

Pristine, Prestige, Prime

B&G Property Picks the Perfect Spot

Is location enough to justify investment in a new property? By itself, perhaps no, but combined with exceptional infrastructure, prime amenities, population demographics and beneficial regulatory policies, there just might be that perfect property in sight. B&G Property's latest project, d'Pristine @ Medini, hits all the right spots: location, check; world-class infrastructure, check; demographics, check; favourable regulations, check; and reputable developer, check. **Join the discussion on this topic at internationalbusinessreview.net**

B&G Property's projects are spread across the Klang Valley, from Rawang Komersial Sentral to the Kota Harmoni semi-Ds and bungalows in Shah Alam. Some of the company's completed developments include Taman Tropika 2 (semi-detached, townhouses and super-link houses) in Bangi, 162 Residency (service apartments and shops) in Selayang, and PD Sunggala Gateway (retail shops) in Port Dickson while its ongoing projects include Kingsley Hills (mixed residential of bungalows, semi-D and condominiums) in Putra Heights and V-Residensi 2 (serviced apartments) in Shah Alam.

Location Matters

The 8.42-acre d'Pristine @ Medini project is developed by D Pristine Medini, a subsidiary of B&G

Capital Resources Berhad (the mother company of B&G Property). The integrated mixed development project comprises two towers of 1,100 Small Office Flexible Occupancy (SOFO) units, a three-storey interconnected Lifestyle Mall, a 32-storey Grade A office tower and a 300-room 4-star designer hotel, all located in Medini Iskandar—a flourishing international metropolis and the central business district of the Iskandar Malaysia special economic zone in Johor—which is within an 8-hour flight radius to major Asian cities.

The project's strategic location places it in proximity to a number of

catalytic developments in the area. For one thing, it is situated directly opposite Legoland Malaysia Theme Park and Hotel and within walking distance of the Afiniti Wellness Centre (a JV project by Temasek and Khazanah) and the Gleneagles Medini Hospital. Another prime project in the area is Educity, the fully integrated education hub projected to have an estimated 16,000 students by 2018 and comprising local and international universities such as the University of Southampton Malaysia, University of Reading Malaysia, Netherlands Maritime Institute of Technology, Raffles American School and the Newcastle University of Medicine Malaysia.



Left: A strict attention to detail is evident in quality of materials and the masterful design of the fully fitted d'Pristine @ Medini SOFO units.

Below: One of the many facilities at the d'Pristine project, the Sky Lounge offers residents the ultimate vantage point with views of the surrounding landscape.



QUICK FACTS

Estimated Completion Date:
• Early 2018

Unit Types:

- SOFO (5 types)
- 644 sq ft (1-bedroom),
- 771 sq ft (2-bedroom)
- 1,308 sq ft (3-bedroom)
- 1,416 sq ft (3+1-bedroom)
- 1,416 sq ft (dual-key unit)

Developments Nearby:

- Legoland Malaysia Theme Park & Hotel
- Gleneagles Medini Hospital
- Temasek & Khazanah Afiniti Wellness Centre
- Educity Iskandar Malaysia
- Pinewood Iskandar Malaysia Studios
- Coastal Highway Southern Link & Medini North Interchange
- Kota Iskandar
- Puteri Harbour

The project is also located near the Puteri Harbour marina development, and is only a 20-minute drive from the Senai International Airport and the Tuas 2nd Link into Singapore. d'Pristine @ Medini's location in Iskandar Malaysia which is proximate and easily accessible from Singapore also significantly increases the project's attractiveness to investors from the neighbouring country and around the world.

Strong Draw

According to Datuk Soo Kai Chee, Director of Sales and Marketing, "The federal government had a really good masterplan design for Medini. They understood that the area needed to attract the population first, so they began with the infrastructure and drawing world-class catalyst developments such as Legoland and Educity. These created jobs and encouraged migration to Medini." The area boasts several planned amenities and catalysts, including the Ascendas-UEM Business Techpark, Motorsports

City (a 4.5km F1 race circuit and services hub) and Pinewood Studios (a film and television studio complex from the UK).

Datuk Soo noted that other special incentives include no Real Property Gains Tax (RPGT). There is also no minimum price limit requirement for foreigners to purchase properties

and select businesses enjoy corporate tax exemptions up to the year 2025. It is no wonder that the project has been well-received by the local and international communities. "d'Pristine continues to gain interest with the Asia Pacific region, particularly in countries such as Singapore, Taiwan and Indonesia," Datuk Soo explained.

d'Pristine @ Medini's location is crucial and has been an essential part of its success so far. About 80% of the SOFO units have been sold, the remaining expected to be sold within this year and the Grade A office tower was recently sold to Pelaburan Hartanah Berhad under a Sale & Purchase Agreement. "We are also in the final stages of discussion with an international brand hotel chain to operate our hotel component and a renowned property management company to manage d'Pristine," Datuk Soo said, adding, "I believe these will boost investors' confidence in the project." With an estimated completion date of early 2018, B&G Property's d'Pristine @ Medini project is positioned to be one of the most exciting and unmissable investment offers in the region. **IBR**

