



FOR IMMEDIATE RELEASE

UMLand Seri Alam Continues with its CSR to Help the Needy

JOHOR BAHRU 02 November 2019 – UMLand (United Malayan Land Berhad) Seri Alam continued its CSR effort through a contribution made to Pertubuhan Fitrah Qaseh today. The home which provides shelter for abused and homeless children received a rice cooker and a washing machine during a handing over ceremony at Bandar Seri Alam.

“We heard of their plea for assistance after their home in Pekan Nanas was robbed and many items belonging to the centre such as furniture, beds, mattresses and electric goods were stolen. As a caring corporate entity, we had decided to lend a helping hand. We hope the contribution made today will lessen their burden and assist in the daily operation of their centre” said Mr KK Wong, Group Director of Townships, UMLand.

The contribution of the electrical items was handed over by Mr KK Wong to Encik Muhamad Fitri bin Abdul Rashad, co-founder of the home. Both their centres in Larkin and Pekan Nanas take care of 48 underprivileged children aged 3 to 20.

Meanwhile, En Muhamad Fitri was very thankful for the generosity shown by UMLand Seri Alam. “We are very fortunate to have generous party like UMLand Seri Alam who supports our cause. Our centres need all the help we can get so these children can lead a normal life just like other children. Together with other donours, the contribution received will undoubtedly help us in achieving our objective” said Encik Fitri.

The handing over ceremony was also attended by management team of UMLand Seri Alam and 15 children from the home.

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NOTES to THE EDITOR

About United Malayan 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 Sdn Bhd.

UMLand's Township division manages five townships namely: Bandar Seri Alam (Iskandar Malaysia), Taman Seri Austin (Iskandar Malaysia), Bandar Seri Putra (Bangi, Selangor) Mahkota 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 is complemented by Zenith Lifestyle Centre, a two-level international and specialty dining , avantgarde entertainment, premium wellness right in the middle of Johor Bahru City Centre. Medini Lakeside in Medini Iskandar Malaysia is an integrated development comprising UMCity (a mixed-use commercial development) and Viridea Lakeside (a green residential development). Meanwhile in the heart of Kuala Lumpur, Star Residences is a joint venture initiative with Symphony Life Berhad to develop an upmarket serviced residences in the center of KL City.

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.

More information at www.umland.com.my