



EASTERN & ORIENTAL
BERHAD

NEWS RELEASE

For Immediate Release

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E&O's mangrove replacement planting programme meets 1,500 saplings target

Penang, 29 April 2017 – Underscoring its commitment to inculcate eco-consciousness and community spirit, Eastern & Oriental Berhad (E&O) conducted the third instalment of its mangrove replacement planting programme at Sungai Acheh, Nibong Tebal today.

This instalment saw E&O joining hands with Tanjung Tokong community leaders to plant 500 mangrove saplings at Sungai Acheh, Nibong Tebal today; bringing to 1,500 the total number of saplings planted under the programme, to-date.

The Tanjung Tokong community organisations which were represented in the initiative include the Fisherman's Association of Tanjung Tokong, Paramount and Persiaran Gurney Fisherman; parent-teacher associations of various schools; as well as a number of residents' associations from the locale.

Also present at the event was Penang Forestry Department officer Mis Maizura Amat Kaulan.

E&O's pledge to plant 1,500 mangrove saplings was made when it launched the mangrove replacement planting programme in May 2016. The first two sessions involved representatives from government agencies and school children from the Tanjung Tokong community, respectively.

"E&O would like to sincerely thank our programme partners, the Penang Forestry Department and the Penang Inshore Fishermen Welfare Association (PIFWA) for their continued support and collaboration towards this meaningful environmental exercise," said E&O Property (Penang) Sdn Bhd general manager Zawawi Yusop.

The programme demonstrated a successful partnership between E&O, Penang Forestry Department and PIFWA. Before venturing into the mangrove forest, volunteers were briefed by PIFWA to better understand the significance of mangroves in sustaining coastal ecosystems.

Saplings planted were of the *Rhizophora Apiculata* (*bakau minyak*) and *Rhizophora Mucnorata* (*bakau kurap*) variety.

Besides the mangrove-planting programme, E&O also organises different eco-friendly activities under its Think Green community education programme to foster eco-centric values among the young generation.

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The E&O Group (东家集团)

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, the award-winning **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 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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