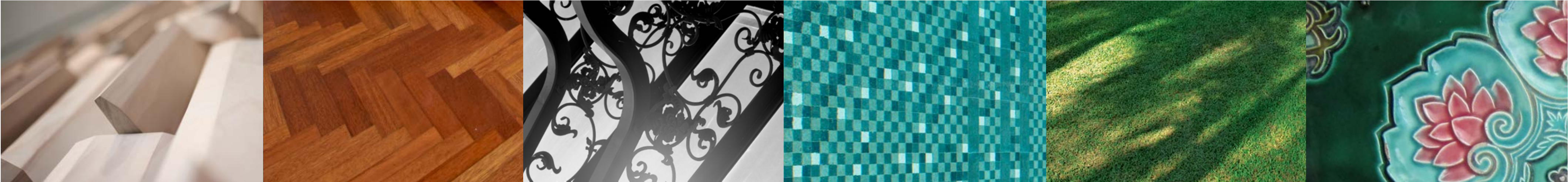


# THE E&O BOOK

**Purpose**

E&O designs and builds properties that cater to the aspirational lifestyle needs of discerning individuals.

THOSE WHO KNOW, INSIST ON E&O



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# INTRODUCTION

Eastern & Oriental Berhad has established a reputation as a premier lifestyle property developer with a proven track record for delivering innovative concepts of exceptional quality. Having built a property portfolio across a series of exclusive addresses in Kuala Lumpur and Penang Island, the Group has ventured to new growth areas such as Iskandar Malaysia, as well as further afield with its international foray in Central London.

E&O's past projects include prestigious residential properties such as Sri Se-Ekar, Kampung Warisan and 202 Desa Cahaya (202 DC) along Jalan Ampang's Embassy Row in the capital city, Kuala Lumpur. These set the standards for future landmark developments which include the high-rise Dua Residency condominiums and St Mary Residences in the city centre, as well as Idamansara and Seventy Damansara exclusive landed homes in upscale Damansara Heights.

In Penang, E&O's masterplanned seafront development Seri Tanjung Pinang is one of the most sought-after residential addresses among locals and expatriates, home to over 20 nationalities. Quayside Seafront Resort Condominiums is the first in the region with a 4.5-acre private waterpark and neighbours Straits Quay, the first festive retail marina on the island.

In Johor, E&O is in a joint-venture project with the wholly-owned subsidiaries of Khazanah Nasional Berhad and Temasek Holdings (Private) Limited to develop the 207-acre Avira wellness-themed development in Medini, Iskandar Malaysia.

In 2012, E&O made its overseas debut with the acquisition of Princes House in the Central London Borough of Westminster. Since then, E&O has acquired other properties in Central London: ESCA House in Bayswater and a commercial property in Hammersmith for potential refurbishment and redevelopment.

E&O's core business of property development is supported by a cachet of complementary lifestyle elements. In the hospitality domain, E&O is best known for its iconic heritage hotel from which the Group proudly derives its name - the landmark Eastern & Oriental Hotel in George Town, Penang as well as the Lone Pine Hotel, the first to operate along Penang's Batu Ferringhi beach. E&O Residences Kuala Lumpur represents the extension of hospitality expertise into the management of serviced residences.

In 2016, E&O introduced EOS Wellness, a new initiative to complement its property development business, reinforcing E&O's position as a true lifestyle property developer.







# MALAYSIA

°30'N 112°30'E  
GMT +8 hours

A parliamentary democracy with a constitutional monarch, Malaysia is headed by an elected Prime Minister. Its total land area of 329,847 square km is separated by the South China Sea into two similarly sized regions, Peninsular Malaysia and Malaysian Borneo. Kuala Lumpur is the capital city.

As a federation of 13 states and three federal territories, governance of the country is divided between federal and state governments. Peninsular Malaysia borders Thailand to the north and is linked to Singapore in the south by a causeway and a bridge.

An equatorial climate promises high temperatures with high humidity the whole year round, averaging 27°C during the day. Malaysia's wealth in natural biodiversity is found within tropical rainforests as well as island marine life.

A young and growing population of 29 million, comprising Malay, Chinese, Indians and other ethnicities, has given rise to a diverse and colourful society. Bahasa Malaysia is the national language but English is widely spoken.

Since independence in 1957, Malaysia has had one of the best economic records in Asia, with GDP growing an average 6.5% for almost 50 years. The economy has traditionally been fuelled by its natural resources, but has expanded rapidly in the sectors of manufacturing, downstream petroleum industries, commerce and tourism.

The three main urban areas corresponding to highest economic activity and population density within Peninsular Malaysia are: the Klang Valley (where Kuala Lumpur is located), Penang Island to the north, and Johor Bahru to the south, that are linked by air, rail and road connectivity, notably the North South Highway.

# KUALA LUMPUR

The Klang Valley, where Kuala Lumpur is sited, is Malaysia's key property market, home to roughly 7.5 million residents out of a total national population of approximately 31 million.

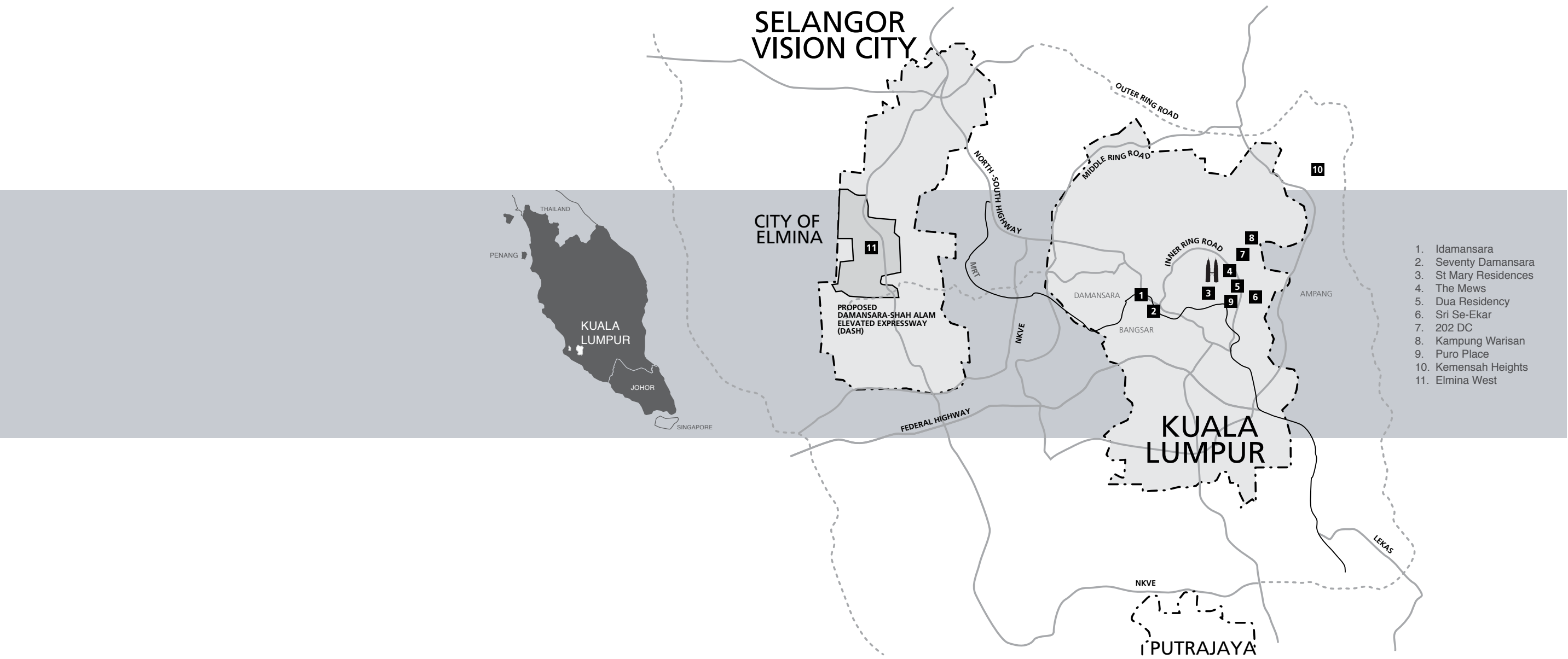


Kuala Lumpur has flourished as Malaysia's capital city. With its highly affordable pricing compared to other Asian cities, it offers an extremely attractive value proposition for property investors who want to own quality properties in a liberalised environment.

Malaysia's multi-billion ringgit real estate sector has yet to be fully recognised and coordinated efforts from the Government and private sector are currently in place to put the country on the world map as a preferred destination for foreign property buyers. Unlike other restricted regional markets, Malaysia is open to foreigners purchasing landed properties in their names, holding freehold titles and having access to local financing.

Good infrastructure and a positive economic climate pave the way for growth in both residential as well as commercial properties. Relatively lower rental, utility and manpower costs attract foreign corporations to relocate to Kuala Lumpur.

Ongoing construction of the Mass Rapid Transit (MRT) system to unite Greater Kuala Lumpur with central Kuala Lumpur has proven to be a catalyst for real estate prices to climb. The multiplier effect of RM43 billion investment commitment to improve city rail and highway networks is already opening up corridors of growth for new townships and mixed developments.







# SEVENTY DAMANSARA



Amidst the prime residential neighbourhood of Damansara Heights, neighbouring the former official residence of the Prime Minister of Malaysia, this urban oasis of 12 exclusive 3-storey detached homes is nestled within 2.4 acres of mature greenery.

Completed in January 2006, the residences showcase contemporary tropical design, incorporating natural ventilation and light into its architecture, and precise attention to detail in its finishing.

Each home at Seventy Damansara is enhanced with landscaped gardens, water features and individual infinity pools set in the privacy of a gated-and-guarded environment.

The built-up area of each unit is up to 6,000 square feet on land parcels of up to 9,000 square feet.











# IDAMANSARA

Within walking distance from Seventy Damansara, is the development of 82 units of semi-detached and nine units of detached homes called Idamansara.

Completed in June 2007, the development is unique in having two separate approach routes for enhanced accessibility, a boon in the busy city of Kuala Lumpur.

Generous landscaping and well-designed streetscapes within a gated-and-guarded community ensure that residents can move within the enclave conveniently and safely.

There are private water courts in every semi-detached and lap pools in every detached home, as well as a common swimming pool, gym and children's playground within the grounds.

Homes at Idamansara enjoy built-up of up to 5,200 square feet on land parcels up to 7,145 square feet.















## DUA RESIDENCY



Dua Residency consists of two sleek condominium towers situated in the very desirable neighbourhood of Kuala Lumpur City Centre (KLCC), home to the capital's iconic Twin Towers.

