



PRESS RELEASE
FOR IMMEDIATE RELEASE

UMLAND SERI ALAM HOSTS CITY OF KNOWLEDGE FESTIVAL

JOHOR BAHRU, 22 September 2018 - United Malayan Land (UMLand) Bhd, one of Malaysia's most established property developers, hosted the City of Knowledge Festival at UMLand Seri Alam. The festival is a joint effort between UMLand Bhd and its education partners ranging from higher education institutes, performing and cultural institutions, to high schools and also primary schools.

The main objective of the festival is to promote a close-knit community that not only comprises of the residents, but also the various learning institutions situated around UMLand Seri Alam, also known as "The City of Knowledge".

The festival which is situated in front of Asia Metropolitan University was filled with an abundance of activities. These include live performances, workshops, exhibitions, food and also free health screenings by Asia Metropolitan University and Regency Specialist Hospital that are specially catered for the students and visitors.

"We are very delighted to be able to collaborate with our local schools and universities by promoting the importance of education while being supportive of our students as well. UMLand is committed to contributing towards the education of our future generations here in Johor and we are constantly seeking for ways to further engage with our student community here at UMLand Seri Alam." said **Mr. KK Wong**, *Group Director of Townships, UMLand*.

Members of the public were also invited to participate in a street soccer competition out on the streets of UMLand Seri Alam. The top four teams were awarded with cash prizes and trophies.

UMLand aims to play a vital part in Johor Bahru's development, not only through the provision of world class townships and projects but also maintaining high education quality and standards within the region of Johor Bahru. UMLand also hopes to achieve a vibrant and closely knit communal space here at its Seri Alam Township where it is able to provide a balance of quality lifestyle and resident-friendly living environment for both existing and future residents.



In conjunction with the City of Knowledge Festival, UMLand Seri Alam also launched one of their newest projects here in Johor Bahru. The Citrine Rezidenz, comprises of 59 units of 3-storey terrace houses with a build-up area ranging from 2,308 sqft to 2,507 sqft with the starting price from RM706,000. Located at a strategic location to future residents, Citrine Rezidenz is easily assessable to major highways, Senai International Airport and also the Johor Bahru City Centre.

The UMLand Seri Alam Sales Gallery is opened daily for public queries on the township. Alternatively, please visit www.umland.com.my or call 07 388 1111 for more information.

####

For further information, please do not hesitate to contact:

Lynette Sia

UMLand Bhd

M: +6012 7611 761

E: lynette@umland.com.my

Notes to the Editor:

About UMLand

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.

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.

More information at www.umland.com.my