of 26-storey condo-tel, are even higher than this massive rock aptly called Rockhaven, giving residents different levels of views. However, The Haven is much more than just a prehistoric rock, lake and condotel. It is an innovative, green, luxurious development that is changing the mindset of Ipoh people and bringing in plenty of foreign investments.

REASONS FOR MY CHOICE

I have searched high and low for a resort condominium that can give me that "wow" feeling. There are some that enjoy both distant hills and sea views as well as tall, stylish condominiums in Penang and the Klang Valley that only boast of artificial resort-like ambience but are deep in a concrete "jungle".

Of late, The Haven's name has spread near and far, prompting me to see it for myself this "best kept urban secret in Ipoh". Thus in August, I drove up to Tambun with my family and spent a night at one of The Haven's three tastefully furnished three-bedroom show units to get a feel of the place. I like what I saw - the plaid four-acre lake and Rockhaven with its splendid green rolling hills in the backdrop.

Their slogan, "Who needs a vacation when The Haven is your address?" aptly describes the development. I feel like selling my second home in Rawang and get a unit there and spend my retirement years enjoying delicious Ipoh food and exploring the limestone caves.

Below are some of the winning points.

Innovative five-star product

The Haven is the innovation that changes mindsets concerning condo-living in Ipoh. Instead of building luxury villas, exclusive only to a few, Superboom's chief executive officer Peter Chan wants more people to enjoy this "heavenly" view and live in a close-knit-

ted harmonious community where nature walks, hikes and cave explorations among other healthy activities would be organized for them to enjoy Ipoh's slower pace of life.

A host of lavish facilities, something unusual for Ipoh, awaits purchasers: four-level designer, 60-metre infinity swimming pool, high speed broadband access, well-equipped gym, squash, badminton and tennis courts, children's playground, cafe and probably a Hugos fine-dining restaurant (currently the show gallery). There will also be a shuttle bus service and banquet cum conference facilities.

Innovation shines through the entire project from choice of top international contractors (Bina Puri & Beijing Construction Engineering), renowned realtors (Tasweek and CBRE - world's largest real estate service provider) to market the project, world's largest hotel chain, Best Western International (BWI) to operate it; ideal construction process, engineering techniques, environmental considerations to the designing and landscaping.

Another innovation not found in any other developments in Perak is that buyers are assured of rental guarantee of 6 per cent per annum for the first three years and 7 per cent per annum for a further two years by the operator BWI Sdn Bhd themselves, thus adding tangible investment value to the project.

Green all the way

Besides the green environment (hills, natural lake, virgin tropical



BEST PERAK DEVELOPER: SUPERBOOM PROJECTS SDN BHD



The Rockhaven (centre) is nature's "masterpiece" in The Haven.

features. It is going to be run by Best Western International (BWI) as a five-star hotel for short-stay and long-term guests. Many of the units that have opted for the lease-back scheme, will be luxuriously furnished (see winning features next page).

It is believed to be the only resort condominium sited beside limestone hills and its showpiece is a huge 280 million-year-old majestic limestone rock by the project's natural lake.

Innovative developer with many firsts

Besides introducing various innovative concepts and improvements to its projects (see table of firsts), the company wanted to transform the traditional negative mindsets about the desirability of condominium living.

Chan impresses me as a man who wants to bring about a real, positive and lasting change to Ipoh, a city that he loves so much, through new and innovative housing in Ipoh.

He saw a need to introduce an alternative lifestyle and way of living among Ipoh folks, be it low-cost or upscale properties. With The Haven, it is changing negative mindsets that luxury condominiums have no place in Ipoh.

He has brought in millions of ringgit in foreign investment into Perak. There are now buyers from 15 foreign countries, from as far as the United States and even from the Middle East.