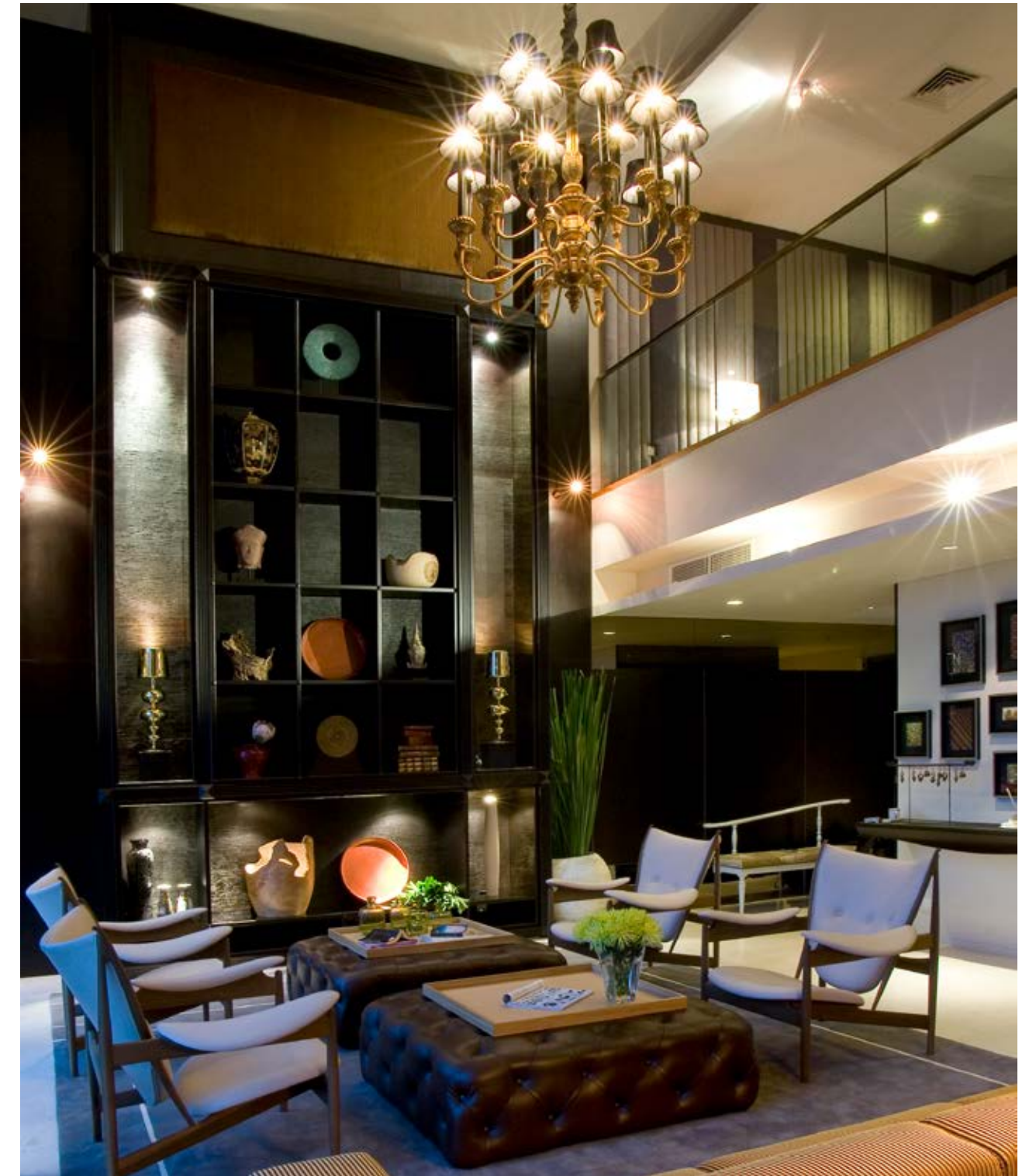
Completed in 2007, the total 288 units are divided in two 20-storey blocks featuring single, duplex and triplex unit layouts, with private lifts and generous floor space of up to 6,000 square feet.

For the ultimate in high-rise living, the rooftop entertainment deck and jacuzzi in penthouse triplexes offer unsurpassed views of the Kuala Lumpur skyline.

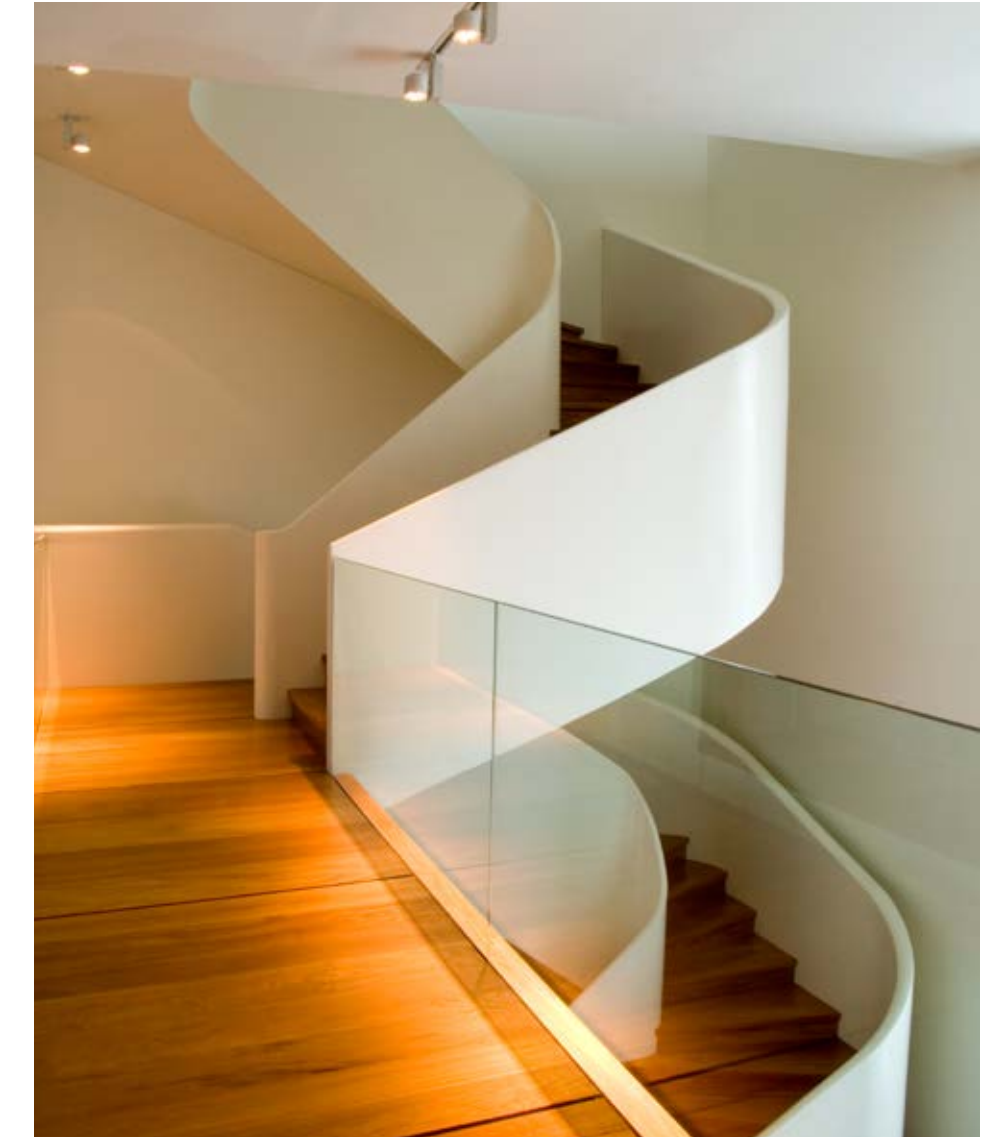
Set amongst 4.5 acres of lush greenery, Dua Residency is one of the lowest density high-rise developments in this prominent locale, having devoted an entire acre to landscaped pools, gardens and recreation areas.

Facilities include concierge reception at each tower lobby, meeting and reading rooms, children's playground and playroom, gymnasium and sauna facilities. Within its grounds, a separate 3-storey retail and restaurant annexe caters to residents and the surrounding affluent community.











# ST MARY RESIDENCES

St Mary Residences conjures the spirit of Manhattan's loft apartments but with a unique Malaysian character. Occupying 4.1 acres in the Central Business District (CBD) of Kuala Lumpur's landmark KLCC area, the urbane and elegant St Mary apartments command impressive views of the Petronas Twin Towers, KL Tower, Bukit Nanas Nature Reserve and the vibrant CBD skyline.

Designed by WATG, an award-winning US-based consultant for the luxury hospitality and leisure sectors, St Mary Residences offer E&O Concierge Services to those living in the 1,131 square feet single bedroom Studio Suites, 2-bedroom City Suites of 1,442 square feet and 3-bedroom Metro Suites of 2,269 square feet. Expansive 6,000 square feet rooftop Penthouses with private pools, grace its uppermost floors.

At the heart of St Mary is a 1.2 acre green urban sanctuary with a 2-storey residents-only clubhouse, gym, function rooms and swimming pool.

[www.stmaryresidences.com](http://www.stmaryresidences.com)



