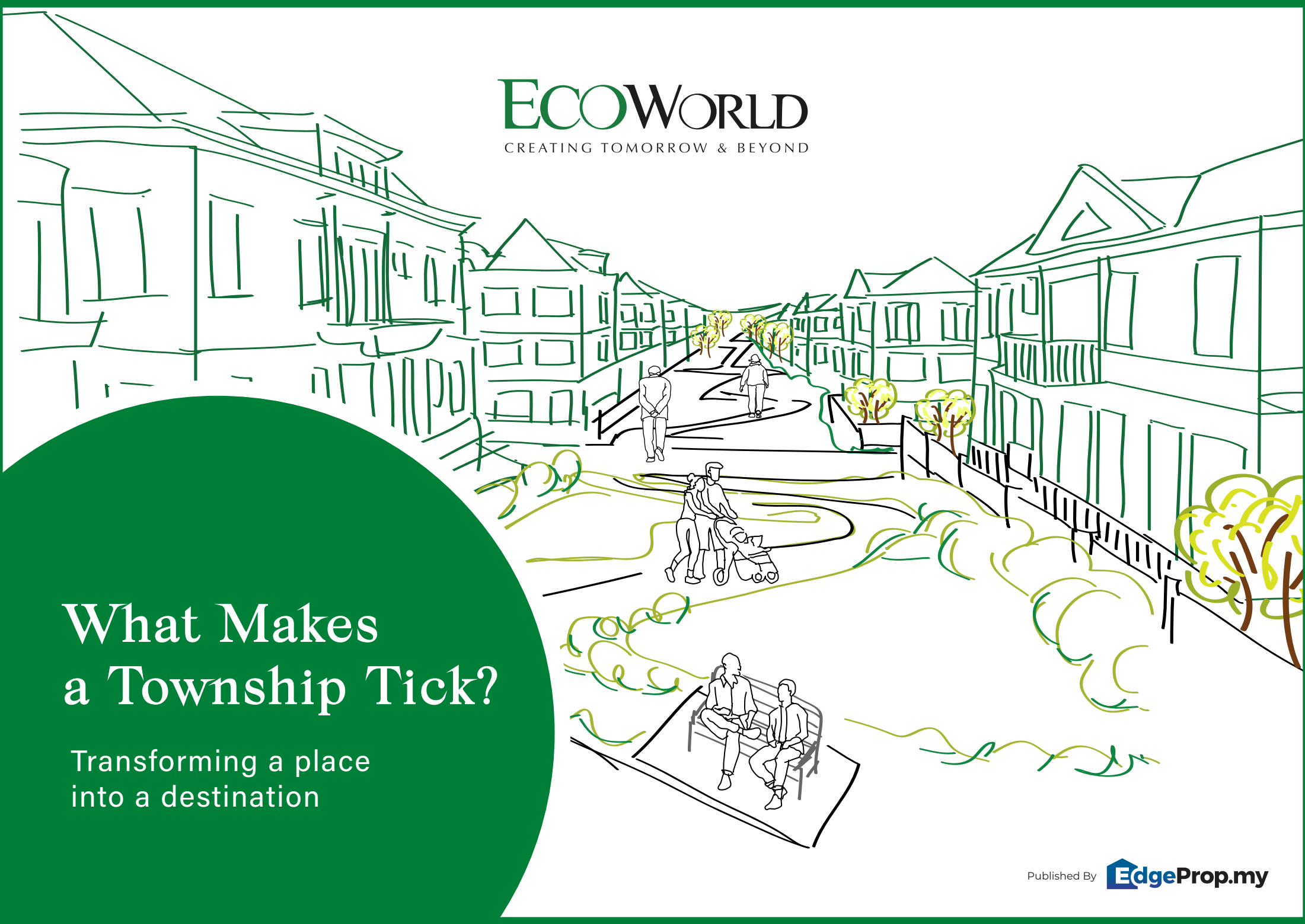


ECOWORLD

CREATING TOMORROW & BEYOND

What Makes a Township Tick?

Transforming a place
into a destination



Among the most exciting things about discovering a new township are its Instagram-worthy spots as well as its leisure and recreational offerings such as cafes and parks. More than that is the pleasure of seeing people interact with the variety of spaces the township offers, while immersing themselves in the ambience of each space or neighbourhood.

Take a walk in the township's community park, for instance. Besides being drawn to a beautifully sculpted focal point, what other corners of the park are people attracted to?

Watch the crowd that throngs the local business set-ups. Observe the layers of landscape and architecture that frame the retail activities, which present opportunities for further exploration.



It is often the strategic details that give a place meaning and purpose.

