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**GOTONG ROYONG TO PREVENT DENGUE AT BANDAR SERI ALAM
TOWNSHIP**

JOHOR BAHRU, 18 Nov 2018 – UMLand Seri Alam organized a gotong-royong aiming at preventing the spread of dengue in its township of Bandar Seri Alam today. The event was held in collaboration with Regency Specialist Hospital and supported by Majlis Perbandaran Pasir Gudang, Southern Waste Management Sdn Bhd and COMBI (Communication for Behavioural Impact, an NGO which actively educates and promotes dengue prevention programmes).

The gotong-royong was one of many events organized by the developer of the township, Seri Alam Properties Sdn Bhd. It was timely in view of the dengue situation in the state of Johor is rising at an alarming level since the beginning of this year. Based on report produced by Jabatan Kesihatan Daerah Johor Bahru, the numbers have increased from 508 cases to 973 cases for the first four weeks of 2019 compared with the same period last year.

“Realizing the pandemic and the responsibility of eradicating aedes mosquitoes is not merely the government’s responsibility alone, the idea to organize another gotong-royong was mooted not only to create awareness to the public but also as part of our outreach effort to the community. This is also in line with Bandar Seri Alam being a Smart Healthy City where we emphasis on these key elements to make our township sustainable for current and future residents”, said Mr. KK Wong, Group Director of Townships, UMLand.

He further added that “The area of Jalan Bayu has been chosen as the gotong royong venue as there have been a number of dengue reported cases in the area. As part of cleaning-up the neighbourhood, a fogging exercise will be carried out by the developer as an additional measure to curb the rising dengue cases.”

The developer will continue with the effort to upkeep the township to make it clean and beautiful for the residents. Together with the support from the government and authority, the developer hopes to increase public understanding on the importance of dengue prevention action within their surroundings to make the township healthier and safer for the residents.



More than 100 people turned up for the gotong-royong session which was attended by En Jamal bin Kaimi, the official representative of Member of Parliament of Pasir Gudang, Yang Berhormat En Hassan Karim alongside Mr Ku Chee Chen and Ms Jessica Oh, Majlis Perbandaran Pasir Gudang Councilors, government officers, staff and community of Jalan Bayu.

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Notes to Editor

About United Malaysian Land Bhd (UMLand)

UMLand is the award-winning Malaysian developer behind the successes of several residential townships and niche developments across the country.

The company has two divisions handling Township Development and Niche Projects respectively. It also has a hospitality division that operates Suasana Suites serviced apartments, a construction division under UMLand Builders Sdn Bhd, and an F&B division under UMLand Lifestyle.

UMLand's Township division manages five townships namely: Bandar Seri Alam (Iskandar Malaysia), Taman Seri Austin (Iskandar Malaysia), Bandar Seri Putra (Bangi, Selangor) Makhota Hills (Semenyih, Selangor) and the upcoming world-class integrated biotech park in Pasir Gudang, Iskandar Halal Park, a joint venture initiative with Perbadanan Islam Johor Holdings (PIJH), a Johor state government arm.

UMLand's Niche division has completed several residential developments in Kuala Lumpur and Johor. These include Suasana Sentral Loft (KL Sentral, KL), Suasana Bangsar (Bangsar, KL), Seri Bukit Ceylon (Bukit Ceylon, KL), Suasana Bukit Ceylon (Bukit Ceylon, KL), and Somerset Puteri Harbour (Iskandar Puteri, Johor).

UMLand's Suasana Iskandar Malaysia is the iconic residential development which comprises of a 35-storey serviced apartment tower, the very first Amari hotel in Malaysia, managed by ONYX Hospitality Group, and its complemented by Zenith Lifestyle Centre, a two levels international and specialty dining, avantgarde entertainment, premium wellness right in the middle of Johor Bahru city centre Medini Lakeside in Medini Iskandar Malaysia, an integrated development comprising UMCity (a mixed-use commercial development) and Viridea Lakeside (a green residential development); and Star Residences, a joint venture initiative with Symphony Life Berhad to develop an upmarket serviced residences in the heart of Kuala Lumpur.

With a strong track record spanning across two decades, UMLand continues to embrace excellence and innovation as its main tenets to drive growth.

Incorporated in the 4th quarter of 2017, UML Lifestyle Sdn Bhd is the Food & Beverage (F&B) arm of UMLand Bhd. The subsidiary provides its support and oversees the operations of its companies – Avenue Ambience Sdn Bhd and Jjang Restaurant Sdn Bhd. UML Lifestyle Sdn Bhd is the appointed



Master Franchisee for BreadTalk & Toast Box Malaysia following the joint venture with Bread Talk Pte Ltd, a Singaporean multinational food and beverage corporation.

The Group, with over 1,800 acres of undeveloped land bank across Malaysia, aims to be a caring and responsible developer that not only builds quality property units for investors and homemakers, but also units that will see its value enhanced as the community grows and living standards improve. With advances in technology, UMLand is also embarking on building smart cities to complement the lifestyle needs of the modern community.

In 2015, UMLand bagged the “Best Office Development Asia Pacific” at the International Property Awards in London for its flagship project the UMCity Medini Lakeside development.