



FOR IMMEDIATE RELEASE

UMLand Set to Transform Bandar Seri Alam with Strategic Partnerships as “Smart City of Knowledge”

JOHOR BAHRU, 16 February 2020 – UMLand Berhad (United Malayan Land Berhad) recently launched its new initiative which will see the transformation of Bandar Seri Alam, one of UMLand’s flagship township. Previously known as “The City of Knowledge” , the township will now be known as the “**Smart City of Knowledge**”.

This initiative which is in partnership with **IRDA, TNBX, TM** and **Regency Specialist Hospital**, will allow for further development of the township, by combining and balancing the elements of **Economics, Environment** and **Sustainability** to form an all rounded and self-sustaining ecosystem. Present at the launch was **Yang Berbahagia Dato’ Dr. Sahrudin bin Jamal**, *Menteri Besar of Johor*, **Yang Amat Berbahagia Tun Musa Hitam**, *Chairman of UMLand* and **Yang Berbahagia Dato’Ng Eng Tee**, *Executive Deputy Chairman, UMLand*

“Bandar Seri Alam has shown true organic growth and development, allowing it for further expansion as a smart township. In addition, this exercise carried out by UMLand is in line with the state governments initiative to bring growth and development to Johor, while also making it an ideal environment for both local and foreign investors. Through this collaboration, I am happy and excited to see Bandar Seri Alam taking the lead to adopt Iskandar Malaysia's Smart City and Low Carbon initiatives that will help improve the quality of life of the people living and working in the area”, said **Yang Berbahagia Dato’ Dr. Sahrudin bin Jamal**, Menteri Besar of Johor who is also the Co-Chairman of IRDA.

He further added: “ With the combination of sustainable technology within the township, it will allow for improved public safety and the quality of life by enabling cashless payments, integration of **5G** networks, more efficient public transportation, energy efficient buildings and cleaner water treatment and waste management.



“From a humble beginnings four decades ago, Bandar Seri Alam stood on a 3,800 acre land bank where we developed the township into what it is today. With the completion of IRDA Master Plan in 2007, we are fortunate that Bandar Seri Alam has been the focal point in Flagship D. In addition, we had our first tipping point in catalytic development during the influx of educational institutions such as UiTM, UniKL, Asia Metropolitan University, Repton and UniWorld international schools and the 1st Japanese School in Johor” said **Yang Berbahagia Dato’Ng Eng Tee**, *Executive Deputy Chairman, UMLand*

In line with IRDA’s **Smart City Guidelines** and **Low-Carbon Blue Print**, Bandar Seri Alam was chosen to take the lead in becoming the “**Smart City of Knowledge**”. As one of Johor’s pioneer developers, UMLand aims to play a vital part in Johor Bahru’s development. With its newly forged partnership to bring in smart technology that reduces our carbon footprint, the developer also hopes to allow for better broadband connectivity, in addition to extensive healthcare services. In hopes of providing a balance of quality lifestyle and resident-friendly living environments for both existing and future residents.

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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