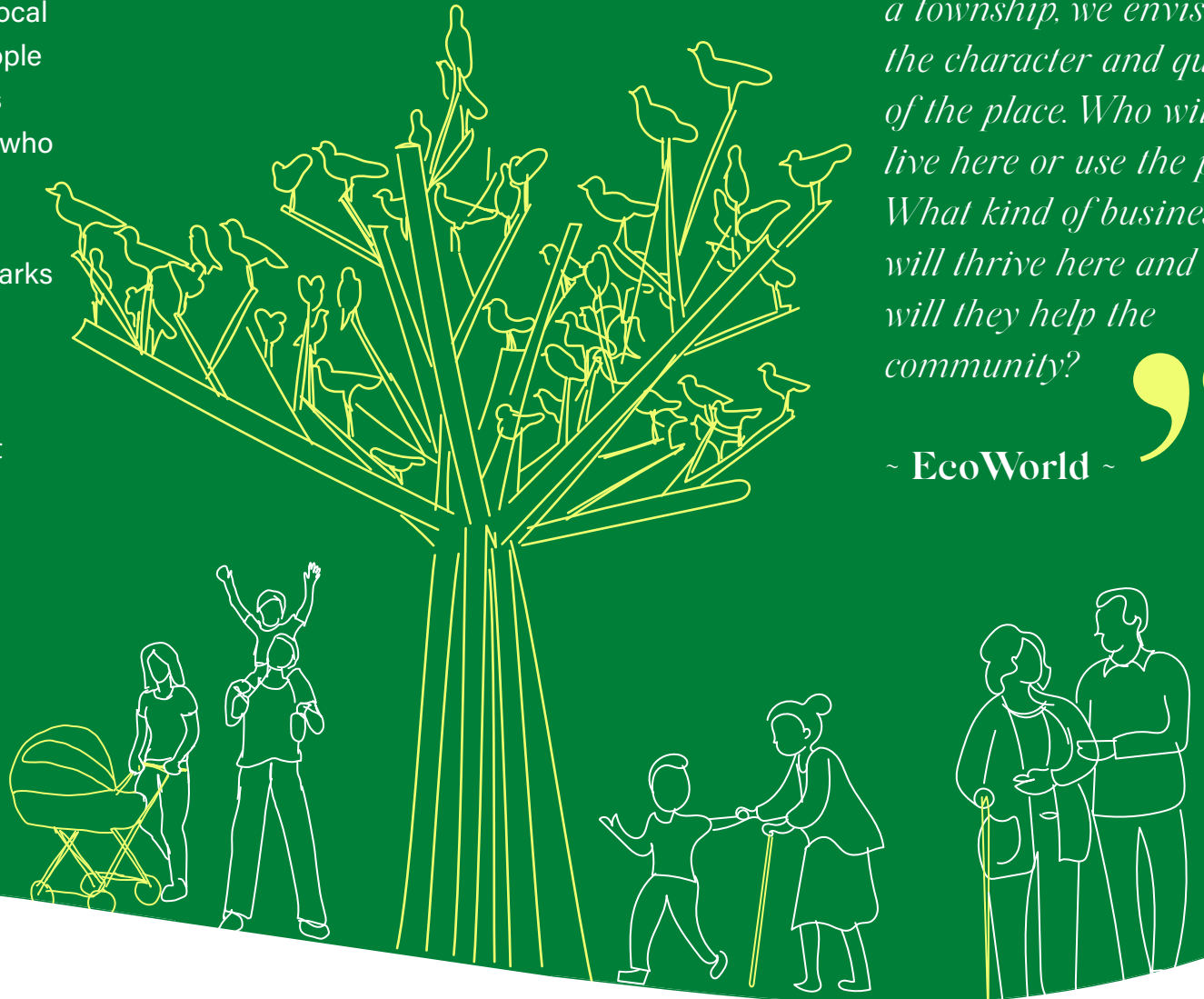
Over the next few pages, we will look at real-life examples from a place-maker that will illustrate this point.

What Makes a Township Tick?

At the heart of every thriving township is its local community. Successful townships attract people and provide places for them to socialise, thus creating a sense of belonging even for those who do not live there.

And it takes more than creating iconic landmarks and manicured parks.

A space has the potential to transform a community. Serving the community's interest and responding to their unique needs, aspirations and opportunities, and these are what good place-makers do.