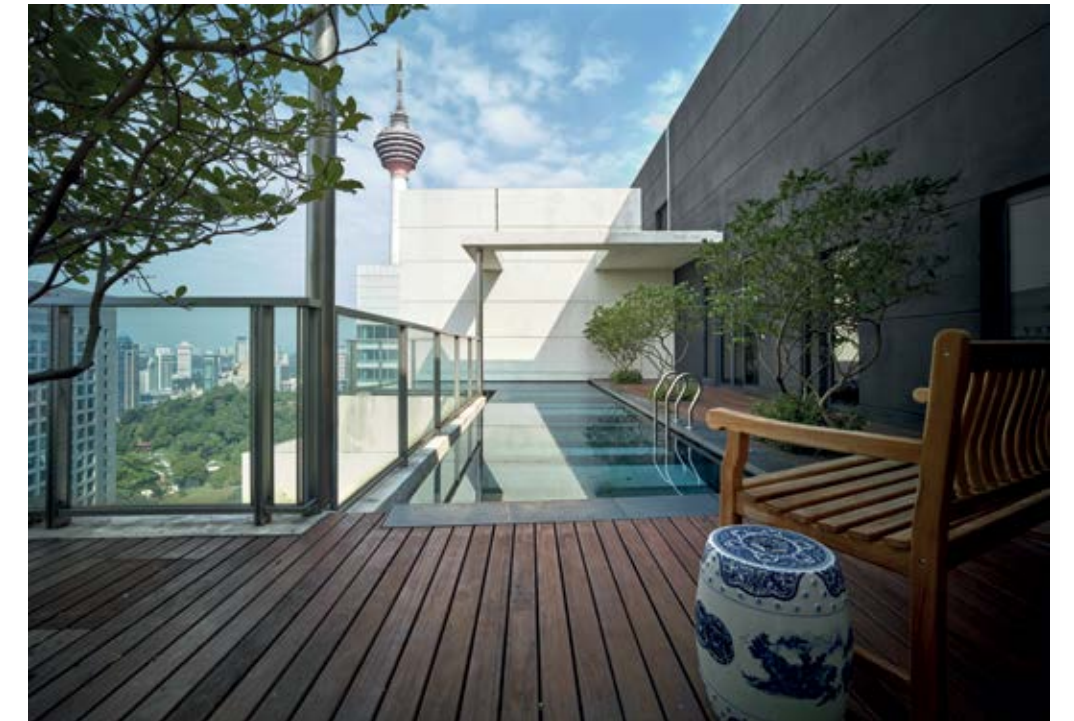




















Artist's impression

# THE MEWS

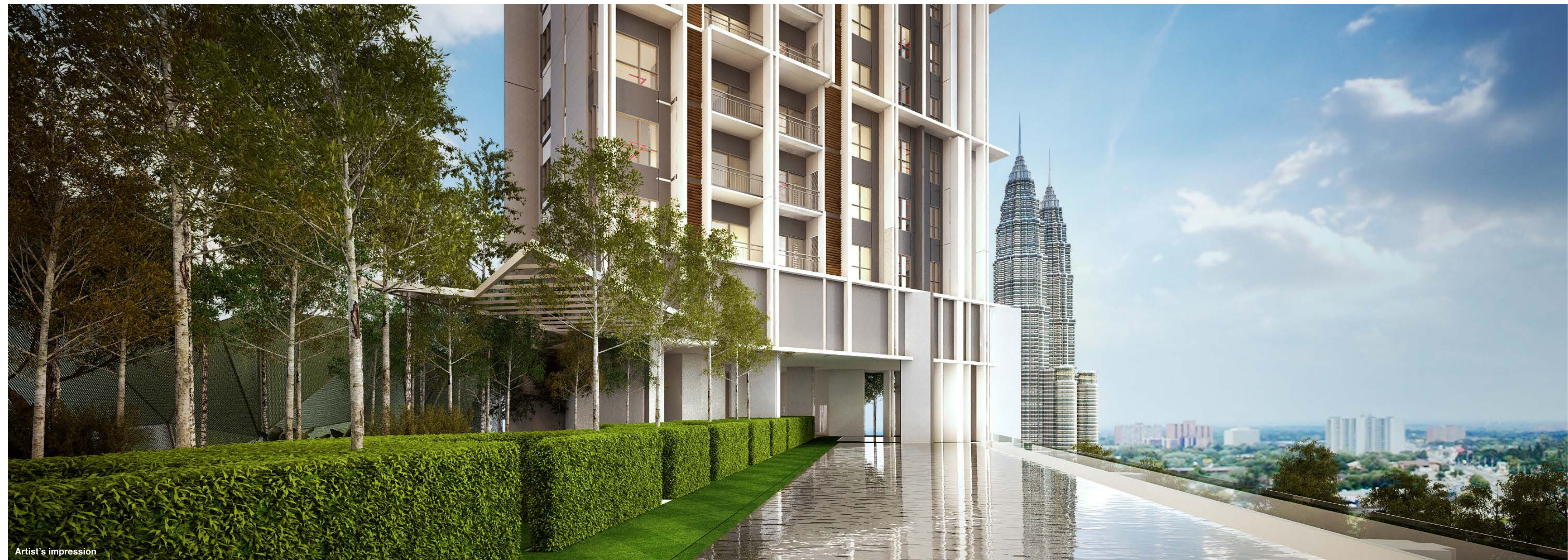


Artist's impression

The Mews is sited on Jalan Yap Kwan Seng, a main commercial thoroughfare that leads directly to the Petronas Twin Towers in KL city centre. On 1.3 acres of prime real estate, construction of two 38-storey towers consisting of 256 units of serviced apartments is slated for completion in 2017. It will feature one to three-bedroom freehold serviced apartments and penthouses ranging from 923 square feet to 2,619 square feet.

In March 2013, E&O entered into a joint-venture agreement with Mitsui Fudosan Residential Co Ltd, the wholly-owned subsidiary of Mitsui Fudosan Co Ltd, Japan's largest property company by revenue from operations, to develop The Mews Serviced Residences.







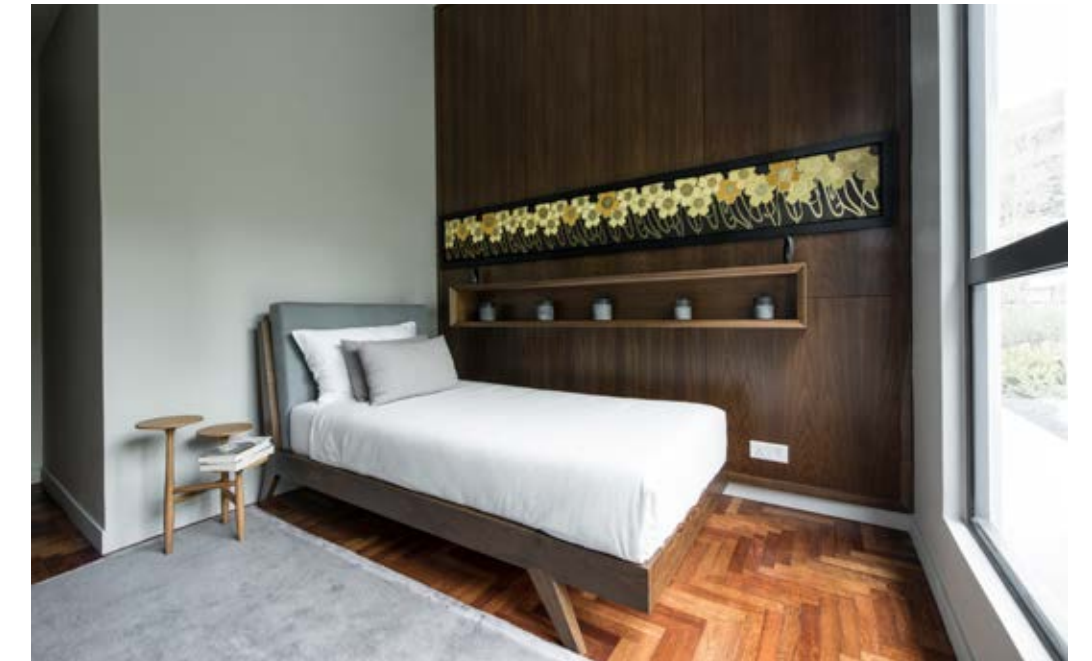
ONE BEDROOM SUITE  
THE MEWS







TWO BEDROOM SUITE  
THE MEWS







TWO + ONE BEDROOM SUITE  
THE MEWS





# PURO PLACE

With E&O venturing into the wellness portfolio as one of the Group's complementary lifestyle pillars, we will soon be launching our latest development at Jalan Conlay - an innovative freehold condominium that will set a benchmark for property development in the region.

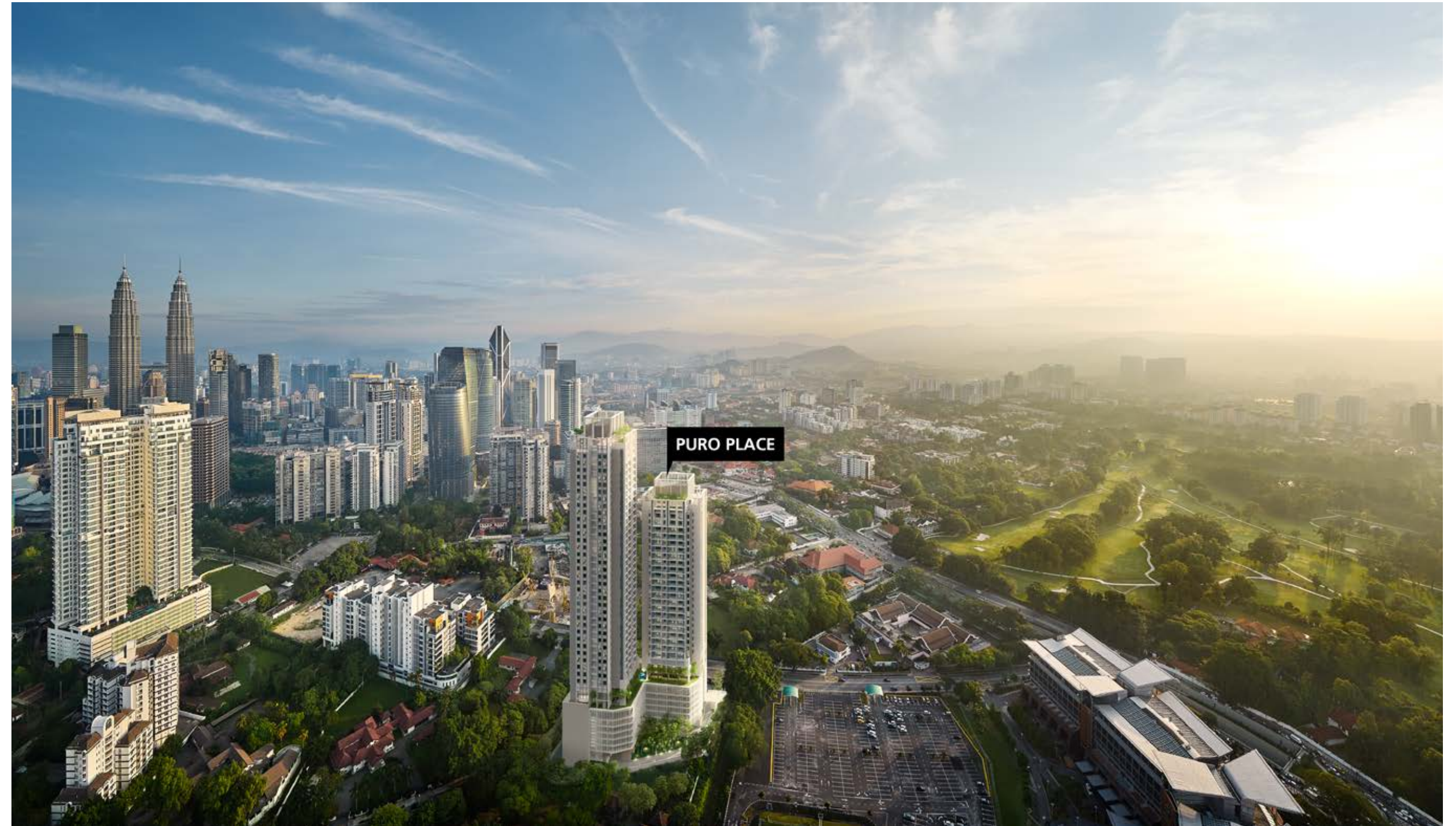
In partnership with the Mitsui Fudosan Group, E&O's Conlay project will showcase state-of-the-art wellness offerings that are meticulously designed to focus exclusively on the health and wellbeing of residents. This development is the first project in Southeast Asia built for WELL Multifamily Residential Certification Pilot Programme pioneered by Delos and administered by the International WELL Building Institute™.

This development consists of layouts from one to two-bedroom units, and its location right at the heart of Kuala Lumpur city centre offers the convenience of city living that is complemented with a better and healthier living space.

Puro Place is expected to be available for preview in mid-2016.