Developer that puts Ipoh on the world map

Although there are several prominent, long-standing developers in Perak, Superboom's efforts to promote Ipoh as an ideal vacation, retirement and investment city in Malaysia and the world deserves recognition. The com-

CITATION

The name Superboom Projects Sdn Bhd (Superboom) may not ring a bell with many people but this "rising star" has emerged from obscurity to be noticed in Malaysia and even internationally. It currently has only three developments - a low-cost project known as the Permai Lake View Apartments (Permai) in Tambun, Ipoh; Subang Galaksi, comprising of 175 terrace houses in Subang 2, Selangor (both completed) and the ongoing The Haven Lakeside Residences (The Haven) just next to Permai.

Though not numerous in quantity, the three projects are sufficient to show the philosophy and quality of the developer. All of them are outstanding products that are very innovative, environmentally-friendly and foster harmonious community living. All three projects embrace innovation in a substantial and unique way to ensure practicality, desirability, quality, beauty and value. Led by its chief executive officer Peter Chan, the company, has withstood negativity and proved critics wrong by delivering products of exceptional value, ground-breaking innovations and excellent transparent leadership.

REASONS FOR MY CHOICE

Instead of merely picking the "big boys", I think it is necessary to recognise the efforts of up-and-coming players like Superboom whose daring approach to change mindsets and looking beyond the bottomline deserve praise.

It may be a few years old but it has proven to be "matured" beyond its years and become an industry leader. Each of its three developments have proven to be innovative in their own way.

The following are some of the reasons:

Super low cost development

Superboom has made a name for itself with its Permai in Tambun, a quality low-cost project seldom seen in Malaysia. The Permai is well managed with professional landscaping and Superboom has given many extras at its own cost such as gated and guarded security with air-conditioned guard house with attached bathroom, smart access card for residents, disabled-friendly walkways, green technology construction, deeper and wider drains to prevent flooding, a yard, sheer wall technology, decorative fencing to add ambience, use of good weather shield paint and, ample car parking spaces.

For a neater look, there are special areas for the air-conditioner compressors, centralised areas for Astro satellite dishes,

rubbish collection centres and also free metal grill gates and window grills for all units. It also provided special barricades and gates at entrances to each block to prevent motorcycles being ridden and parked at corridors. I am surprised to find that the units have nice tiled flooring instead of the usual cement-rendered floors as well as ceramic tiles up to ceiling height in the kitchen and bathroom! Instead of only one toilet, it gave an additional attached bathroom to the master bedroom, which is rare for low-cost housing and all these for only RM55,000 for a 732sq ft freehold unit. The project is very well managed.

Superboom is mindful of the need for the poorer community to enjoy a safer, and better home and, because of the millions of ringgit of improvements spent voluntarily on Permai, the final financial figures show a meagre profit of just a notch above breakeven (less than RM200,000 on sales of RM30 million). A joint management corporation (JMC) was formed in 2007 even before the law came into being to ensure proper management of Permai. The JMC has maintained about RM500,000 for its sinking and maintenance funds, a truly commendable feat!

Super eco condo resort

The Haven, the company's current flagship project, is not only an eco-condominium with green



The Permai does not resemble a low-cost project.

pany is actively promoting this resort condo-tel to foreigners under the Malaysia My Second Home Programme.

Delivering products of exceptional value

This company has shown from its three projects that it is serious in delivering products of exceptional value. Like its Permai project, it has taken great care and consideration to ensure that even the lower income group deserves to live better. As Chan puts it: "I will not build something that I will not live in. We remain competitive in the market place, by giving people far more than what they expect, at much less than current market prices and by partnering with the right international corporations to add global value to our properties."

For example, it has got one of the best teams and strategic partners for The Haven - Bina Puri Holdings Bhd, the second largest construction company in Malaysia and Beijing Construction Engineering, large construction company in Beijing as main contractors; Tasweek, an Abu Dhabi-based advisor to market The Haven to Middle Eastern investors/buyers; CB Richard Ellis, world's largest realtor to also market the project and, BWI to operate and

manage The Haven as a five-star condo-tel.

The company spares no efforts and makes no compromise on quality to achieve its goals of giving the best to its purchasers while at the same time helping to make Ipoh better known to everyone.

