



**STEERING TOWARDS  
THE RIGHT DIRECTION**

**47th Annual General Meeting  
Corporate Presentation**

Presented by:  
Terence Loo, IR Manager

27 OCTOBER 2020

# EcoFirst has a unique sustainable business model



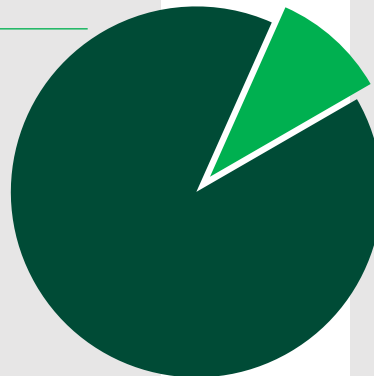
## Property Development



Liberty @ Ampang Ukay

Represents  
**90.3%**  
FY2020  
Group Revenue

**RM135.4**  
million  
Revenue



Kondominium Kelab Golf



## Property Investment & Management



South City Plaza Shopping Mall (SCP)

Represents  
**9.7%**  
FY2020  
Group Revenue

**RM14.5**  
million  
Revenue





# Liberty @ Ampang Ukay fully sold



- Development started since 2017
- Affordably priced from **RM350,000**
- **1,632** fully furnished SoHo units
- Compact-sized units of 450 sqf
- 32 shop lots, 6 retail units
- GDV: **RM606.8 million**
- **Freehold land**
- Completed in January 2020