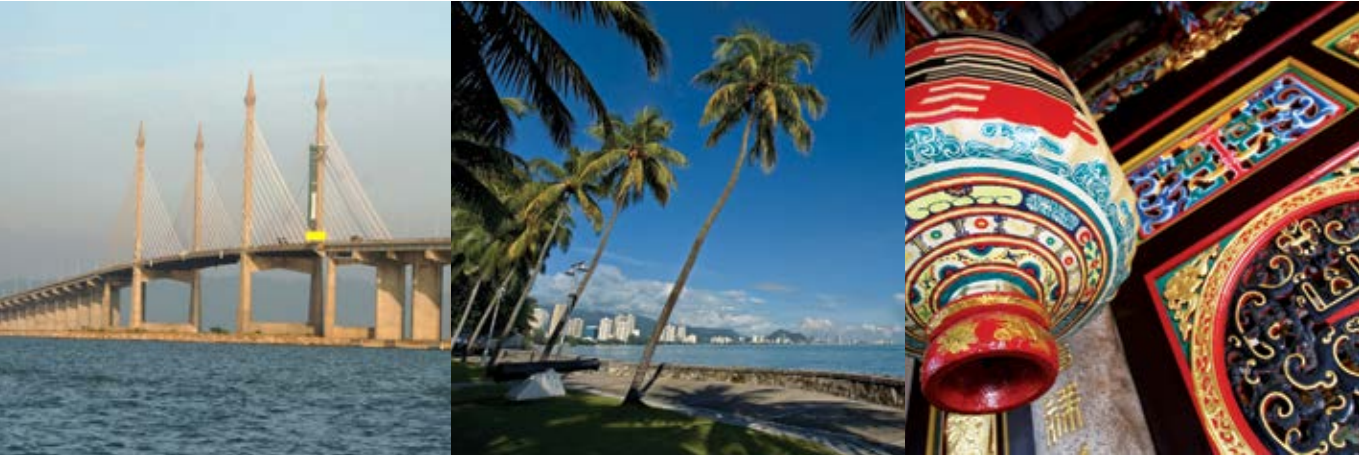
Artist's impression





# PENANG

The island of Penang has long been known as the ‘Pearl of the Orient’. Famed for her beaches and heritage sites, it is rich in history and culture. In July 2008, the state capital, George Town, was declared a World Heritage Site by UNESCO, a status that has enhanced its prominence and appeal.



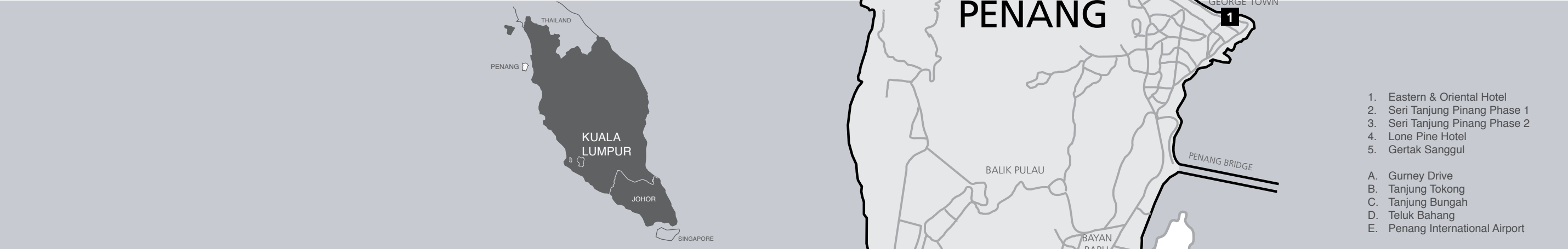
Located on the northwest coast of Peninsular Malaysia, the island of Penang is also recognised as a preferred base for multi-national companies boosted by its good infrastructure and accessibility. Penang has repeatedly been voted by expatriate surveys as one of the 10 most liveable cities in Asia. Regarded as one of the most affordable cities to live in, Penang is the top preferred destinations for participants under the Government-spearheaded Malaysia My Second Home programme.

Penang Island is accessible to the mainland by the traditional car and passenger ferry service, the Penang Bridge, as well as the Second Penang Bridge which opened in early 2014. Penang International Airport has frequent and direct connections to major cities in Southeast Asia and is the second busiest air traffic terminal in Peninsular Malaysia after Kuala Lumpur International Airport. Ease of travel has made Penang a popular regional destination

to hold corporate meetings and conventions, and also an easy holiday choice.

Backed by these factors, interest in Penang's real estate market has grown considerably over recent years. Development is concentrated along the east coast, bound by natural topography of hilly terrain along the island's central region. As a result, prime land in George Town is scarce and highly sought after.

With over 1.6 million in population and a young demographic profile where household income and rates of saving are above the national average, the 300 square kilometre island is experiencing strong demand for a range of property products. The island's many plus points has also spurred international interest in Penang properties for both pleasure and investment purposes.







# SERI TANJUNG PINANG

Seri Tanjung Pinang is a world-class waterfront community unlike any other. Situated along Penang's northeast coast, this masterplanned development sits on a prime location between the UNESCO World Heritage City of George Town and the renowned beaches of Batu Ferringhi.

Residences range from courtyard terraces inspired by Penang's unique Straits-eclectic architecture, to luxury suites above the festive retail marina at Straits Quay, to grand seafronting villas reminiscent of Caribbean plantation manors.

The first phase of this remarkable 240-acre development is close to full completion with a vibrant community of locals and expatriates numbering over 20 nationalities already in residence. The second phase of Seri Tanjung Pinang is on the horizon in accordance with the 1990 Concession Agreement to reclaim and develop the remaining 760 acres off the northeast coast of Tanjung Tokong which will be phased over 15-20 years.

Conceptualised to celebrate the best facets of island living, the evolving Seri Tanjung Pinang joins a list of exemplar world-class waterfront communities including Australia's Sovereign Islands and Sentosa Cove in Singapore.

Yet, it is Penang's old-world charm, diverse cultural mix and rich colonial heritage that truly set Seri Tanjung Pinang apart.

[www.seritanjungpinang.com](http://www.seritanjungpinang.com)



Seri Tanjung Pinang

# VILLAS BY-THE-SEA®

Villas By-The-Sea are the ultimate expression of gracious living in Seri Tanjung Pinang, providing discerning homeowners with a haven of privacy and tranquillity set in modern tropical and Caribbean-inspired architectural themes.

Spread over an expansive 15 acres and offering spectacular views of the sea, three different villa design concepts are named after the style they evoke—Martinique, Abrezza and Skye.

A distinctive feature of the villas are their unique layouts which encourage interaction between the indoors and outdoors with generous windows, high ceilings, spacious terraces and verandahs.

The successful product of a tripartite joint venture between E&O, CIMB-Mapletree and Al Salam Bank of Bahrain, the villas are all freehold with land area of up to 12,860 square feet and built-up ranging to 9,000 square feet. Set within a secure, guarded environment, villa residents enjoy the luxury of a private gated seafront walkway along the 750 metres of frontage facing the Straits of Malacca.







MARTINIQUE





SKYE



ABREZZA







CAYMAN

SERI TANJUNG PINANG

# SUPER SEMI & SEMI-DETACHED HOMES



CASPIAN

By virtue of its size, design and spaciousness, Seri Tanjung Pinang's super semi-detached and semi-detached homes have the sense of grandeur more like a bungalow's.

Avalon has a touch of colonial influence, with a colour palette similar to that of the E&O Hotel and features traditional gabled red roof tiles, large overhanging eaves and verandahs. Acacia is clean, with modern linear forms, a style increasingly employed in new tropical architecture in Singapore and Bangkok.

The 3-storey Avalon and Acacia have identical internal layouts, with superior internal finishes and generous floor to ceiling heights with land dimensions of 40 feet by 80 feet and built-up areas of up to 4,000 square feet.

The super semi-detached Cayman and Caspian, with a built-up area of 5,040 square feet come with their own private lift and lap pool.



SEMI-DETACHED HOMES

## AVALON







SEMI-DETACHED HOMES

ACACIA





SERI TANJUNG PINANG

# COURTYARD TERRACES

Courtyard Terraces are a modern interpretation of the original Straits Eclectic-style townhouse which grace the heritage quarters of George Town.

Dubbed Ariza and Ariza Duo, the uniform external facades provide symmetry in the streetscape while offering variations in ground floor layouts. All terrace homes span 2½ storeys, each with its own airy internal courtyard and sunny roof deck.

Unlike conventional terrace houses, Courtyard homes at Seri Tanjung Pinang enjoy pleasant rows of landscaped greenery separating the homes so that children can safely play in a gated common garden.

With land dimensions of 24 feet by 80 feet and built-up areas of up to 3,800 square feet, the total 257 units have manned guard stations at main access points.







## ARIZA







SERI TANJUNG PINANG

# SEAFRONT & SKYLOFT TERRACES



Designed for tropical living, the Seafront and Skyloft Terraces are among the final set of landed properties within the masterplanned development of Seri Tanjung Pinang. Highly coveted, the Amaris Terraces By-The-Sea® open up to sea views while the Andorra Skyloft Terraces are defined by the generous-sized internal courtyard and sunny roof deck reminiscent of gracious Penang homes of old.

Three-storeys high with layouts and private elevators to encourage multi-generational living, both Amaris and Andorra range in size from 5,262 square feet for an intermediate unit to 6,540 square feet for a corner unit.



TERRACES BY-THE-SEA®  
AMARIS







SKYLOFT TERRACES  
ANDORRA





SKYLOFT TERRACES  
ANDORRA







SERI TANJUNG PINANG

# QUAYSIDE SEAFRONT RESORT CONDOMINIUMS

Seven towers dotted over 21 acres of landscaped gardens in a gated and guarded enclave, Quayside Condominiums are by far the lowest density exclusive condominium in Penang.

The Andaman Series are the final towers to be launched within the Quayside development, so named as 75 per cent of the units are aligned to face the Andaman Sea, the marina at Straits Quay, the tree-lined waterpark or the twinkling night lights of Gurney Drive. The ultimate tower called 18 East is based on its geographical coordinates within the heart of Seri Tanjung Pinang and is the most premium tower offering the best ocean views.

Over 4.5 acres are devoted to an extraordinary residents' private waterpark with pools, waterfalls, slides, cascades, fountains, sandy beach lagoons and spa pavilions conceptualised by award-winning American landscape designer, Geyer Coburn Hutchins of Seattle.

Other recreational facilities include a central club house with private cinema, games and event rooms, tennis courts, fully equipped gymnasium and playground all for the exclusive use of condominium residents.

Reaching up to 28 storeys, Quayside is situated at the northernmost cape of Seri Tanjung Pinang. Apartments have built-up areas ranging from 2,000 square feet for two-bedroom units to penthouses of over 6,600 square feet.

A seafront promenade links the development to Straits Quay, Penang's only festive retail marina, offering the convenience and multiplicity of restaurants, shops and entertainment a leisurely stroll away.