Innovative green developer

Superboom has been accorded Suria 1000 (Malaysia Building Integrated Photovoltaic project) under the auspices of the Ministry of Energy, Green Technology and Water) and pending for the Green Building Index certificate for its strict adherence to carbon footprint levels.

The Haven will draw on renewable energy such as solar, LED and windmill powered energy, rainwater harvesting and high-tech recycling methods to conserve energy and resources. Foreign buyers were drawn to the company's environmental initiatives that also include preservation of nature where in the case of The Haven, not a single tree was felled nor a boulder was blasted from the hills (see next page for more). Superboom also educates employees on recycling which is an integral part of its business model that gives serious regard to the environment.

• Best Resort Condominium



SC Cheah Choice Awards® 2011
New Straits Times Property

Their slogan, "Who needs a vacation when The Haven is your address?" aptly describes the development.

• Best Perak Developer

SC Cheah Choice Awards® 2011
New Straits Times Property

The company has withstood negativity and proved critics wrong by delivering products of exceptional value, ground-breaking innovations and excellent transparent leadership.



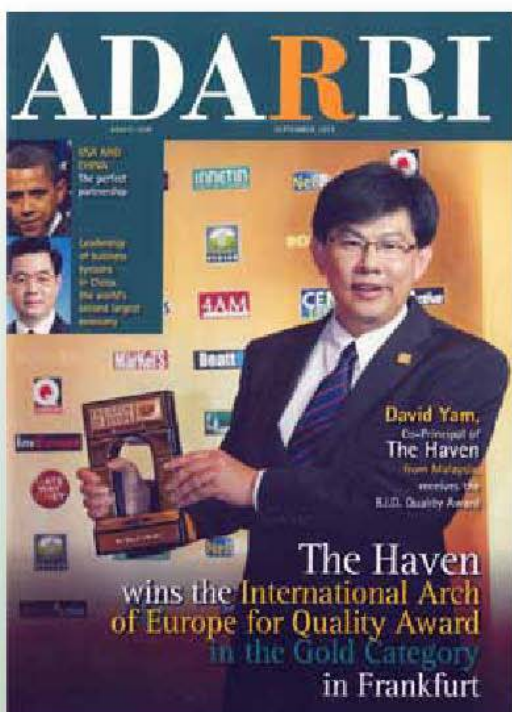
The Diamond Eye Award
Geneva, Switzerland 2011
• Quality & Excellence

This International Award has been created in Europe to reward firms from all over the world which have distinguished themselves in the field of Quality & Excellence.



Arch Of Europe Award
Frankfurt, Germany 2011
• Quality & Innovation

Instead of yielding to negative situations or the pressures of the current global economy, The Haven spends every day excelling in quality and creating a competitive edge. For this reason, The Haven was named a winner of the 2011 B.I.D. International Arch of Europe Award in Frankfurt, Germany.



"The Haven has made me proud. It has made Ipoh proud. It is indeed the pride of Ipoh and the envy of the nation. In particular, I wish to urge the Perakeans to doubt no more."

YAB DATO'S SERI DR. ZAMBRY BIN ABD KADIR
Menteri Besar of Perak



"I am glad Ipohreans are not losing out as more than 50% of buyers at The Haven are locals. This represents a changing mindset of Ipoh residents towards high-rise property ownership in this city."

DATO' HAJI ROSHIDI BIN HAJI HASHIM
Datuk Bandar of Ipoh

ANTHONY HO (SINGAPORE)

"I'm a proud owner of The Haven. Where else can you find such magnificent environment? It's not a question of price and I don't think I will sell it at any price!"

LAU SIU CHO & TANG CHI KEUNG (HONG KONG)

"The Haven has put Ipoh under the investors' radar and on the international resort map."

NATSUKI RENA (JAPAN)

"What a bargain price! I thought the price that I bought the unit for was in US dollars."