“ Before we determine what the main priorities are in a township, we envision the character and quality of the place. Who will live here or use the park? What kind of businesses will thrive here and how will they help the community? ”

~ EcoWorld ~

People-centric Offerings

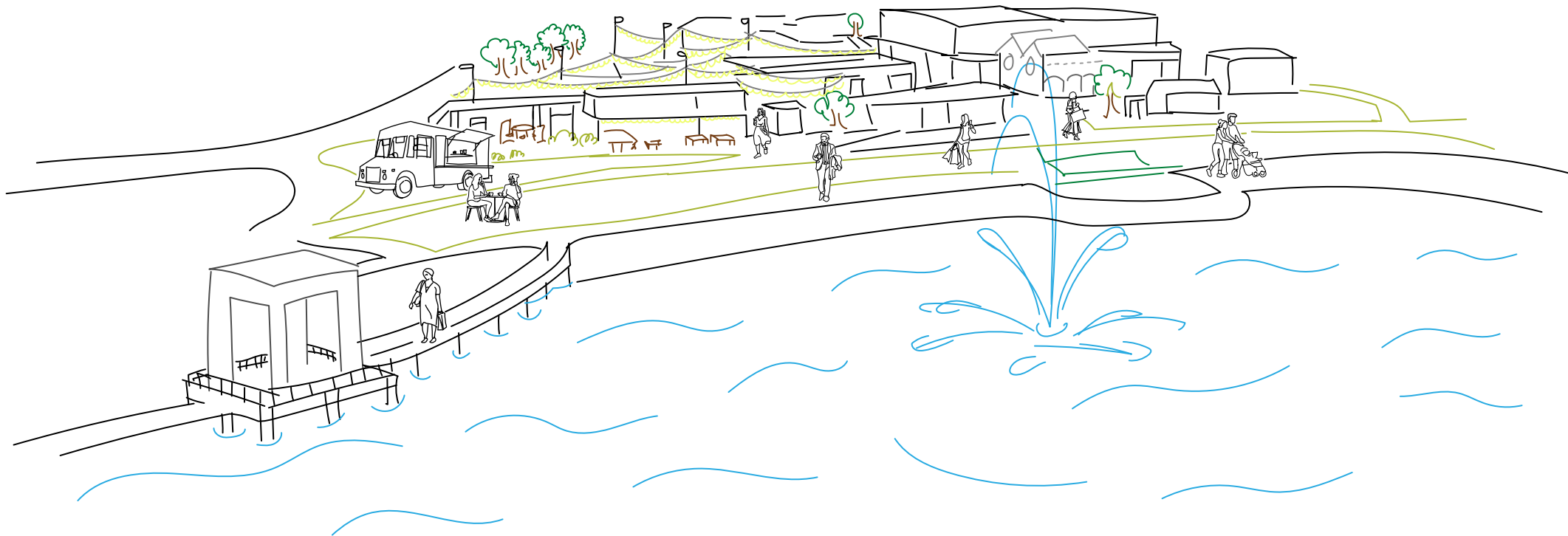


In ever-growing cities, people are constantly pursuing better qualities of life and living environments. The demand for functional homes and modern amenities where people can relax, celebrate and be inspired to live life to the fullest is growing.

They want places that not only engage their senses but also reflect their values and needs.

Getting insights into the core of the community has helped EcoWorld successfully create 'a sense of place' through **people-centric offerings** that result in positive wellbeing and a thriving community.





“ We know that if people are at the heart of our approach, be it in designing residential spaces or shopping hubs, we can deliver meaningful local experiences that will thrive, socially and economically.

~ EcoWorld ~

”

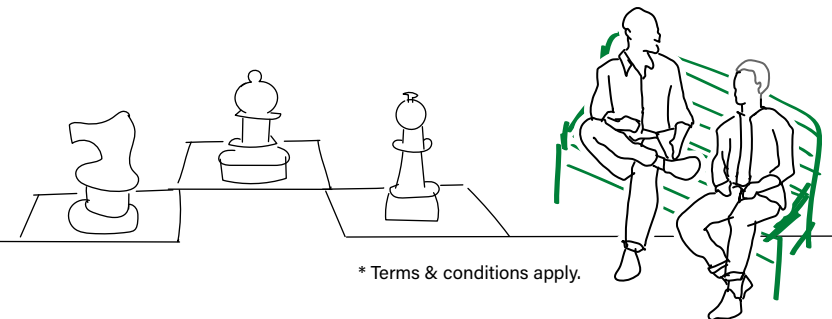
Are you looking to upgrade or buy your first landed home in a safe environment, suitable for multi-family stay? What if you can get two landed houses starting from RM923k*?



CO-HOME

Co-Home addresses two main needs of aspiring homebuyers - landed living lifestyle and attainability. Reimagining the space of the traditional double-storey house was the key to reinventing its usage and price point. Think... hybrid.