[www.quaysideresort.com](http://www.quaysideresort.com)













ONE BEDROOM SUITE  
QUAYSIDE







ONE + ONE BEDROOM SUITE  
QUAYSIDE





TWO BEDROOM SUITE  
QUAYSIDE







THREE BEDROOM SUITE  
QUAYSIDE







PENTHOUSE SUITE  
QUAYSIDE





## ONE BEDROOM SUITE

## QUAYSIDE ANDAMAN





TWO BEDROOM SUITE

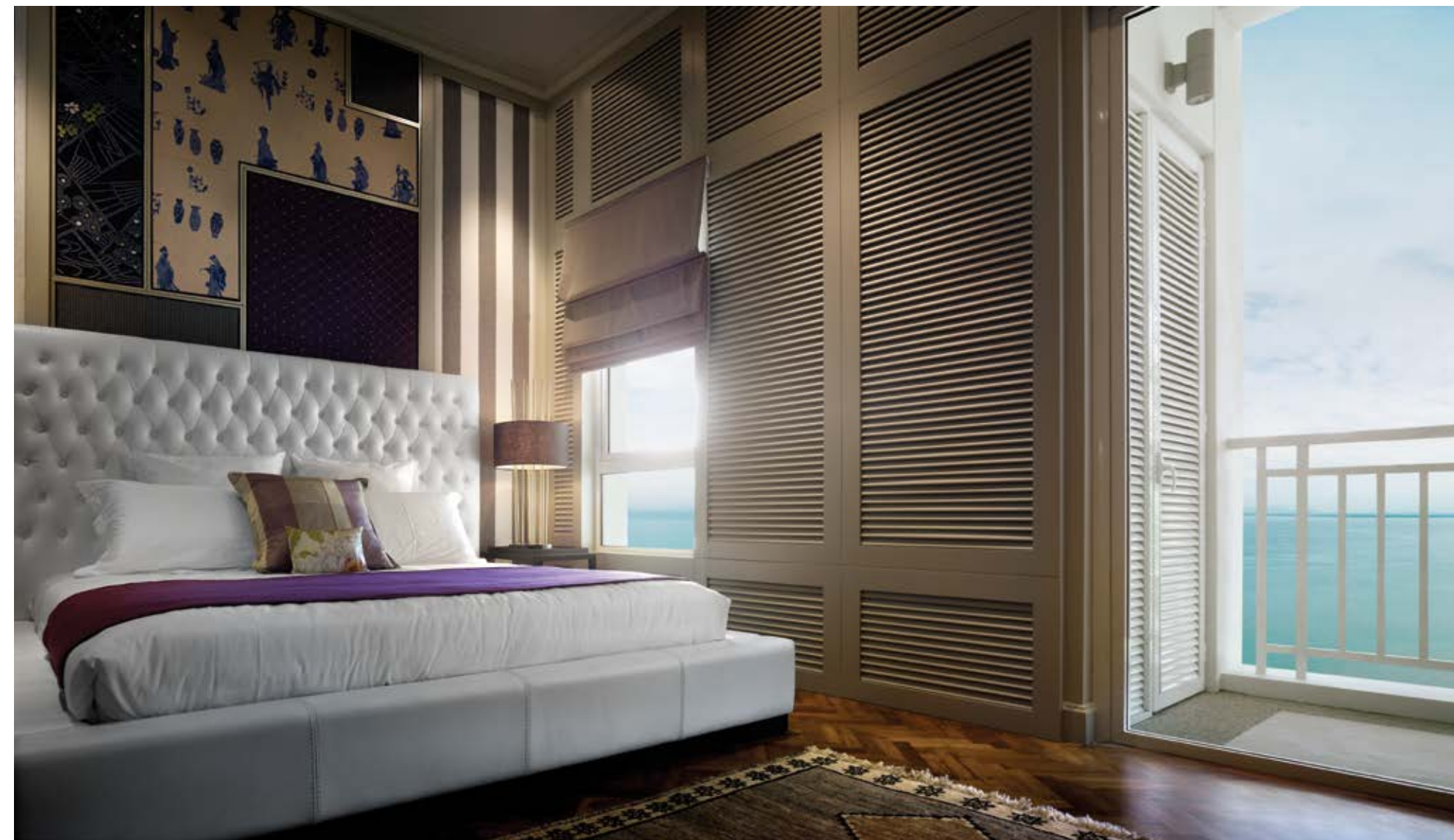
## QUAYSIDE ANDAMAN







THREE BEDROOM SUITE  
QUAYSIDE ANDAMAN







## 18 EAST AT ANDAMAN





SERI TANJUNG PINANG

# SUITES AT STRAITS QUAY

These breezy, spacious apartments are the first truly 5-star service property to be introduced in Penang, with the option of a range of hotel-standard, pay-on-demand services such as housekeeping, concierge and food and beverage (F&B) that is the hallmark of E&O hospitality.

Situated directly above the retail component of Straits Quay, residents of The Suites enjoy direct access to the cafes, marketplace, pleasure marina and waterfront promenade at its doorstep. Elegant hotel-style lift lobbies with dark wood panelling and matching marble flooring lead to the 217 units, complete with 24-hour security and card access system.

Commanding stunning views of the Andaman sea and surrounding areas, luxurious 1- and 2-bedroom service apartments ranging from 850 square feet to 2,600 square feet come fully equipped with stylish designer kitchens, branded appliances, fitted wardrobes, lighting and air conditioners. Recreational facilities on the rooftop include swimming pools, gym and a tennis court.

Residents also enjoy privileged access to E&O Concierge services, managed by the legendary E&O Hotel, Penang.

[www.straitsquay.com](http://www.straitsquay.com)







SERI TANJUNG PINANG

# THE TAMARIND

The Tamarind is E&O's first offering of executive apartments targeted at young families and professionals aspiring to a home in Penang's coveted address of Seri Tanjung Pinang.

Sited on a 7-acre freehold parcel of land, The Tamarind consists of two towers of 552 units each, with typical units featuring three bedrooms and two bathrooms measuring from 1,047 square feet.

Unique to the development is its complement of dedicated residents' facilities covering 2.2 acres within which are sited a private meticulously landscaped 1-acre waterscape of beach, freeform swimming and wading pools as well as a multipurpose hall, al fresco function area, gymnasium, jogging track, yoga centre and kids' crèche.

Launched in early 2015, the development is targeted for completion in 2019.

[www.thetamarindpenang.com](http://www.thetamarindpenang.com)









Artist's impression

THE TAMARIND  
TYPE A



Artist's impression



THE TAMARIND  
TYPE B



Artist's impression





THE TAMARIND  
TYPE C





# ISKANDAR MALAYSIA, JOHOR

Johor is the southernmost state in Peninsular Malaysia that is connected to the island republic of Singapore via two bridges, the Causeway at the urban centre of Johor Bahru to Singapore’s north, and the Second Link crossing to Singapore’s western tip.

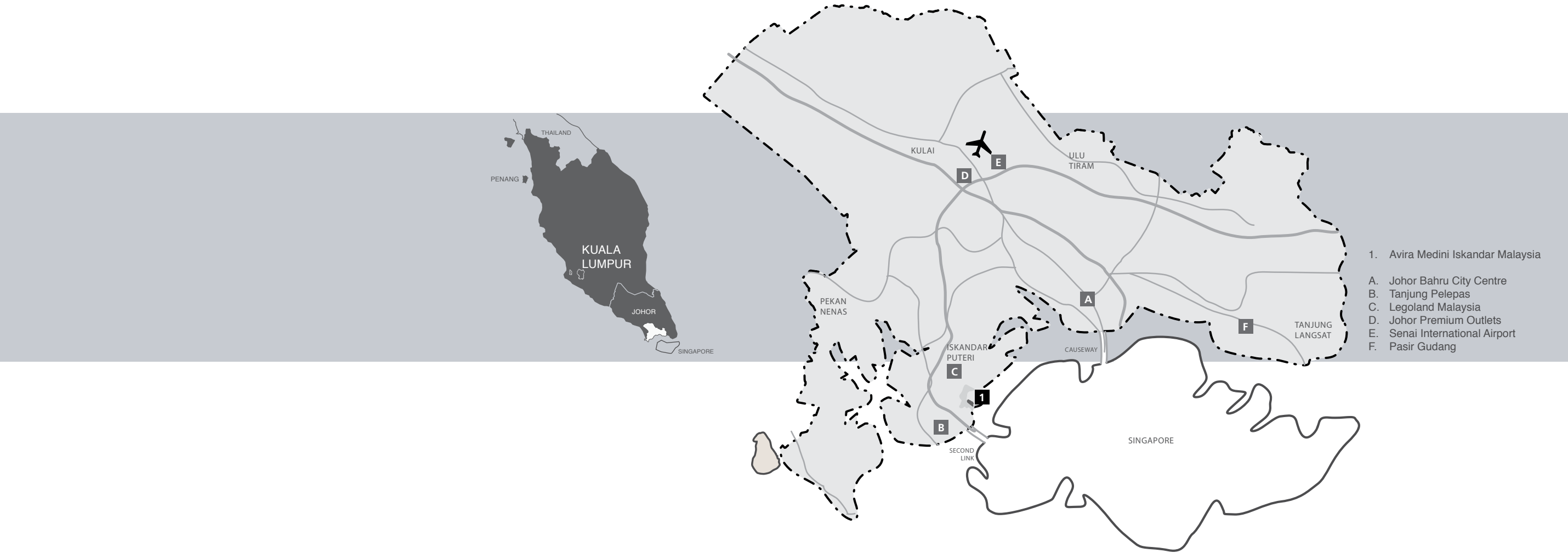


Iskandar Malaysia is the main southern development corridor that encompasses an area of 2,217 square kilometres. Spearheaded by the Prime Minister under the Ninth Malaysia Plan, Iskandar Malaysia has been earmarked as a special economic zone capitalising on synergies with Singapore with the aim of complementing each other as an economic hub.

Five “Flagship Zones” have been identified as developmental focal points and E&O’s entry is in Flagship Zone B known as Iskandar Puteri, where Medini Iskandar is located.

Covering 2,300 acres, Medini Iskandar is a mixed-development zone incorporating leisure, residential, financial and high-end industrial components enjoying incentives such as tax exemptions for qualifying companies.

To date, Iskandar Malaysia has attracted RM173 billion in local and foreign direct investments, from the opening of Legoland to the overseas campus of UK’s Marlborough College.







Artist's impression

# AVIRA HEART OF WELLNESS

Located just 10 minutes from the Second Link to Singapore, Avira is a 207-acre development located in Medini Central, Iskandar Malaysia, comprising a Wellness Centre at its core, with a commercial precinct, service apartments, condominiums and landed residences.

Premised upon the concept of prolonging quality active years, Avira provides an ideal environment to nurture holistic wellness. The development has two main components: Medini Estate and Medini Sanctuary. The first is the overall development fringed by nature while the second is a 12.5-acre site with a purpose-built Wellness Centre and facilities.

In February 2013, the Prime Ministers of Malaysia and Singapore unveiled the concept of Avira, which is developed by Nuri Merdu Sdn Bhd, a joint venture between Galaxy Prestige Sdn Bhd (a subsidiary of E&O Berhad) and Pulau Indah Ventures Sdn Bhd (a joint venture between wholly owned subsidiaries of Khazanah Nasional Berhad and Temasek Holdings Private Limited, the investment holding arm of the Government of Malaysia and Government of Singapore respectively).

[www.avira-medini.com](http://www.avira-medini.com)

- 1. Garden Terraces
- 2. Serviced Apartments
- 3. Wellness Sanctuary
- 4. Semi-Ds & Bungalows
- 5. Serviced Apartments
- 6. Condominiums
- 7. Commercial



HEART OF WELLNESS

## WELLNESS SANCTUARY







GARDEN TERRACES  
TYPE A





GARDEN TERRACES  
TYPE B







GARDEN TERRACES  
TYPE C





# LONDON

*What is the capital of the world today?* According to a panel of writers and editors from the Economist, the answer is: London.



