

## NEWS RELEASE

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### **E&O initiates mangrove offset replacement planting in Sungai Acheh**

*Penang, 23 May 2016* – A thousand five hundred mangrove saplings were planted by Eastern & Oriental Berhad (E&O) at Sungai Acheh in Nibong Tebal, Penang as part of its mangrove replacement planting project.

E&O is undertaking this maiden effort through its subsidiary Tanjung Pinang Development Sdn Bhd (TPD) in close partnership with the Forestry Department of Penang and the Penang Inshore Fishermen Welfare Association (PIFWA).

This mangrove replacement planting project is a proactive voluntary step by TPD in light of the necessary removal of mangroves at the northern end of Gurney Drive. The removal will be required to make way for the 131 acres of land that E&O is reclaiming at its own cost for the Penang State Government along the Gurney Drive foreshore. The State Government has made known that a public park, Gurney Wharf, is slated to be created on the 131-acre reclaimed land.

TPD executive director, Lyn Chai said “In full compliance of conditions set out within the approved Detailed Environmental Impact Assessment (DEIA) and by all relevant authorities, we have taken the initiative to go further in our corporate social responsibility. In this instance, we are implementing a voluntary mangrove replacement planting programme which is being undertaken at our own initiative and cost.”

She added, “We are grateful to the Penang Forestry Department for their guidance and advice on the designated site at Sungai Acheh and also to PIFWA in this combined effort for the regeneration of mangrove forests.”

At an unveiling ceremony to mark the commencement of this project held at the Sungai Acheh Mangrove Education Centre, Penang State Exco and Chairman of the State committee for welfare, caring society and environment YB Phee Boon Poh said “It is highly encouraging to see companies such as E&O playing an active role in the rejuvenation of our environment. Every step counts.”

“This initiative reflects the Group’s long-term commitment to Penang and reinforces its position as a responsible developer and corporate citizen,” he said.

According to Chai the replacement planting at Sungai Acheh would take place immediately while the removal process at the reclamation zone in the northern part of Gurney Drive will be carried out later, depending on the timing of final clearance from the authorities.

Chai explained that first, hoarding would have to be installed at the site in accordance with the authorities’ guidelines. It is anticipated that the removal process will take two to three months in line with the prescribed timeline for such activities.

The unveiling ceremony was followed by a technical briefing session, held in George Town, led by Prof. Dato’ Dr Sharifah Mastura, director of the Institute of Climate Change at Universiti Kebangsaan Malaysia (UKM). The briefing covered the details of the mangrove replacement planting programme as well as the monitoring of the replacement seedlings.

The unveiling event and briefing session were also attended by Dato’ Lim Kee Leng, the director of Forest Plantation & Protection Division of the Peninsular Malaysia Forestry Department; Rusli Tahir the director of the Penang Forestry Department, Mohd Anuar Maidin the director of Penang Town and Country Planning Department, Norlin Ja’afar the director of the Kuala Lumpur Department of Environment.

Also present were mangrove experts from UKM and representatives from other relevant government agencies including the Penang Department of Town & Country Planning, Penang Department of Irrigation & Drainage and the Penang Island City Council.



*(Second from left) Kuala Lumpur Department of Environment director Norlin Ja'afar, Town and Country Planning Department director Mohd Anuar Maidin, Universiti Kebangsaan Malaysia Institute of Climate Change Director Prof. Datuk Dr Sharifah Mastura Syed Abdullah, Tanjung Pinang Development Sdn Bhd executive director Lyn Chai, State Welfare, Caring Society and Environment Committee chairman Phee Boon Poh, Peninsular Malaysia Forestry Department Forest Plantation and Protection Division director Datuk Lim Kee Leng, Penang Inshore Fisherman Welfare Association president Ilias Shafie, Penang Forestry Department director Rusli Tahir unveiling the placard at the mangrove planting site at Sungai Acheh, Nibong Tebal.*



*(From left) Town and Country Planning Department director Mohd Anuar Maidin, Peninsular Malaysia Forestry Department Forest Plantation and Protection Division director Datuk Lim Kee Leng, Penang Inshore Fisherman Welfare Association president Ilias Shafie, State Welfare, Caring Society and Environment Committee chairman Phee Boon Poh, Universiti Kebangsaan Malaysia Institute of Climate Change Director Prof. Datuk Dr Sharifah Mastura Syed Abdullah, Kuala Lumpur Department of Environment director Norlin Ja'afar and Tanjung Pinang Development executive director Lyn Chai planting the mangrove saplings at Sungai Acheh, Nibong Tebal.*

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### **The E&O Group**

The E&O Group (**Eastern & Oriental Berhad**) is a listed company on Bursa Malaysia that has established a reputation as the premier lifestyle property developer of exclusive addresses for the discerning.

In Kuala Lumpur, E&O's landmark properties include **The Mews, St Mary Residences, Dua Residency, Idamansara** and **Seventy Damansara**, all located in the most prime and prestigious neighbourhoods of the capital city.

In Penang, **Seri Tanjung Pinang** is the island's first masterplanned seafront development that is now a highly sought-after and thriving community to locals as well as expatriates from over 20 nationalities.

In Johor's southern development corridor of Iskandar Malaysia, E&O has embarked on **Avira**, a 207-acre wellness-themed development within Medini that has easy accessibility to the Second Link connection to Singapore.

In its expansion overseas, E&O's international foray into real estate investment and development is focused within prime locations in London, including **Princes House** along Kingsway, **ESCA House** in Bayswater, and a commercial property in **Hammersmith**.

E&O's leading position as a lifestyle developer is anchored by its niche in luxury hospitality derived from its namesake, the iconic **Eastern & Oriental Hotel**, a cherished heritage landmark in George Town established in 1885. Along the popular beachfront, **Lone Pine Hotel** stands as the only boutique resort on Batu Ferringhi and the Group has further leveraged on its experience and expertise in hospitality management with the opening of **E&O Residences** serviced apartments in Kuala Lumpur.

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