Achieved  
**100%**   
**TAKE-UP RATE**  
in 4Q2020

**RM132.2**  
**million**  
Revenue in FY2020

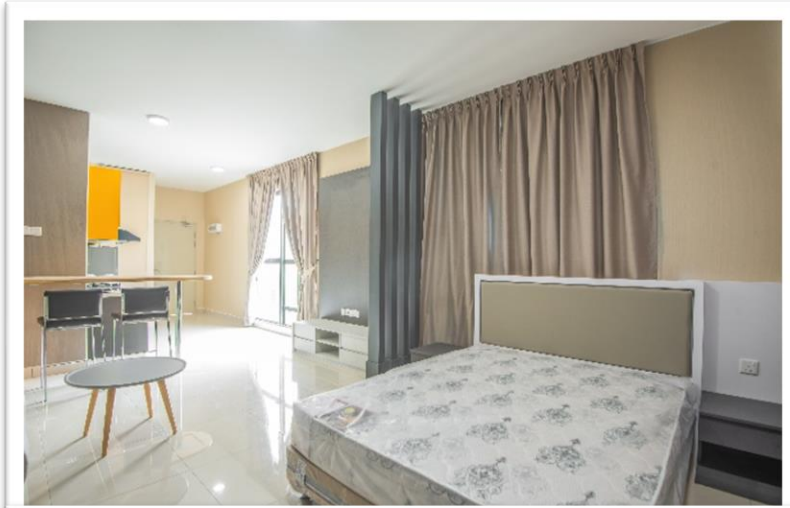


# Liberty @ Ampang Ukay clearly the iconic landmark in a bustling hotspot



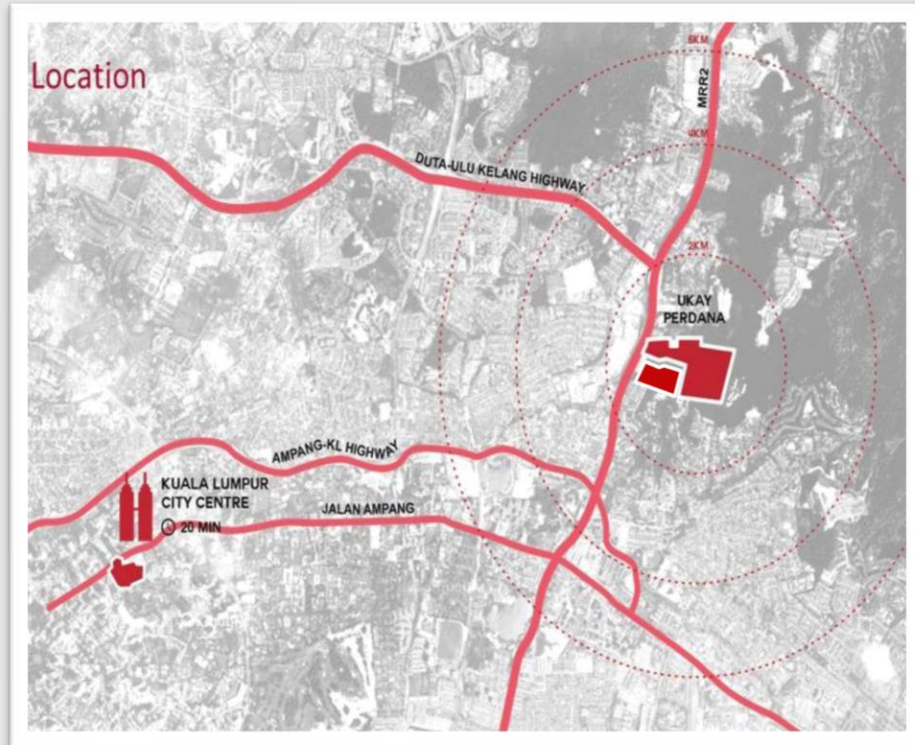


# A comfortable space for living with delightful outdoor scenery





# Ampang Ukay masterplan to drive the next 10-15 years



Spanning  
**87-acre**  
Freehold Land

Development for  
**10,000**  
population

- Development Period: 2017 – 2032
- Situated right in the confluence of **5** highways:
  - MRR2, DUKE, SUKE, AKLEH and EKVE
- Road accessibility:
  - 6 mins to KLCC (via AKLEH)
  - 12 mins to Mont Kiara (via DUKE)
  - 5 mins to Ampang Point and Embassy Row

**RM4 billion**  
GDV mixed development

Total of  
**7**  
Projects for  
future development

# Recent land acquisition part of strategy to seek high-value pockets of land for quick developments



**RM42 million**

Land acquisition

**RM311 million**

GDV mixed development

**4.76-acre**

Leasehold land

**1,098**

SOHO Units

Approx.

**RM230k – RM300k**

per unit

**2021 – 2024**

Development period



# Mixed development project aims to provide convenient and serene lifestyle



- Retail description:
  - 40 units of Commercial & Retail shop lots
  - 4 units of Department Store
  - 2 units Business Space

- Built-up features
  - 4 Blocks
  - Block A – 5 levels, Block B, C, D – 11 levels
  - 3 Sub basement carpark



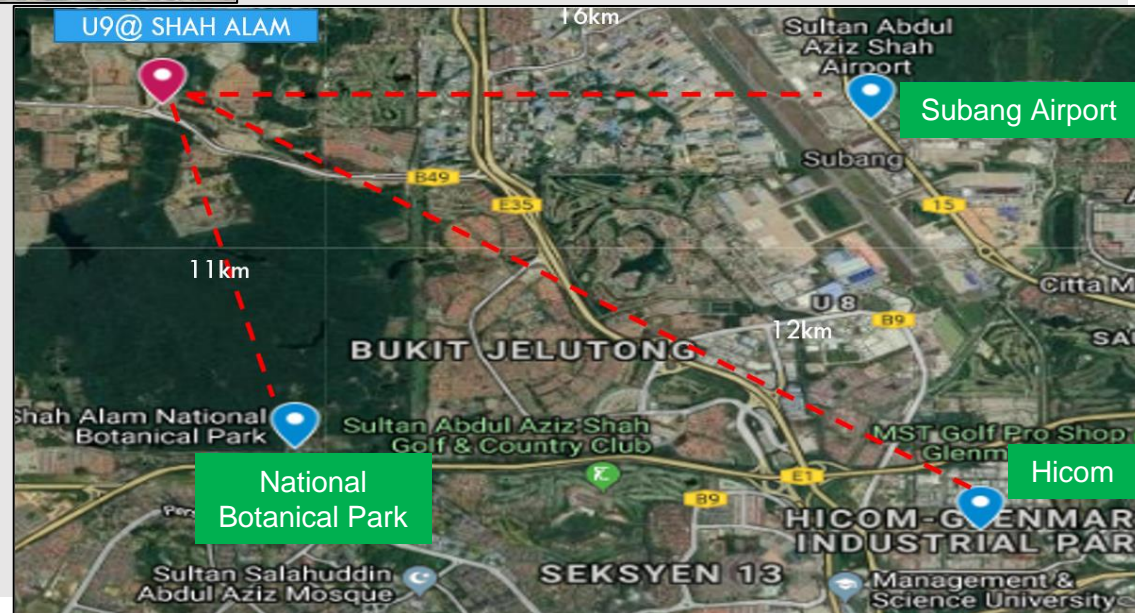


# Strategic location with easy accessibility and multiple amenities



- Situated right in the confluence of 2 highways:
  - DASH, GUTHRIE
- Education hubs:
  - UiTM Puncak Perdana Campus (6km)
  - HELP University (13km)
  - Sri KDU Int School, SEGi University (16km)
  - Management & Science University (11km)