Which city ranks highest in prime global real estate? The Wealth Report 2015 by property consultancy Knight Frank found that high net worth individuals (defined as people with US\$30 million or more in net assets) overwhelmingly voted: London.

Even without such endorsement, it is commonly accepted that London leads the world in financial services, where international elites and celebrities flock to buy homes, where middle-class parents aspire to send their children for top-rated education, and if affordability permits, to buy a

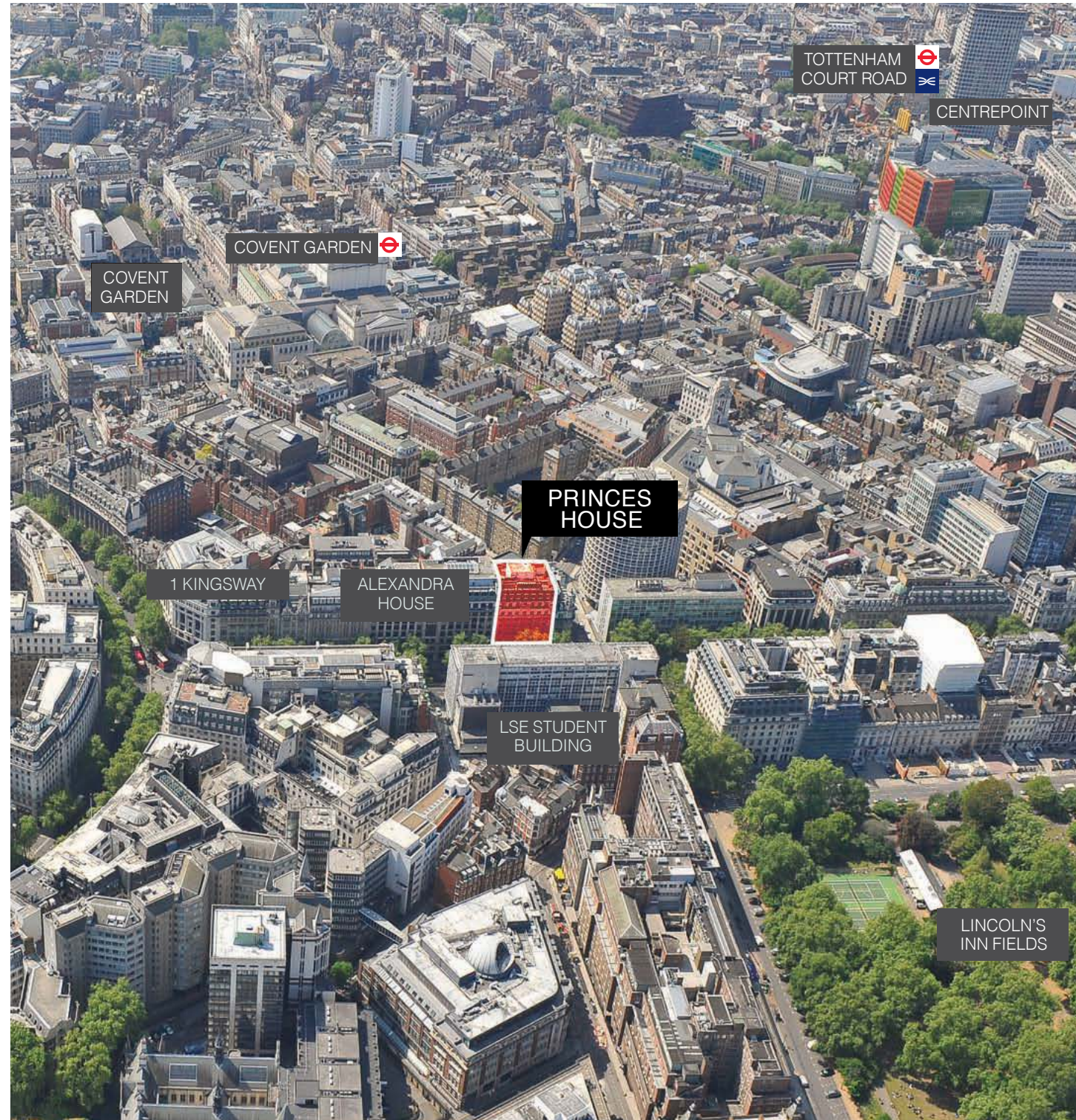
more humble base, where tourists save to holiday, shop and experience those instantly recognisable London icons.

In times of economic growth and confidence, London attracts investment and talent. During periods of uncertainty and lull, London is regarded as the international safe haven of choice. The London property market, particularly in the prestigious boroughs of Kensington, Chelsea and Westminster, being the most expensive in that order, shows a resilience that is no doubt supported by this international appeal.



- 1. Princes House
- 2. Esca House
- 3. Hammersmith





# PRINCES HOUSE



In 2012, E&O acquired Princes House along Kingsway, a prime freehold office property in central London within walking distance to Covent Garden, Royal Opera House, theatres of the West End and landmark hotels such as The Savoy.

A neo-classical building constructed in the 1920s, E&O will harness the redevelopment potential of Princes House and planning permission has been obtained to convert the commercial property to residential use.

With approximately 40,000 square feet of net sellable area, the ground floor lobby has eight storeys above, accommodating a total of 54 units. These range from compact 366 square feet studio apartments to a 2,580 square feet penthouse, with the majority comprising one, two and three-bedroom units.

Launched in February 2014, and slated for completion in the second half of 2016, all residential units are fully sold, signalling a positive debut for E&O properties in the international arena.

[www.princeshouselondon.com](http://www.princeshouselondon.com)



# ESCA HOUSE

Acquired by E&O in November 2014, the 1919-built ESCA House is situated in London’s Zone One area of Bayswater along Palace Court, a road so named for its walking-distance proximity to the royal enclave of Kensington Palace Gardens.

Within the City of Westminster and the Royal Borough of Kensington and Chelsea, arguably the most affluent district in central London, Bayswater is also recognised as one of the most cosmopolitan and culturally diverse areas in the city.

From Queensway underground station, Marble Arch, Bond Street and Oxford Circus are respectively two, three and four direct stops away on the Central line.

From Bayswater station, the first three stops along the Circle & District lines, are Notting Hill, High Street Kensington and Gloucester Road, home to the National History Museum.

ESCA House is currently a low-built building of approximately 27,000 square feet gross internal area comprising office and residential units. Subject to planning permission, E&O intends to redevelop the building into a 6-level residential development comprising approximately 28 private residential units with a net internal area of about 36,000 square feet and underground car parks.



# HAMMERSMITH



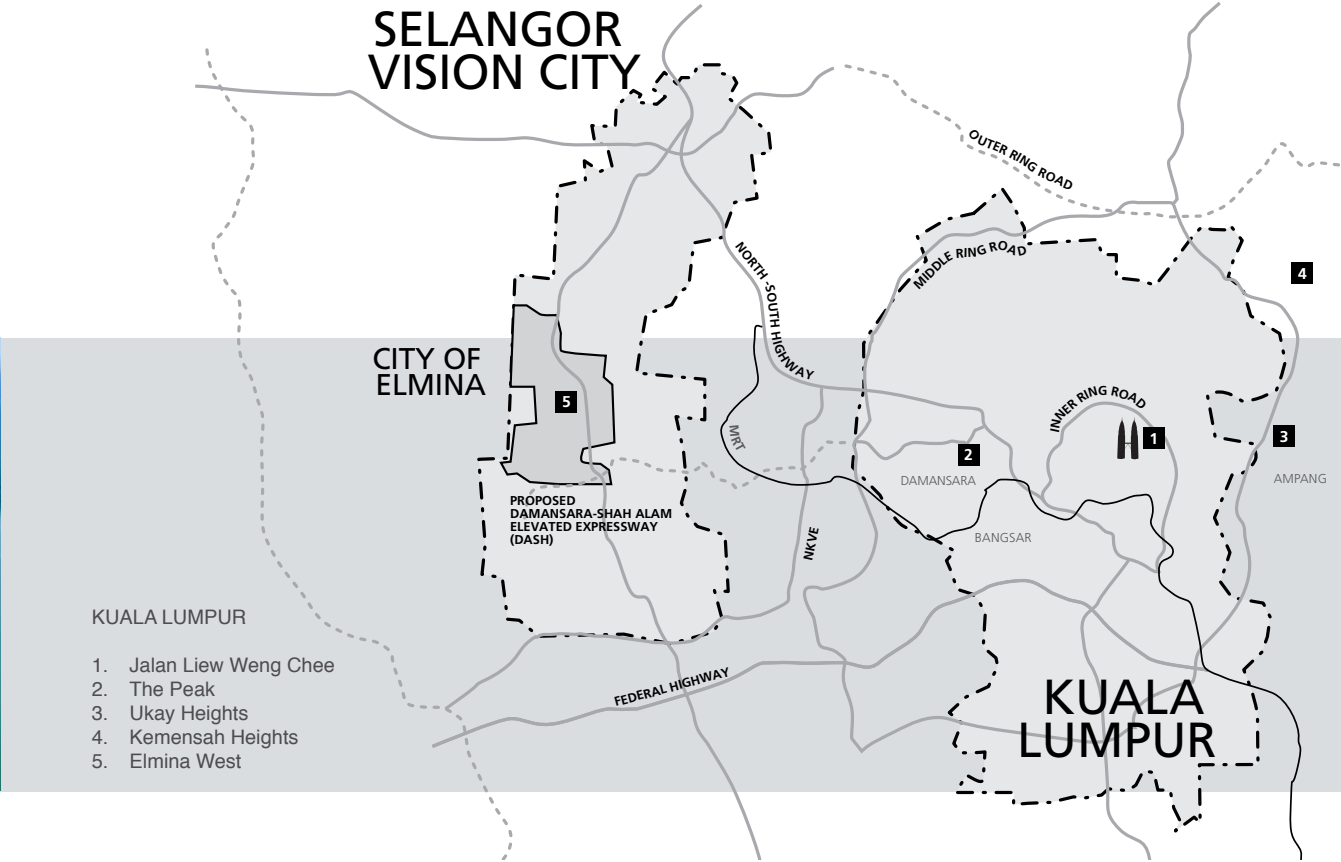
E&O acquired a 1.2-acre freehold commercial site in Hammersmith, West London in January 2015. The acquired site is prominently located along the A4 which is the principal road connecting Central London to Heathrow airport via the M4 motorway. Currently, two existing and connected office buildings occupy the 1.2 acre site, the 11-storey Thames Tower and 15-storey Landmark House, which were both constructed during the 1960s.

This investment will provide rental income from the commercial tenancies at Landmark House. With its location in the established commercial hub of Hammersmith, this prime freehold parcel represents a significant refurbishment or redevelopment opportunity for E&O in the future. Subject to the relevant authority approvals, there is the potential to create Grade A office space and residential accommodation in an area where demand for quality new build property is strong.

Established offices based in Hammersmith include Bechtel, Disney, L'Oreal, Sony Ericsson, AOL UK, Accor UK, GE Capital and US Airways to name a few. Supported by excellent connectivity, Hammersmith's London Underground stations provide access to the Piccadilly, Hammersmith & City and District lines. The two stations are within two minutes walking distance from the site.



