

TRITERRA JOURNAL

THE OFFICIAL NEWSLETTER OF TRITERRA

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THE POWER OF THE INTEGRATED DEVELOPMENT

"I believe greatness is in the making for the nation's international trade, exhibition and business district." - Christopher Lim



FROM THE DEPUTY CHAIRMAN

*"I aspire for us to
to be the people's
developer..."*

Daniel Lim,
Deputy Chairman, Triterra

First and foremost, I would like to take this opportunity to extend our heartfelt appreciation from the Triterra family. 2017 was a great year for us and we are very thankful to each and every one of you for your overwhelming and continuous support. We pledge to make 2018 an even better year for all of us. This Journal is not only a piece for development updates, but we also would like to share with you articles that are related to the industry and of course introduce you to all the people behind the scenes who are making The MET Corporate Towers a dream come true.

In this issue, we have a very special article written by our very own CEO, Christopher Lim just for you. We hope you will enjoy this Journal and we look forward to updating you more in our next issue. Thank you and happy reading!

THE POWER OF THE INTEGRATED DEVELOPMENT: A CASE STUDY

CONTRIBUTED BY CHRISTOPHER LIM, CEO OF TRITERRA

An integrated development, at its core, is a planned township with a mix of commercial and residential elements. How successful one is depends on how well it incorporates these various components that comprise it to meet the needs of the community.

Finding one within four to six kilometres of the Kuala Lumpur Central Business District (CBD) is rare, let alone one larger than 50 acres within close proximity of prime neighbourhoods.

A winning formula for success is one which puts forward a holistic plan that addresses the four key components of Catalyst, Infrastructure, Complementary Factors and Momentum. Notable success of prime integrated developments just to name a few, include KL Sentral, Mid Valley City and the Kota Damansara township.

01 CATALYST

THE FEATURED CATALYST IS KEY TO THE SUCCESS OF ANY INTEGRATED DEVELOPMENT. THE GREATER THE CATALYST, THE GREATER THE POTENTIAL FOR THE INTEGRATED DEVELOPMENT TO BECOME BOTH PROMINENT AND ICONIC.

Take KL Metropolis for example: KL Metropolis is an integrated development that will take up a 75.5-acre site with an estimated GDV of RM20 billion, to be completed over the next 10 - 12 years. It is unique in that it will be a confluence of strong neighbourhoods, government presence, a centre of international trade and business plus exceptionally diverse multicultural elements.

It is a very strong move for the government to position the nation's key machinery - the High Court, MITI and MITEC at KL Metropolis. This synergistic move will surely spark business growth and drive professional firms to flock there. The spillover effect for the location says it all, truly a government initiative that will spur expansion for many years to come and put Malaysia on the map.

A future commercial and lifestyle hub designated by the Prime Minister to become Kuala Lumpur's international trade and exhibition district, KL Metropolis and MITEC will enliven the community and catalyse a new wave of socioeconomic activity in the area for years to come.

Boasting MITI, MITEC and the High Court in one place, one can expect major infrastructure growth taking place at KL Metropolis to support the nation's capital as its global business, legal and exhibition hub.

MITI

MITEC

HIGH COURT

02 INFRASTRUCTURE

INFRASTRUCTURE GROWTH IS THE VERY REASON OF THE SUCCESS OF ANY TOWNSHIP OR PROPERTY DEVELOPMENT.

It unlocks the community to commute and congregate freely and is a crucial factor for a sustainable property destination that will bode well for investors.

Along with industry-leading infrastructure, KL Metropolis will be bolstered by enhanced road access and future MRT connectivity including a new link to the DUKE highway plus dedicated bus and rail facilities, as well as elevated pedestrian walkways.

If Mid Valley City is considered to be the central hub or gateway serving the Southern and Eastern corridors of Kuala Lumpur, KL Metropolis serves a similar purpose for the Northern and Western regions, both geographically and as a catalyst for increased urbanisation.

Other upcoming developments in the eight precincts of KL Metropolis comprise residences, retail elements, offices, hotels and a medical centre making it one of the most balanced communities in Kuala Lumpur.

If infrastructure is key to unlocking the value of a community, wouldn't you want to be where the world meets?



03 COMPLEMENTARY FACTORS

WHO LIKES COMPETITION? AN INTEGRATED DEVELOPMENT IS ONE THAT ENSURES EVERY PARCEL OF THE DEVELOPMENT SPEAKS TO ONE ANOTHER IN A COMPLEMENTARY FASHION AND ENSURES A UNIQUE IDENTITY FOR ALL.