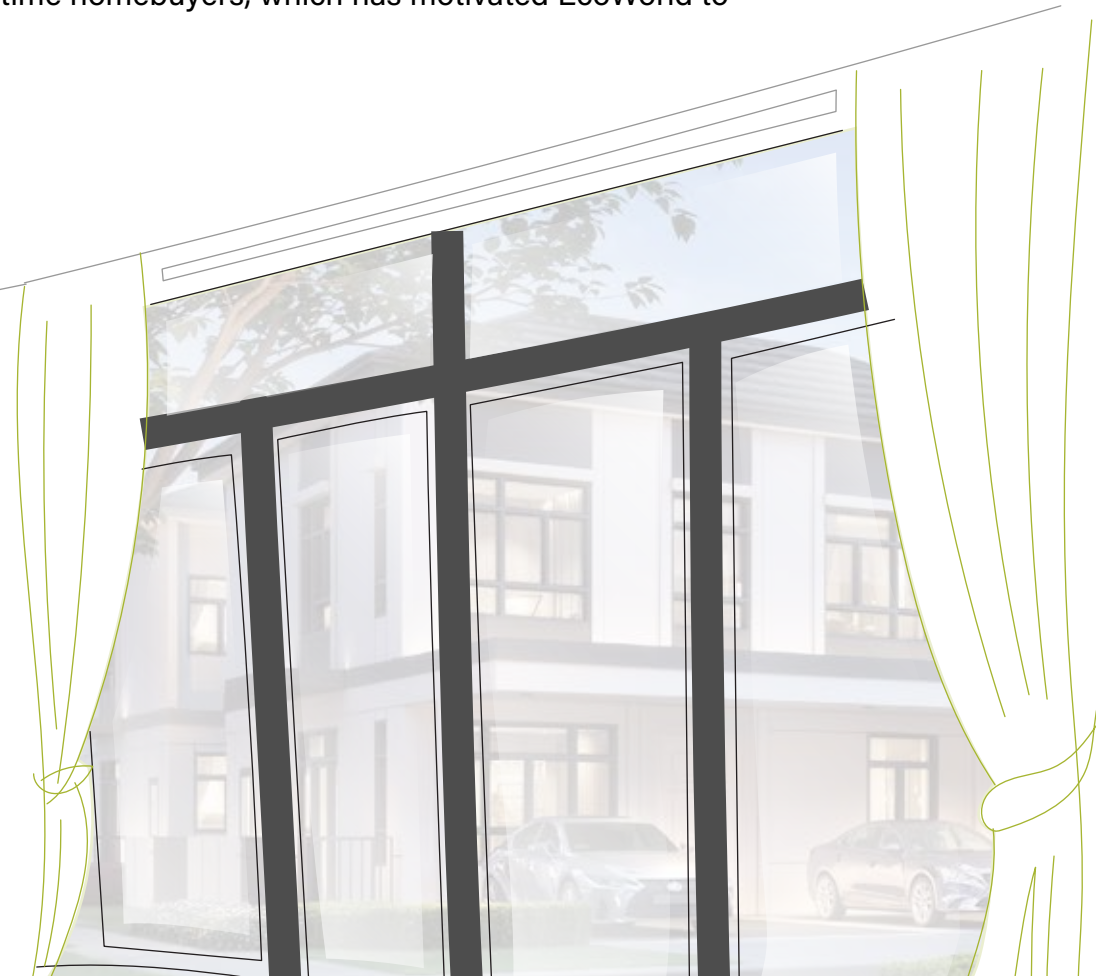
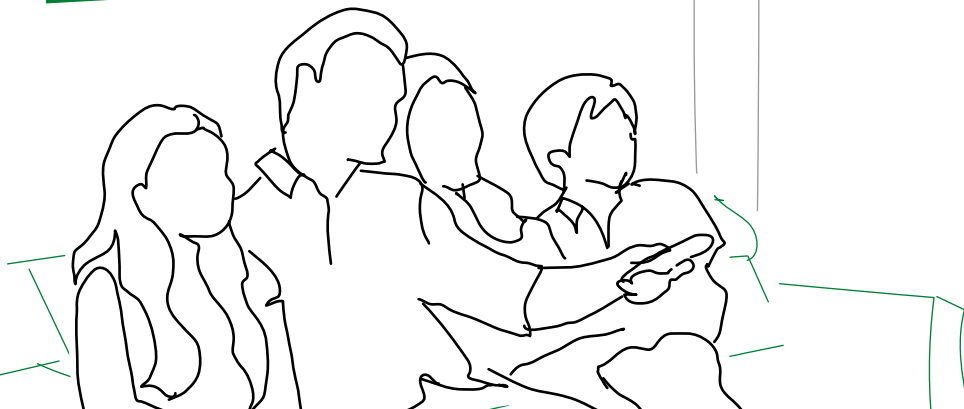
While split like a townhouse, the layout and spatial design in a **Co-Home** exceed expectations with a wider layout at 35ft, not unlike a semi-detached house. A typical townhouse is 24ft to 26ft wide.



