



EASTERN & ORIENTAL
BERHAD

NEWS RELEASE

For Immediate Release

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E&O hosts Chinese New Year Open House for the surrounding Straits Green community

Penang, 1 March 2015 – E&O Property (Penang) Sdn. Bhd. (EOPP) welcomed close to 1,000 people at its Chinese New Year Open House organised for the public and the surrounding community in conjunction with the auspicious celebration.

“We welcome you all here today at Straits Green, a park that E&O has built and maintained to provide the public a recreational space to share and enjoy. It is apt that we are holding the Chinese New Year event at this venue because it is an open house for the community,” said Pauline Lye, General Manager of EOPP, during her welcome address.

As crowds thronged the Open House event, they were greeted with a rousing welcome by traditional lion and dragon dance performances.

Guests who attended the Chinese New Year Open House included YB Zairil Khir Johari, MP of Bukit Bendera and YB Yap Soo Huey, ADUN for Pulau Tikus, headmasters and headmistresses of SK Tanjung Tokong, SJK (T) Azad, SJKC Hun Bin, SM Tanjung Bunga, Tadis Ar-Rasyidin, as well as NGO leaders were treated to a spread of sumptuous local delicacies, such as *Char Kueh Teow*, *satay*, *kambing golek*, *Hokkien mee*, *nasi minyak*, all prepared by the local hawkers and caterers from the Tanjung Tokong area.

Decked in traditional outfits, school students from SJKC Hun Bin added festive cheer to the event with a Chinese New Year dance performance.

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The E&O Group

Eastern & Oriental Berhad (collectively referred to as ‘The E&O Group’ or ‘E&O’) is listed on the Main-Board of Bursa Malaysia and has established itself as a premier lifestyle property developer with a proven track record for delivering innovative concepts and high standards of quality.

The Group’s past signature projects include the outstanding **Dua Residency** Condominium in the KL city centre and in upscale Damansara Heights, the **Idamansara** and **Seventy Damansara** exclusive landed homes. In the heart of the KL Central Business District, E&O’s **St Mary Residences** and the upcoming **The Mews** Serviced

Residence, a joint-venture with Japan's Mitsui Fudosan Residential, represent the latest in urbane and elegant city living. In Greater KL, E&O is embarking on a 135-acre wellness-themed development in **Elmina West**.

The masterplanned seafront development **Seri Tanjung Pinang**, E&O's flagship project in Penang, is one of the most sought-after residential addresses on the island with the exceptional **Quayside and Andaman seafront resort condominiums** being the latest launches.

In Johor, E&O has partnered 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.

Taking the brand to the next level, The Group has successfully ventured overseas with its maiden project **Princes House**, a prime freehold property along Kingsway in central London. Recently, E&O strengthened its international growth engine with the addition of the 1919-built **ESCA House**, another prime freehold property to its cache in Bayswater, London.

E&O's core of property development is supported by a cachet of complementary lifestyle elements. In the hospitality space, E&O is known for its iconic heritage hotels the **Eastern & Oriental Hotel** and the **Lone Pine Hotel**, as well as the contemporary **E&O Residences** Kuala Lumpur. In the lifestyle F&B space, E&O owns **The Delicious Group** of casual dining cafes in Kuala Lumpur. The **Straits Quay** retail centre and marina in Seri Tanjung Pinang bring to life the holistic concept of living by-the-sea complemented by the **Performing Arts Centre of Penang** and **Straits Quay Convention Centre**. Together, these lifestyle elements reinforce E&O's position as a true lifestyle property development Group.

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