KL Metropolis is encircled by many affluent and popular neighbourhoods which bodes well for its success with strong local neighbourhoods and international communities supporting one another. It will be developed in stages with a phased rollout while catalysing growth and adding vibrancy to the area with all the projects benefiting from this approach.

Many living and working in the CBD will also find KL Metropolis extremely appealing to be closer to the city as they upgrade for practical and aspirational reasons. Additionally, as property prices within the Kuala Lumpur CBD continue to escalate out of reach, there is a corresponding convergence of population and office shifts from both the CBD and the suburbs towards neighbourhoods with aspirational appeal such as KL Metropolis.

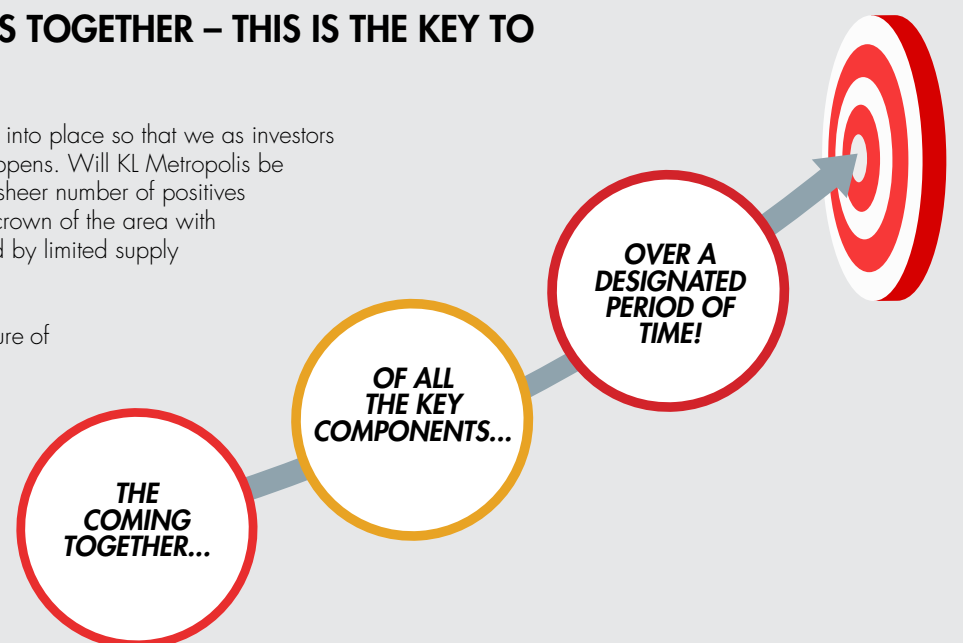


04 MOMENTUM

AS WE KNOW, MOMENTUM OR IMPETUS IS ALL WE NEED FOR A LOCATION TO BOOM WHEN EVERYTHING COMES TOGETHER – THIS IS THE KEY TO OUR INVESTMENT SUCCESS.

The best timing to catch this is always before everything falls into place so that we as investors can catch the wave of a good momentum even before it happens. Will KL Metropolis be successful? There is every indication that it will be given the sheer number of positives going for it, ticking many investors' boxes as a jewel in the crown of the area with good fundamentals for capital appreciation further enhanced by limited supply and spurred on by a very established government presence.

Also, given the multi-phased, holistic and complementary nature of an integrated development, the master developer will ensure that there is sustained momentum both in terms of the composition of the new development launches at KL Metropolis as well as the marketing efforts that will drive publicity and interest over the long-term.



IN CONCLUSION

With the government centralising the High Court, MITI and MITEC into one place at KL Metropolis, we are to experience an integration of the local and international communities, the private sectors and key government establishments.

This is truly rare in the context of investment opportunity especially with the location being encircled by the established heights of Bukit Tunku, a young urban population in Hartamas, and our nation's no.1 expatriate suburb - Mont Kiara.

"I believe greatness is in the making for the nation's international trade, exhibition and business district.

Welcome to "Where The World Meets"- only at KL Metropolis."

- Christopher lim



TRITERRA LIFE

OUT & ABOUT WITH THE TRITERRA TEAM

Moments in time, captured during a host of different events, from casual company outings and dinners, to events with fellow partners and friends. The Triterra team are always up for a good time.