* Terms & conditions apply.

The beauty of **Co-Home** is in the impact and value it brings to people's lives – attainable landed homes with the safety of a gated-and-guarded environment.

The first **Co-Home** was launched in Eco Horizon in Batu Kawan, Penang, followed by Eco Grandeur in Bandar Puncak Alam, Selangor. The response was overwhelming especially from first-time homebuyers, which has motivated EcoWorld to offer **Co-Home** units in more EcoWorld townships soon.



Young urban dwellers want an affordable starter home without shortchanging on aesthetics and lifestyle. So, **duduk** was created.



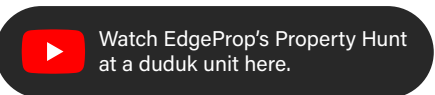
DUDUK

Projects under **duduk** are designed with family-friendly built-ups of 1,000 sq ft and priced below RM400,000. Urban lifestyle is clearly the aim, so the high-rise units come semi-furnished and in good locations.

The first **duduk** homes were launched in 2020 in Selangor namely Huni D'Eco Ardence at Setia Alam and Se.Ruang D'Eco Sanctuary south of Kota Kemuning. Both overlook bustling townships that offers recreation, arts and entertainment.

They were very well received by all generations of homebuyers. With efficient layout and attainability as the premise, more **duduk** homes will be offered in other EcoWorld townships soon.

duduk is testament that living in a gated-and-guarded community can cost less, if you think out of the box, or vertically.



The harmony of indoor and outdoor spaces is something to cherish, especially if you are housing a large or multi-generational family.



GARDEN HOMES

Garden Homes offers landed units with large layouts and features a gateless concept. Each unit can comfortably park up to six cars as residents get to enjoy a 30-ft-wide frontage with a private terrace.

At the heart of the concept is not just spaciousness but the idea that living spaces should extend outdoors - seamlessly so, and be visually integrated.



To keep nature close to every home, Garden Homes is gateless and offers greenery at every turn, including a 20-ft back lane garden.



Garden Homes sits on a 30-ft by 60-ft plot of land and it prides itself in efficient space design, providing a seamless flow between the living hall and garden.

Many people are drawn to corner terraced houses but not all would have the luxury of owning one, until now. With ergoHomes, every unit is a corner unit.



ERGOHOMES

Is having a corner house important? Not always. But given the chance to own one at the price of an intermediate house, wouldn't you?

The vision of enabling every unit to be a corner one has led to the unique **ergoHomes** design. Its L-shaped layout offers more space and more light via a 15-ft by 15-ft private garden.

The space allows its inhabitants to customise their own living experience indoors while seamlessly accessing pocket gardens and communal spaces at their doorstep.



When efficiency meets sensibility, creating a quality living environment that inspires a sense of wonder among the community then becomes effortless.

In many ways, small business owners can play a key role in activating physical spaces into vibrant places that people are attracted to, and have ownership over as a community.



The commercial area of Eco Ardence in Setia Alam, known as Ardence Labs, is made up of repurposed shipping containers and faces a beautiful lake garden. Similarly, at Grandeur Labs, retail spaces offering fresh concepts that attract trendy cafes and pop-up events, give life to the community.

EcoWorld understands that creating memorable experiences go beyond traditional retail offerings. With the LABS Series, aspiring entrepreneurs and small business owners can experiment with creative ideas while having to important amenities within reach.

“ *Some of my customers tell me they like Eco Ardence because of the container concept and you feel like you're in Australia. You can bring your family and friends to enjoy the lake or even cycle and feed the fishes. Not all townships have a nice place where you can hang out. The environment is a plus point, we just need to enhance it by providing good quality food.* ”

~ **Nor Arieni Adriena** ~
Founder and business owner of Andra
by Gula Cakery in Ardence Labs,
Eco Ardence.



Even warehouse operators and industrial spaces are able to co-exist harmoniously.



EcoWorld's Business Parks spans a **total of 1,762 acres** (as at early 2022) and are located in four major growth hot spots featuring strategic connectivity and accessibility:

**ECO
BUSINESS
PARK I**
at Tebrau,
Johor

**ECO
BUSINESS
PARK III**
at Pasir Gudang,
Johor

**ECO
BUSINESS
PARK II**
at Senai,
Johor

**ECO
BUSINESS
PARK V**
at Puncak Alam,
Klang Valley

Flexi-space layouts, sustainable building features and synergised smart facilities are key highlights of the business parks. An integral part of the design planning has been on their future inhabitants' needs in mind.

For instance, high ceilings provide good ventilation and minimise heat while ample green pocket spaces allow workers to find some respite during breaks.

Eco Business Park V and Eco Grandeur demonstrate how the environment and community have combined to transform the Puncak Alam corridor, bringing economic and social development amid richly biodiverse surroundings.