- Shopping centres:
  - Setia City Mall (14km)
  - Citta Mall (16km)
  - The Curve (19km)
- Hot Spots
  - National Botanical Park (11km)
  - HICOM (12km)
  - Subang Airport (16km)





## SCP still meeting demands of captive market



Dubbed as country's largest digital devices accessories center and leader for Chinese antiques, tea and porcelain products

**5-storey**

Shopping mall

**800,000 sqf**

Net lettable area

**2,000**

Parking bays

**82%**

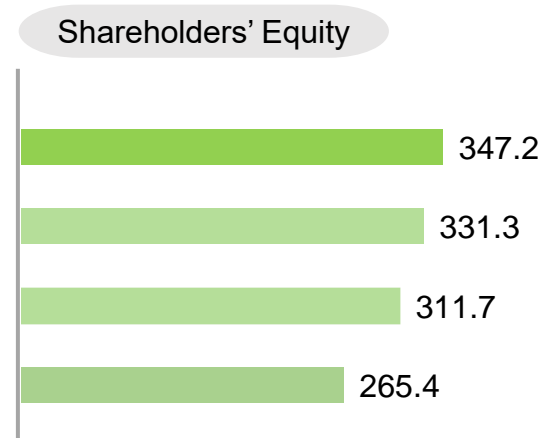
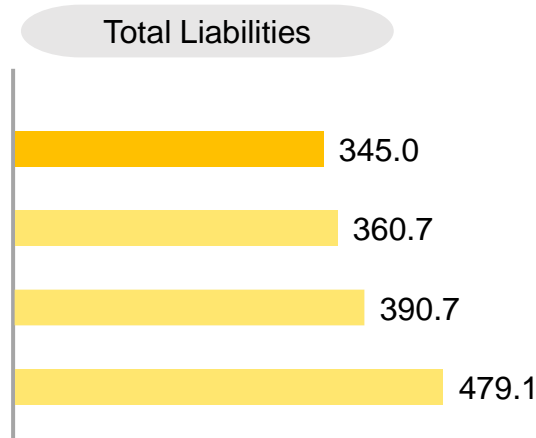
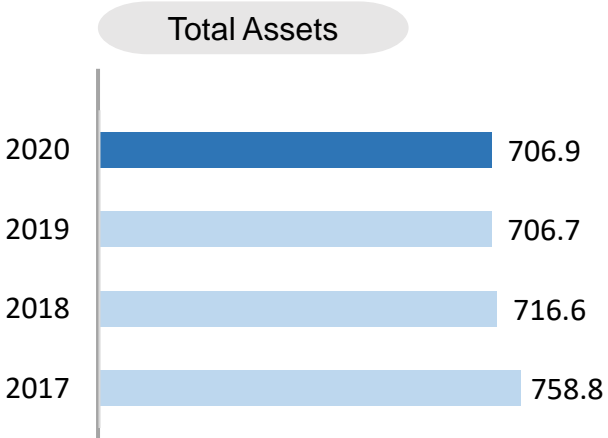
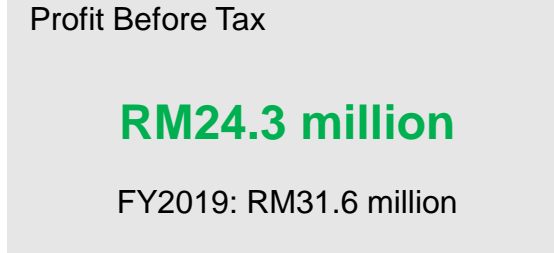
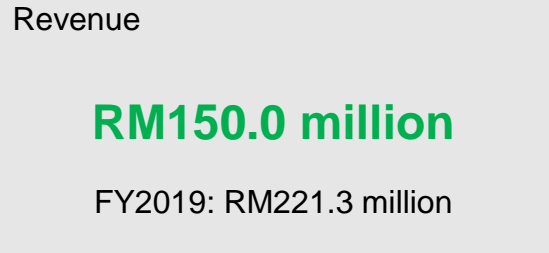
Occupancy rate  
in FY2020