With friends and family at the Triterra Connect: Star Wars screening event.



The force was strong at the Triterra Connect: Star Wars screening event.



THE GREATEST
PARTNERSHIPS ARE
POSSIBLE, WHEN THE
GREATEST **FRIENDSHIPS**
ARE PRESENT



The MET Owners Club Connect Dinner Series have always been jovial affairs.



Getting together for a good cause at the Calvary Carnival 2017.



Painting the team red over the Christmas season, where gifts were exchanged and memories were made.



THE MET
CORPORATE TOWERS

LIVING THE MET

STORIES,
VISIONS,
REALITIES,
LIFE.



SPECIAL FEATURE:

DANIEL LIM SHARES HIS THOUGHTS ON THE MET, TRITERRA
AND THE JOURNEY SO FAR.

UP CLOSE & PERSONAL WITH DANIEL LIM

DEPUTY CHAIRMAN OF TRITERRA

SOME HEARSAY IN THE MARKET TELLS US THAT THERE ARE SEVERAL YEARS OF YOUR LIFE THAT SEEMS TO BE MISSING OR UNHEARD OF. COULD YOU TELL US MORE ABOUT WHAT HAPPENED THEN AND HOW YOU GOT TO WHERE YOU ARE TODAY?

A: : If I were to summarize the past 25 years of my life in one sentence, I would say "It was like a scary roller coaster ride but fortunately even the scariest roller coaster ride always has a thrilling end". There were many ups and downs throughout my journey but it was the downs that I remember the most and it has shaped me to be who I am today. I would definitely say I had regrets and disappointments but if I were given the chance to turn back time I would have done nothing differently, not in a million years.

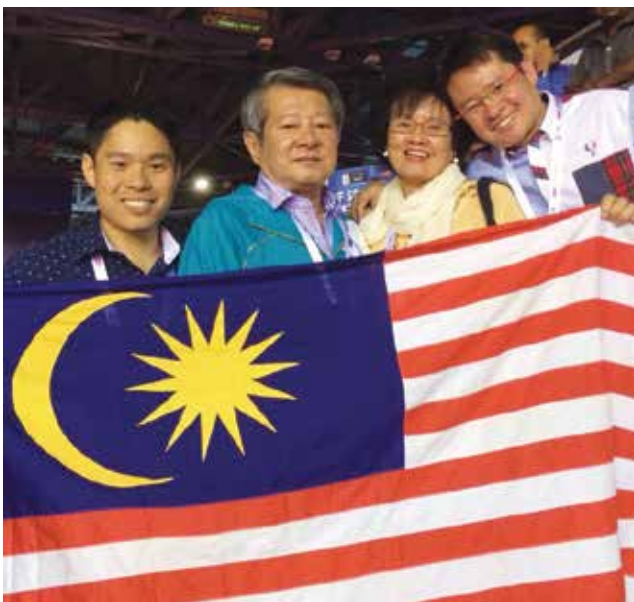
I grew up in an above average family background, living rather comfortably in Kedah and of course, being spoilt rotten by mum. However, that comfortable lifestyle ended the moment I stepped into KL.

I was a kampung boy (I still am in some ways) who got lost in a gigantic city.

The energetic, vibrant and happening KL lifestyle that my friends had been portraying to me, which included all the crazy party scenes, the fast cars and Hollywood like lifestyle, turned out to be blur and untrue when you didn't have money.

The economy wasn't great at that time, companies weren't hiring and being right in the middle of the worst Asian Financial Crisis ever in 97 & 98 definitely didn't help. I ended up doing many odd jobs, most of the time in sales, selling almost anything and everything. I tried my very best but at the end, I couldn't make ends meet. So in 1998 I finally called it quits and decided to head back to Kedah. That was when my life suddenly changed.

My best friend from Alor Setar then had a bad work accident that nearly severed few of his fingers. He had to come to KL to undergo a few surgeries. At that time, his doctor was looking for a car and I was given the task to assist him and by sheer luck I managed to find him one. That was how I started my career in the car industry, as a car salesman. Even though I was quite ignorant about cars, the lack of knowledge made me work extremely hard and within a short period of time I became the top salesman for the company I joined, every single month for three consecutive years. I then accumulated enough capital from my commissions made throughout the years and finally could afford to buy my very first car, as my inventory for my start up. That was the beginning and the birth of Signature Exotic Cars in 2002.