UMAR MUKHTAR BIN SALIM (MALAYSIA)

"The Haven represents one of the best investment opportunities so far. With Best Western International operating it in its Premier category, it is the best valued and first 5-star luxury condo-tel in Perak. If that does not convince you, I don't know what else can!"

GANESAN A/L RENGASAMY & JEYANTHI A/P VARATHARAJAN (MALAYSIA)

"The Haven is something really extraordinary and totally captivating. It is so united with nature. At the show house, my children told me: "Buy this place or we are not leaving!" They made a very good decision and I also thought it was a great decision. Everything went fine and here we are, as a buyer."

LUDOVIC SAINTVOIRIN & YAW SUK CHUN (FRANCE)

"We came to The Haven show house looking for places to retire. In the end, the 5-level security and other good attributes of The Haven won our hearts. Without doubt, that gave us a complete peace of mind."

JIM CHIANG (MALAYSIA)

"The Haven is a tremendous project based on a fantastic concept. I am sure the demand and prices will not be at such low levels it is completed. It seems strange that Ipohites has been slow to recognize this 'masterpiece'."



"The Haven is an important development because so often sustainability studies look to the west as models for sustainable design and development. But to educate, replicate and create a sense of local vision, The Haven provides an important opportunity for Asian people to see important action models in their midst."

PROF. LANCE A. WILLIAMS
Executive Director of The US Green Building Council's Los Angeles Chapter



THE ART OF LIVING, REDEFINED



Beijing Construction Engineering Group Ltd (BCEG) was founded in 1953. Over the past 50 years, it has been a constant leader in the industry and has become a conglomerate that is competitive in the global market. The BCEG is a Global Top-225 International Contractor, a China Top-500 Enterprise and China Top Ten International Contractor.

BCEG spawns more than 200 companies and factories engaging in **architectural design, scientific research, construction, equipment installation, building material supply, etc.** It has over 44,000 personnels, among whom 15,000 are professionals and its annual projects completion amounts to three million square metres. During the past 50 years, BCEG has completed the construction of over 112 million square metres of projects including public utility facilities, **offices and business buildings, science, education, culture and hygiene** facilities, hotels, community works and other important projects all over the world.

Its business covers more than 30 regions in China, including Hong Kong and Macau. In its 50 years of development, BCEG has developed **a fine tradition of honouring credibility, honesty and contracts.** For years, it has maintained a 100% acceptable project quality rate and 80% outstanding-quality rate.

For more information, log on to: <http://www.bcegc.com.cn>



Bina Puri Holdings Bhd is a public listed company on the Main Board of Bursa Malaysia since 1995. Core business of Bina Puri Group of Companies are construction related activities which include: civil and building engineering management, property development, highway concessionaire, quarry operations, manufacturing of construction materials and polyurethane system house.

The Group has been in the Malaysian construction arena since 1975 and has since won many accolades worthy of mention including **the MS ISO 9001:2000, OHSAS 18001, MS 1722 Certifications, Prominent Player Award 2005, Contractor Award 2007: Grade G7** during the Malaysian Construction Industry Excellence Award 2005 & 2007 (MCIEA) by Construction Industry Development Board (CIDB).

For more information, log on to: <http://binapuri.com.my>

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Tasweek

Tasweek is an Abu Dhabi-based advisor and solutions provider serving the local and international real estate markets. It leverages over 20 years of extensive experience in valuations, design, and real estate marketing across the UAE, GCC and MENA regions.



MARKETING PARTNER



CB Richard Ellis (Malaysia) Sdn Bhd

CB Richard Ellis Group, Inc (NYSE:CBG), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services firm (in terms of 2010 revenue).



First commercial real estate services company in the Fortune 500; one of the Most Admired Companies in the real estate industry



Named Business Week 50 Best in class company three consecutive years



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Perunding Eagles Engineers Sdn Bhd

Civil & Structural Engineer

LT Consultancy

Foundation & Structural Engineering Advisor

Perunding ZNA (Asia) Sdn Bhd

Planner

Erarancang Sdn Bhd (ERSB)

Hardscape Planning Swimming Pool

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