- Implemented temporary rental assistance programme from 18 March 2020 to 3 May 2020
- Awaiting the outcome of the proposal for a pedestrian bridge that would link the KVMRT2 station to SCP

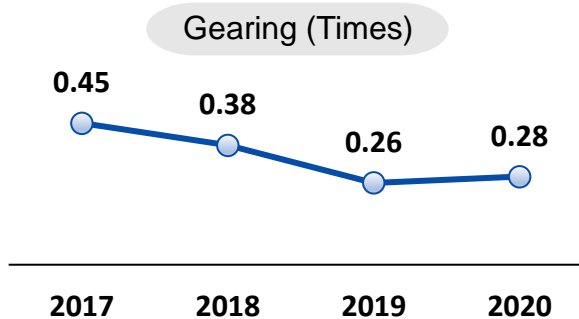


# FY2020 remains profitable despite COVID-19 challenges

FY2020



Group focuses on improving financial position each year

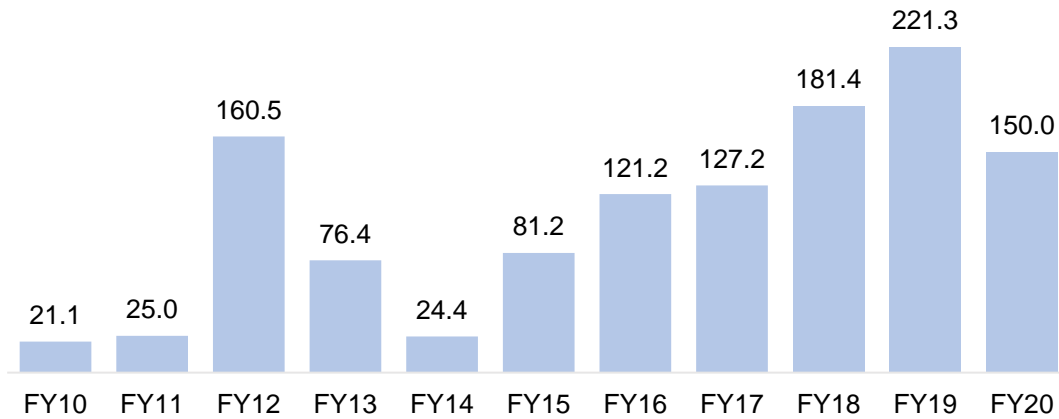


Group financials withstood COVID-19 impact

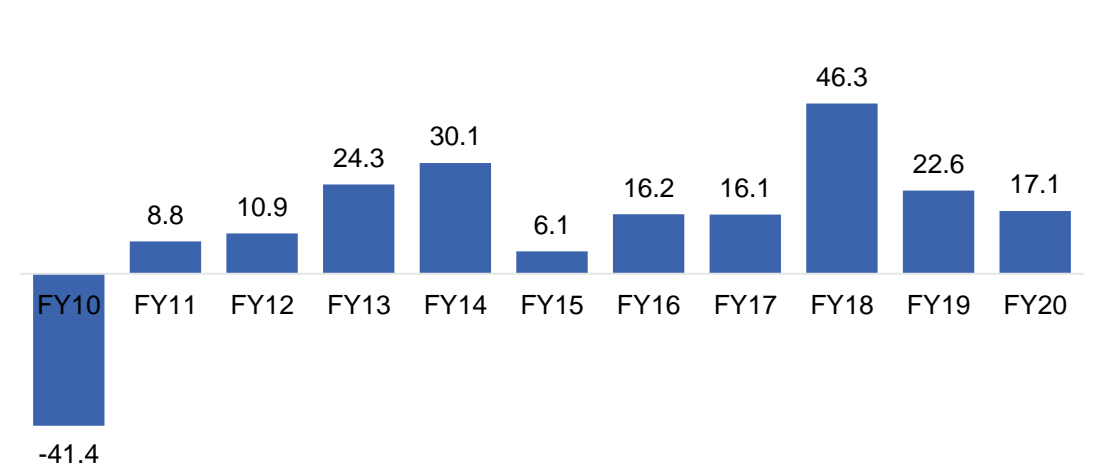


# Fundamentals improve from 10 years of continuous profitable track record

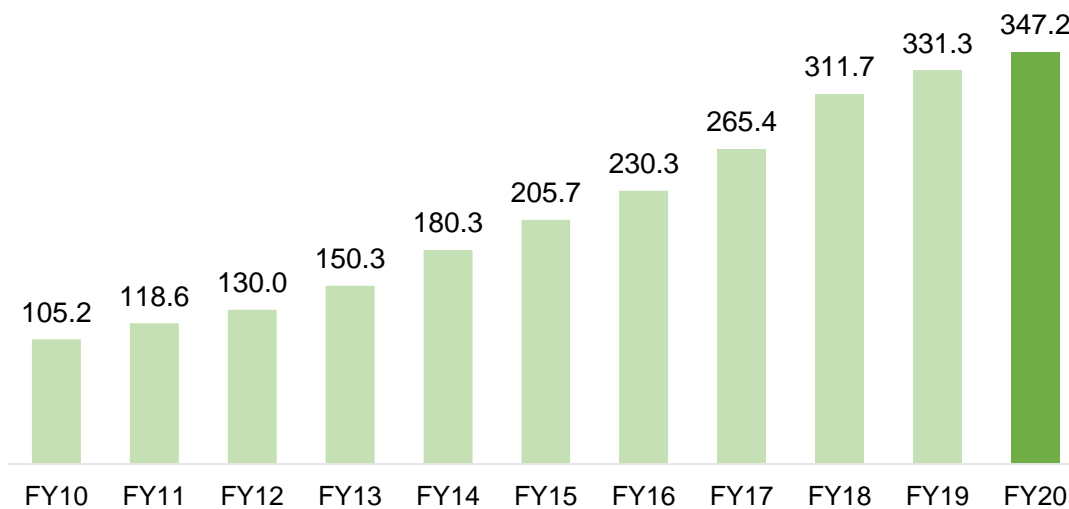
**Group Revenue (RM'mil)**



**Group Net Profit (RM'mil)**



**Shareholders' Equity (RM'mil)**



**Share Price**



# Seeking opportunities to extend footprint further

Pursuing development in Ampang Ukay, our crown jewel



On the lookout for lands and/or development projects to unlock value