**LOOKING TO SET UP YOUR
BUSINESS AT AN ECOWORLD BUSINESS PARK?**

EcoWorld offers a one-stop solution that includes getting business owners the necessary licences and providing business incubators in the form of meeting rooms, office spaces, internet facilities and operators waiting for completion of their factories.

 **A place to come together**

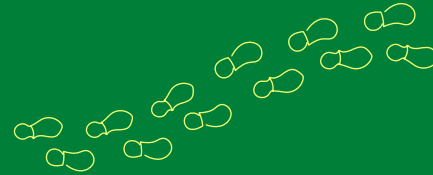


Improving a community's quality of life takes a lot more than just building beautiful homes and safe playgrounds.

They demand quality amenities including spaces to nourish the mind and body. The priority of the developer is not just to meet the housing needs of people from all walks of life but also to offer them a sanctuary that makes them feel good, where they take great pleasure in sharing while finding it an enriching experience.

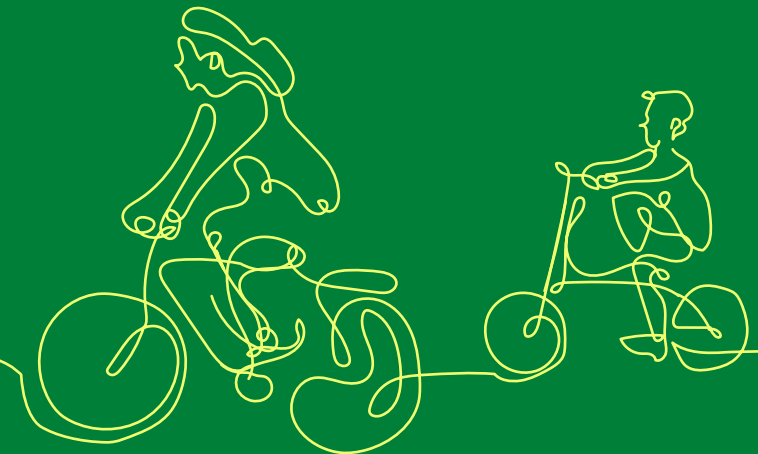


Find your own route, in a journey you create



At any EcoWorld township, the DNA is palpable not just in its beauty but also in the ease of use. Convenient access to the precincts' jogging and cycling tracks, sports facilities, central parks and pavilions are enjoyed by all.

Be it for leisure or as a form of transport to get from one place to another within the townships, cycling is convenient, easy and scenic to boot.



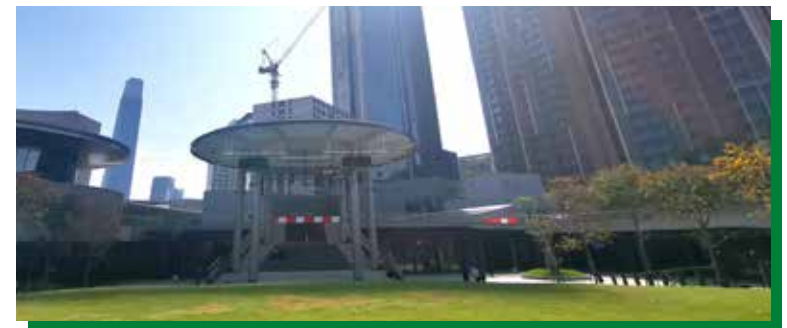


At **Eco Grandeur**, residents have access to an active park. The 1.5-ha TREX Bike Park - the first in Malaysia - is Eco Grandeur's best-kept secret.

Meanwhile, **Eco Forest** in Semenyih attracts nature lovers who are fortunate to call Broga Hill their backyard. Adding to the already green and leafy enclave, the township features a refreshing 10-ha Lake Forest Park.