# LANDBANKS



In Kuala Lumpur’s most desirable residential suburb of Damansara Heights, the 4-acre land parcel dubbed **The Peak** sits atop the area’s uppermost point, overlooking Istana Negara, the official palace of the King of Malaysia and the green reserve surrounding it.

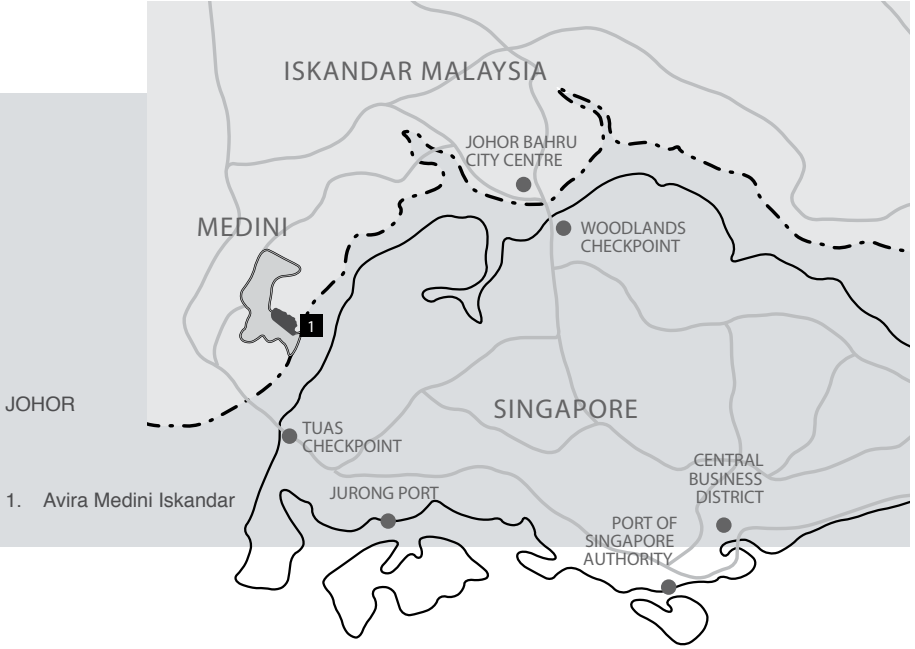
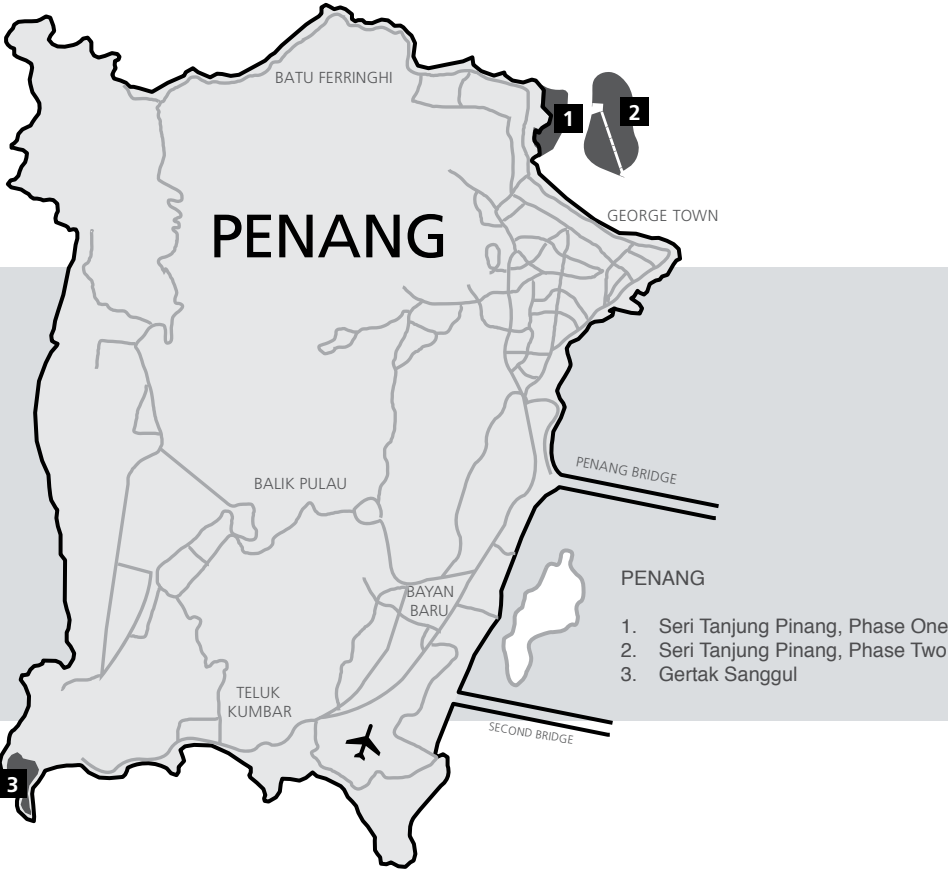
A 20-minute drive on the Elevated Highway from Kuala Lumpur city centre, an eco-development project is planned for the 309 acres at **Kemensah Heights**. Set amongst undulating hills and flanked by the scenic and geologically significant quartz ridge, the district is marked by forests, orchards, streams and waterfalls.

In Penang, E&O’s landbank includes the remaining 7 acres of commercial land at **Seri Tanjung Pinang Phase I**, where the balance of the total 240 acres is already fully developed.

**Phase 2** consists of approximately 760 acres to be reclaimed offshore from Seri Tanjung Pinang Phase I, with all necessary approvals for the masterplan already obtained from the relevant authorities.

At Penang’s southwestern tip, lies 348 acres of elevated land at **Gertak Sanggul**. Based in the southern region, the well established manufacturing zone, Penang International Airport and landing point for the Second Penang Bridge, have led to rising land values and development activity.

In Johor, residential terrace homes that are part of the 207-acre **Avira Medini Iskandar** development has already been launched and will be followed by the systematic roll-out of its masterplan anchored on the concept of living in the heart of wellness.





# HOSPITALITY & LIFESTYLE

E&O's core business of property development is supported by a complementary cache of lifestyle elements which underpins the Group's distinctive position as a developer of premier lifestyle properties.



The Hospitality & Lifestyle Division is spearheaded by the Group's hallmark heritage hotels in Penang, the 130-year old Eastern & Oriental Hotel and the boutique Lone Pine Hotel. E&O has also extended its operational expertise in hospitality and lifestyle to the management of serviced suites at E&O Residences Kuala Lumpur.



# EASTERN & ORIENTAL HOTEL

Established by the famed Sarkies Brothers in 1885, whose architectural landmarks include The Raffles in Singapore (1887) and The Strand in Rangoon (1901), the E&O Hotel is truly Southeast Asia's grand dame of heritage hotels and the only hotel in the heart of historic George Town possessing prime sea frontage.

Once labelled "the premier hotel east of the Suez", the E&O Hotel has welcomed royalty, dignitaries and celebrities, with Rudyard Kipling, Noel Coward, Douglas Fairbanks and Somerset Maugham having stood under the E&O's famed and acoustically precise 'echo' dome.

In 2001, after major restoration and meticulous refurbishment to its former grandeur, E&O Hotel reopened to public acclaim.

The original site of the E&O Hotel, the "Heritage Wing", features 100 elegant and expansive suites that have retained its unique colonial charm whilst offering modern luxuries with round-the-clock butler service. Its restaurants have a celebrated reputation for serving both Penang delicacies and European fine dining.

For resident guests, the sixth floor of the Victory Annexe commands unsurpassed views of the Straits of Malacca, enjoyed from the Planter's Lounge, infinity swimming pool, gym and the award-winning Panpuri organic spa. The Victory Annexe's fifth floor is dedicated to expanded conference facilities for the MICE market with an additional junior ballroom given that the grand ballroom at the E&O Hotel is the most coveted venue for social functions in George Town.

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HERITAGE WING





## HERITAGE WING







## VICTORY ANNEXE

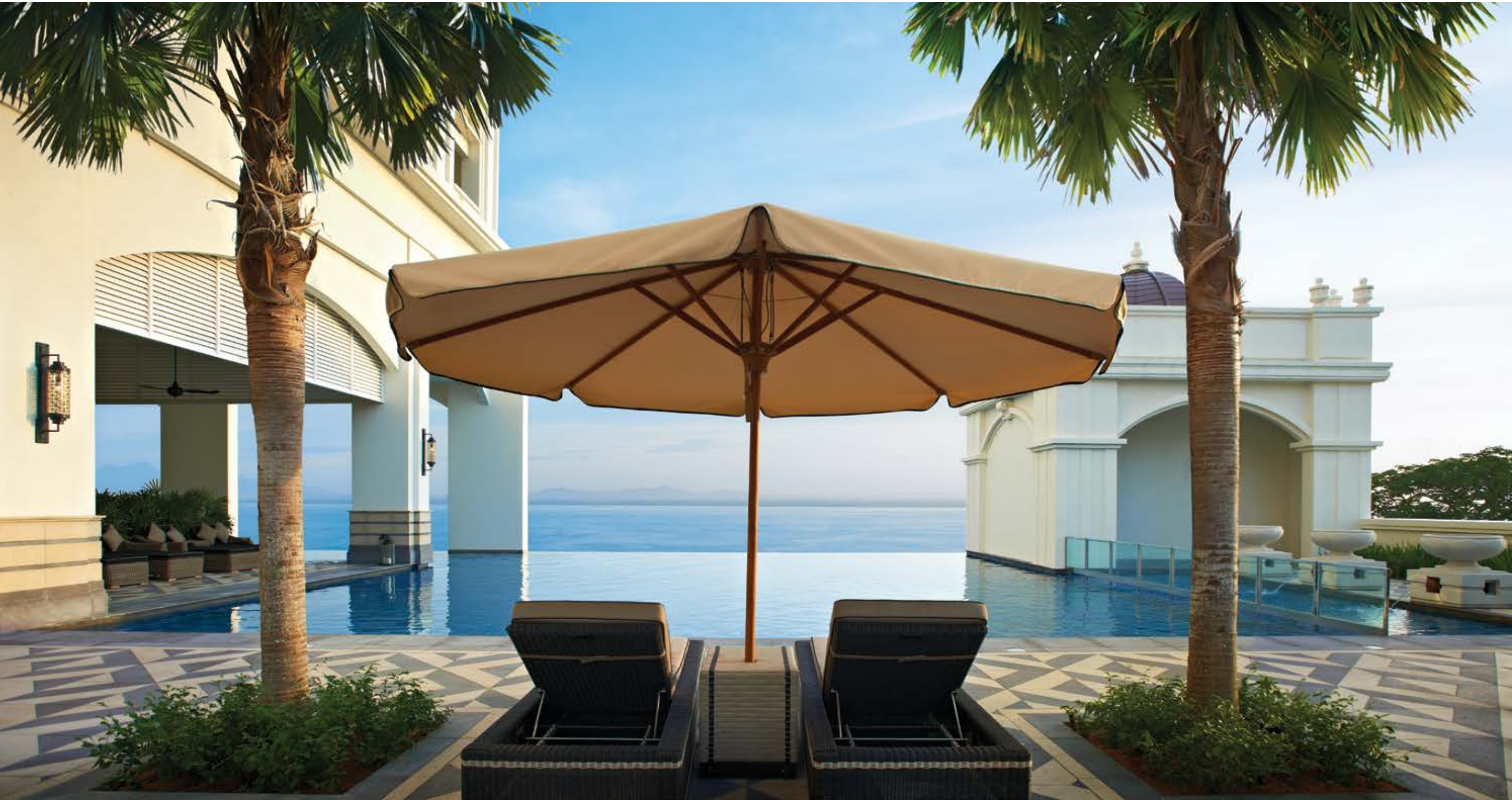




## VICTORY ANNEXE







VICTORY ANNEXE





# VICTORY ANNEXE





CORNER SUITE  
VICTORY ANNEXE







SUPERIOR SUITE  
VICTORY ANNEXE





# E&O RESIDENCES

E&O Residences offers luxury accommodation with all the comfort, character and space of a real home in the Central Business District of Kuala Lumpur.