To cater to an evergrowing catchment population in the southern region of Klang Valley



**Guided by prudent & practical approach of ensuring excellence**



# Giving back to the community



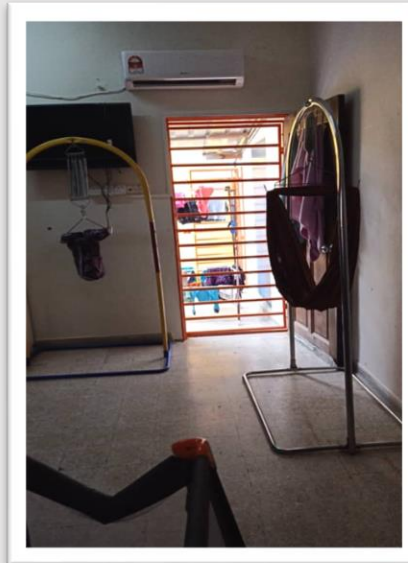
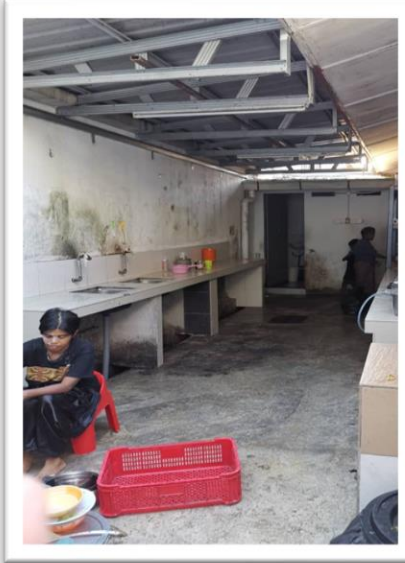
## 1) Blood Donation Campaign

- We conducted a blood donation drive together with Pusat Darah Negara (National Blood Bank) and Che Kuan Khor Blood donation campaign.

## 2) Lotus Home Charity Centre in Semenyih

- Our staff visited and provided a makeover to the Lotus Home Charity Centre in Semenyih, home to 25 children (8 months to 12 years old).
  - A fresh coat of paint on the interior and exterior, and the children's room
  - New units of water heaters
  - Air conditioner units
  - Wall mounted fans

# Refurbishing Lotus Home to improve the children's wellbeing





**Thank You**