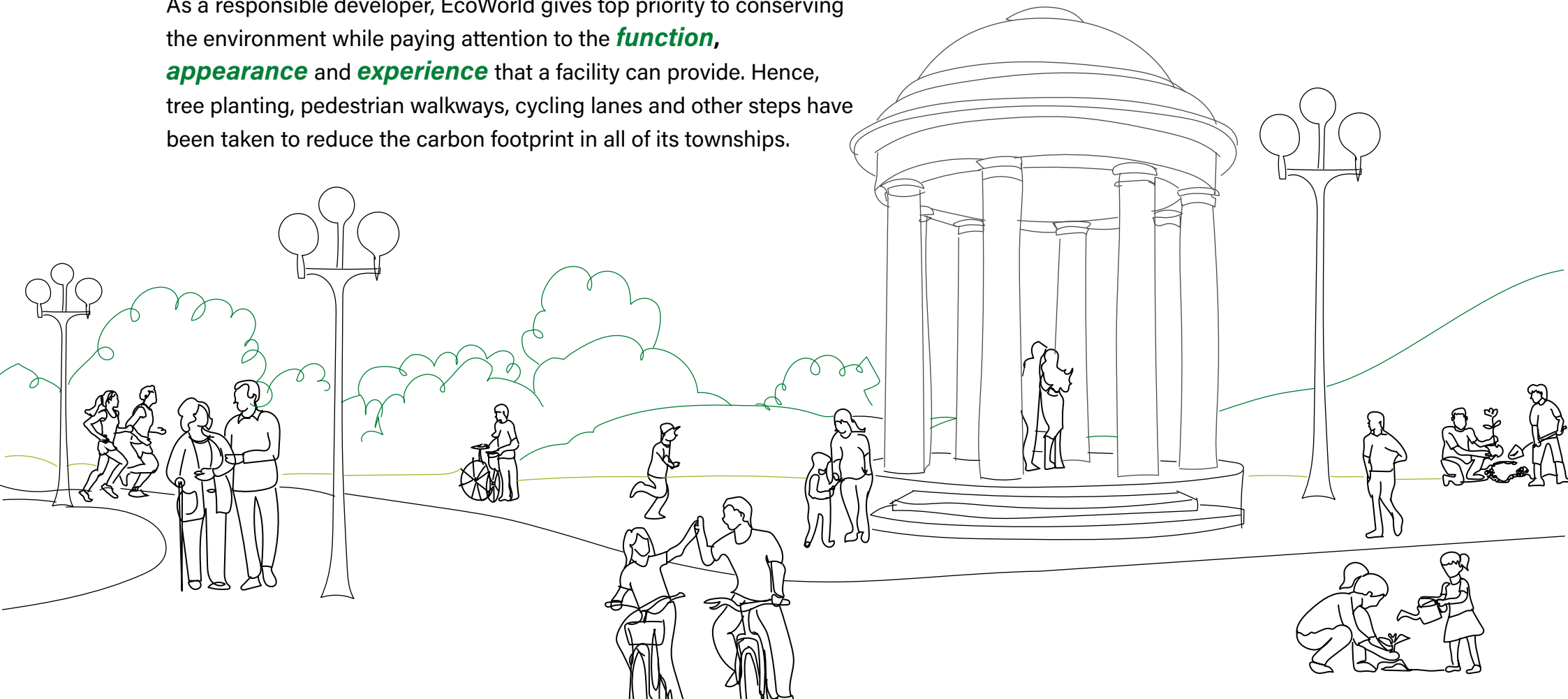
Over at **BBCC (Bukit Bintang City Centre)** in Kuala Lumpur, city slickers will not miss out on green open spaces either such as the community park above LaLaport Shopping Park. Fusing urban regeneration and integration, every destination within the development is a walking distance to each other. BBCC is highly accessible by car and rail (LRT, Monorail and KTM).



There's always more nature to preserve when it's your own backyard

Many of us are drawn to spending our leisure time outdoors amidst nature, such as running in the park or hiking up a forest trail. Having car-free streets and secure central parks motivates us to appreciate our time outside the home a lot more.

As a responsible developer, EcoWorld gives top priority to conserving the environment while paying attention to the **function**, **appearance** and **experience** that a facility can provide. Hence, tree planting, pedestrian walkways, cycling lanes and other steps have been taken to reduce the carbon footprint in all of its townships.



Prioritising the laws of nature for liveability

Victorian fountains, manicured maze gardens and tongue-in-cheek playgrounds with giant chess pieces have become EcoWorld's trademark, but equally important are native plants, biodiversity and eco-orientation of buildings.

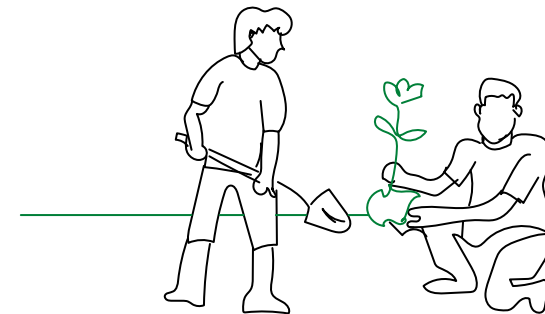
Growing valuable and quality foliage

Of the overall tree coverage and shrubbery coverage planned, **23% are edible fruit trees** and **30% are edible shrubs**.



More than 3,226 trees have been safely replanted across developments

Trees from project sites are salvaged and replanted to reduce the impact of construction on local biodiversity and vegetation at the sites.