Opened in 2012 and managed by E&O Hospitality Management, E&O Residences are the first serviced suites to share the name and pedigree of the legendary E&O Hotel in Penang, bringing with it the service culture and care synonymous with the distinctive heritage brand.

Two hundred chic apartment suites measuring 1,131 square feet and 1,442 square feet cater for travelling professionals, corporate relocations, long-stay medical visitors or tourists, easily the most spacious and stylish accommodation of its class in the city.

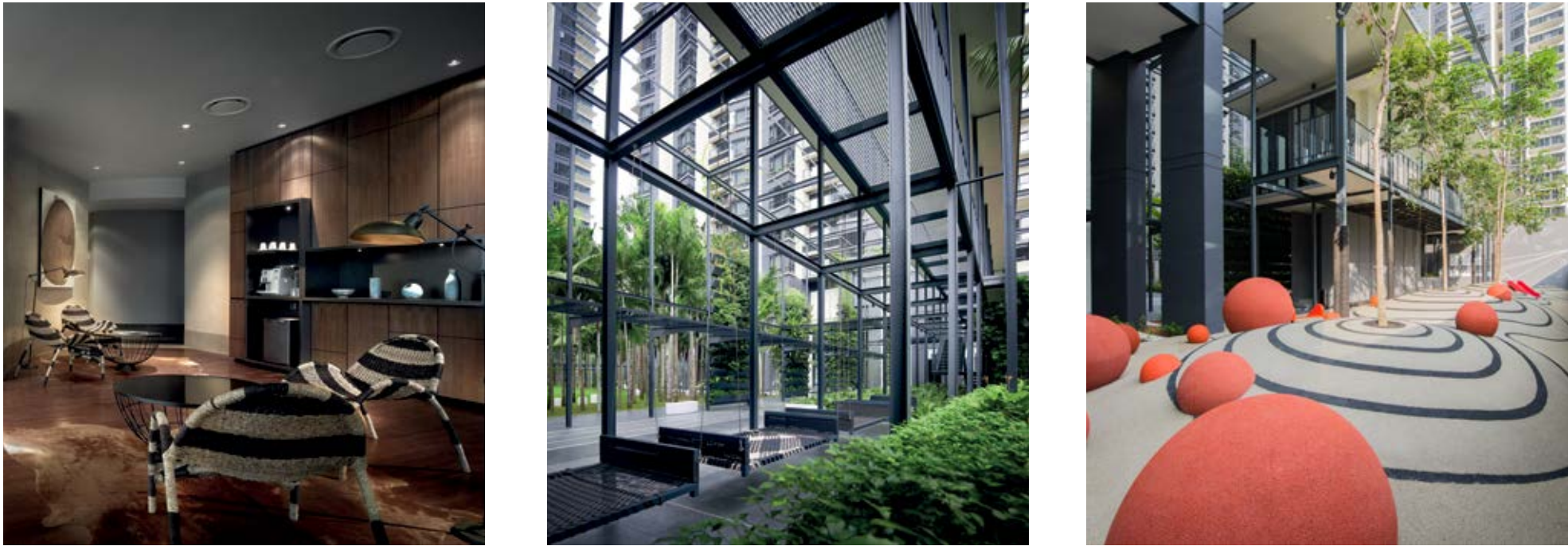
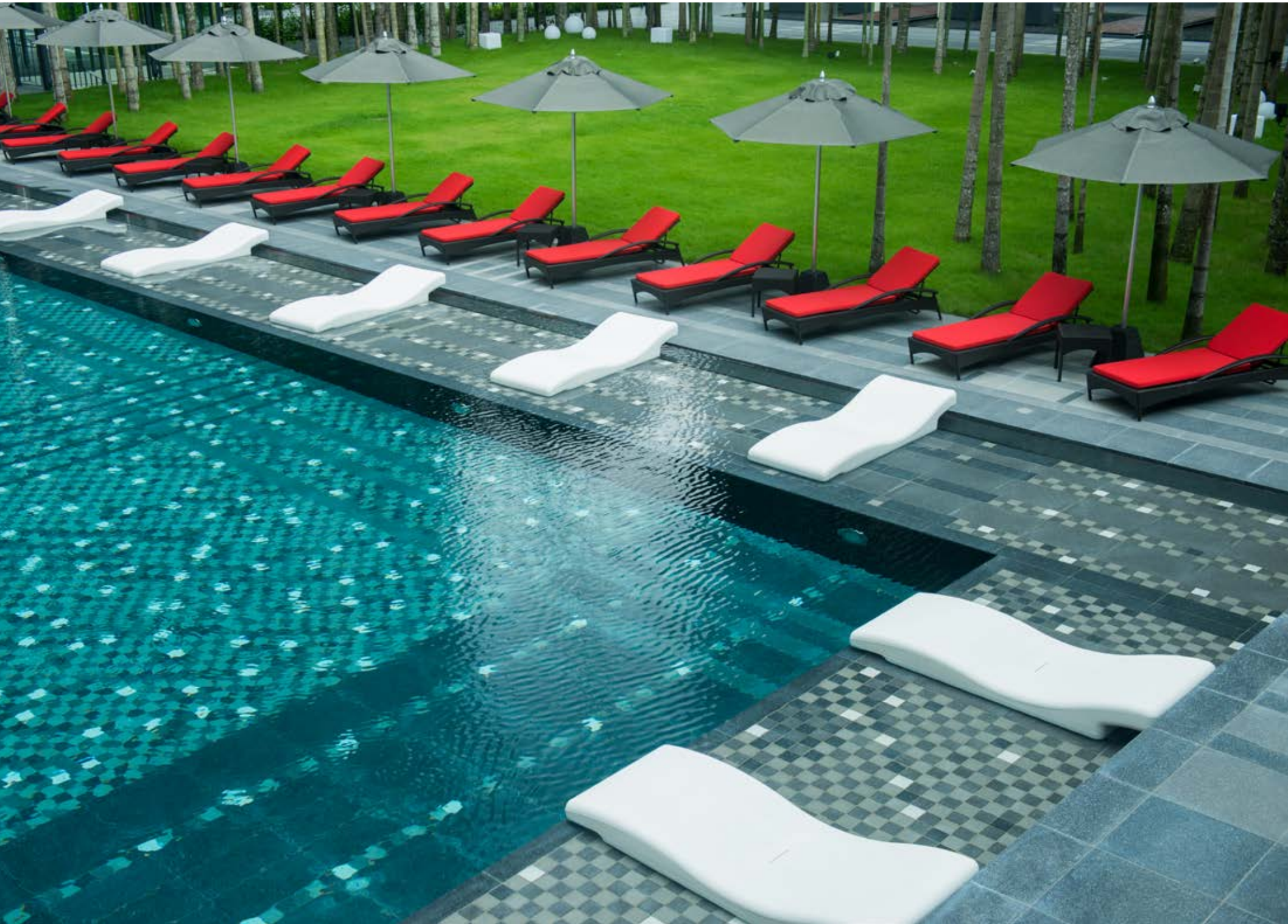
Part of the St Mary Residences development, guests may call upon E&O Concierge for their customised needs and have direct access below to St Mary Place, a retail annexe, and a private 1.2 acre urban sanctuary of recreational facilities and green.

E&O Residences is situated within the “Golden Triangle” where multinational corporations, financial institutions, major hotels and shopping malls are concentrated within the capital city, 45-minutes drive from Kuala Lumpur International Airport (KLIA).

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F 603 2023 2199  
E [reservations@eoresidences.com](mailto:reservations@eoresidences.com)  
[www.eoresidences.com](http://www.eoresidences.com)













# RETAIL

In Penang, Straits Quay at Seri Tanjung Pinang is the island's first retail marina destination. It is a commercial, retail and recreational lifestyle pillar that supports the surrounding community, as well as attracting locals and tourists alike for unique draws such as the Performing Arts Centre of Penang.

Straits Quay's 270,000 square feet of net lettable area converges around the voluminous Straits Court and a 42-berth marina for private yachts, where Penang's first private water limousine shuttles between Straits Quay and E&O Hotel.

In Kuala Lumpur, E&O's retail component is primarily designed to augment a specific property, namely the E&O-developed Dua Residency and St Mary Residences projects.

Dua Annexe occupies 30,000 square feet in a 3 storey glass and steel cube structure, accessible via link bridge to Dua Residency residents and on prime Jalan Tun Razak frontage serving the affluent neighbourhood and embassy district.

St Mary Place is a 2-storey retail podium with approximately 35,000 square feet of net lettable space, just off the main business arteries of Jalan Sultan Ismail and Jalan Raja Chulan, where multinational corporations and banks are headquartered.



St Mary Place



Straits Quay Retail Marina





Straits Quay Retail Marina



SALES GALLERY

# KUALA LUMPUR

**Head Office & Sales Gallery**

Level 3A (Annexe), Menara Milenium, 8 Jalan Damanlela  
Damansara Heights, 50490 Kuala Lumpur, Malaysia

T 603 2093 8888	Sales	F 603 2095 0293	Sales
603 2095 6868	General	603 3095 9898	General







SALES GALLERY

## KUALA LUMPUR

**E&O Property Gallery**

Lot 55, Jalan Liew Weng Chee, Off Jalan Yap Kwan Seng  
50450 Kuala Lumpur, Malaysia

T 603 2161 3668

F 603 2161 3669



SALES GALLERY

PENANG

**The Sales Gallery**  
Seri Tanjung Pinang, Tanjung Tokong, 10470 Penang, Malaysia

T 604 890 9999	Sales	F 604 899 1122	Sales
604 891 8000	General	604 891 2525	General







SALES GALLERY

JOHOR

**Avira Sales Gallery**

No.1 Jalan Medini Timur 15, Bandar Medini Iskandar Malaysia  
79250 Iskandar Puteri, Johor Darul Takzim, Malaysia

T 607 509 6868

F 607 509 7878





SALES GALLERY  
LONDON

**Eastern & Oriental PLC**  
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London W6 9DP, England, United Kingdom

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EXPECT NOTHING ORDINARY

**Values**

At E&O, we do things differently,  
always for the better, with sincerity,  
integrity and passion.





[WWW.EASTERNANDORIENTAL.COM](http://WWW.EASTERNANDORIENTAL.COM)