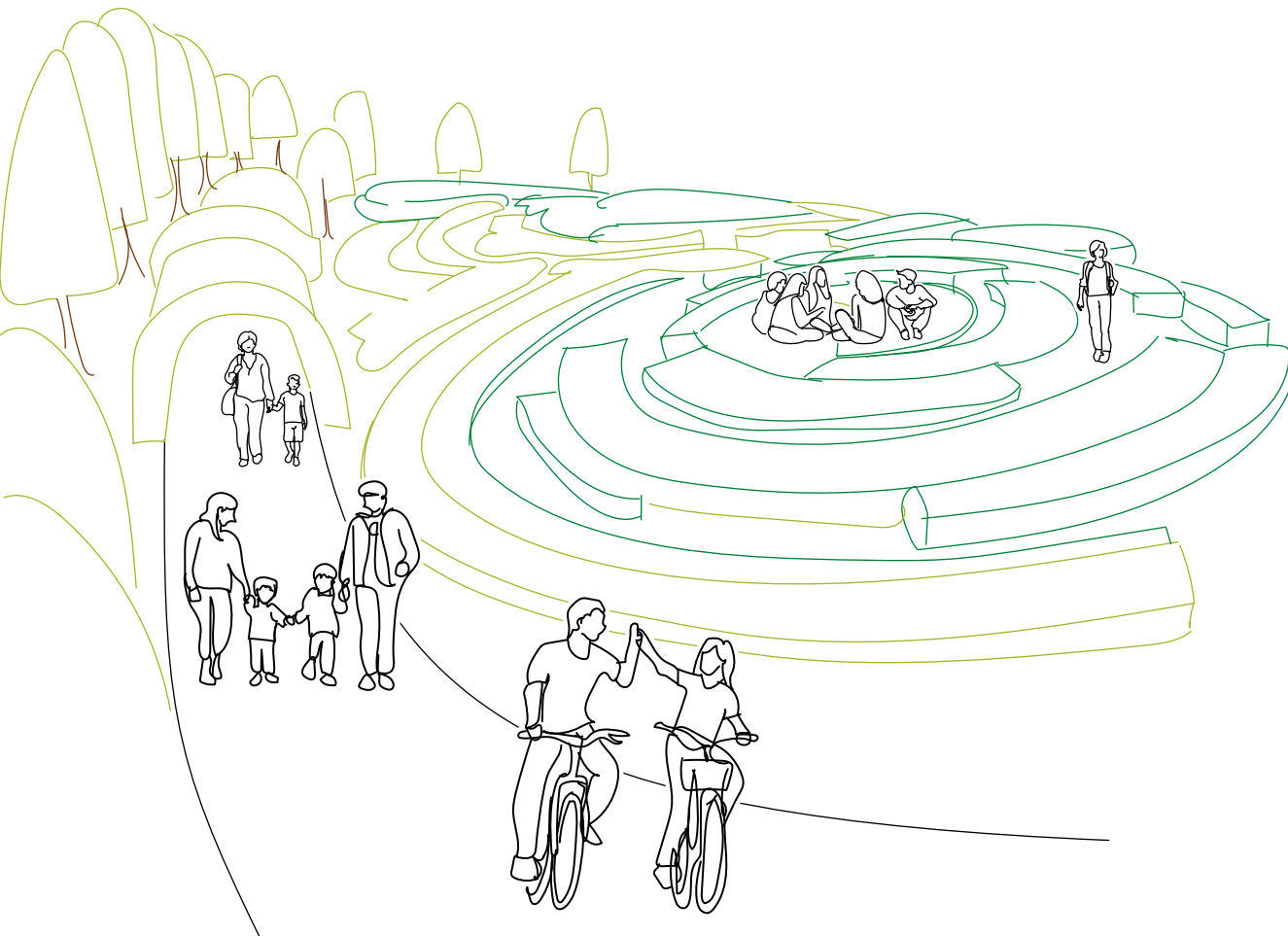


And did you know that **approximately 70% of EcoWorld projects** are certified under various green indexes like the Green Building Index, Green Mark and Leadership in Energy & Environmental Design (LEED)?



A shared appreciation for the community

Are homes with nice landscapes and spaces enough to attract dwellers?
For EcoWorld, it starts with a vision of how the community will spend their time there.



“ We can stay useful and supportive by contributing to our communities' life journeys. To us, co-creation is an integral process to improving everyone's life experiences. We want to provide the right homes, places and spaces across generations for all generations as much as we want to assist them to fully live out their passions and aspirations. ”

~ EcoWorld ~

A place to call home



With community insights driving its **people-centric offerings**, a township environment can integrate seamlessly with everyday life.

People will return to **explore, create** or just **belong**.

In many ways, the element of **co-creation** - being partners with the community - is what makes an EcoWorld township tick.

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