It was from there I started my networking and I met many many friends along the way. Friends introduced friends and within a very short period of time, business grew at a rapid pace. I am forever grateful to all those who stood by me during my tough times, helped and supported me and most importantly for offering me their friendship. I am very proud to say that today, the close friendship with many of them still remains.

"Lots of people want to ride with you on the limo, but what you want is someone who will ride the bus with you when the limo breaks down"

TELL US WHAT WOULD BE THE MOST DIFFICULT MOMENT FOR YOU DURING THOSE DIFFICULT YEARS.

A: Well, the most difficult moment for me during that time was to motivate myself to wake up every morning realizing the fact that I have just wasted my parents' initiations and hard work of sending me to complete my Bachelors of Mathematics in the UK when I ended up doing odds jobs.

WHAT HAVE YOU LEARNT FROM IT?

A: "Mistakes that make you humble are better than achievements that make you arrogant."

"I would rather feel a single hand wipe my tears during my sorrow than many hands that come together to clap for my success."

HOW DID YOU GET YOURSELF INTO THE PROPERTY BUSINESS AND HOW DID TRITERRA START?

A: Throughout the 19 years in the car industry, I was dealing with assets that were depreciating so I felt that it was only wise for me to hedge my business risk by investing in assets that were appreciating and that was how I got into the real estate business. I must say that I was extremely lucky at that time because my youngest brother Chris was then a great real estate negotiator. Every property that he recommended to me, made high returns. As a result, I was not only making profits in the car industry but I saw some handsome rewards from my real estate investments, and that led to our big break.

Four years ago, Chris saw an opportunity in a piece of land within KL Metropolis and immediately alerted me. He saw the potential of what KL Metropolis would be today. At that time MITEC was far from completion and KL Metropolis was still unheard off by many.

It is in our family DNA (carried from our great grandparents' era) that we always believe in strategic partnerships in all our business ventures. In this case, we knew we needed a partner who was very familiar with the real estate business especially in Mont Kiara and credible at the same time. The only name that came across our minds was none other than the **Founder of modern Mont Kiara** who happens to be our family friend, Datuk Seri Michael Yam (DSMY).

Chris approached him first and I remember vividly during one of our meetings, we told him that he had some unfinished business in Mont Kiara and we needed his help or rather Mont Kiara needed his help yet again. The moment we shook hands during one lunch, we knew this partnership would be a game changer to the real estate industry, hence the birth of Triterra.

"A Journey of A Thousand Miles Begins with the First Step"

That hand shake was our first step.

"The advantages that you may have yesterday, will be replaced by the trends of tomorrow if you don't change and catch up with the current wave"

DANIEL LIM
Deputy Chairman,
Triterra





AS THE DEPUTY CHAIRMAN OF TRITERRA, WHAT KIND OF DEVELOPER DO YOU ASPIRE TRITERRA TO BE?

A: In continuing DSMY's legacy, we aspire to be the "people's developer" rather than being overly focused on profit. There is no perfect business model. So we always have to humbly learn from the past, improvise, be creative and focus on the present and develop for the future.

We must also be adaptable at all times. "The advantages that you may have yesterday, will be replaced by the trends of tomorrow if you don't change and catch up with the current wave"

Finally, protecting our company's reputation and integrity is our utmost priority because "it takes decades to develop a good reputation but it only takes a second for it to be smeared."

"I Aspire to Inspire before I Expire."

THE MET CORPORATE TOWERS IS TRITERRA'S FIRST DEVELOPMENT. WHAT IS YOUR EXPECTATION FOR IT IN THE NEXT 4 YEARS?

A: Besides being The First Grade A Strata Offices in Mont Kiara, I hope The MET Corporate Towers would be **"The Address that Addresses it All."**

WHAT ARE YOUR STRENGTHS AND WEAKNESSES?

A: I have to say that my strength is definitely my friends. I take friendships very seriously and I put them very high on my priority list. Without them my life would be "healthier" but definitely not as fun and colourful.

Abraham Lincoln once said:

"If friendship is your weakest point, then you are the strongest person in the world."

My weakness would definitely be the fact that I am never able to say NO!

WHAT ADVICE WOULD YOU GIVE TO YOUNG AND UPCOMING BUSINESS ENTREPRENEURS OUT THERE?

A: Dare to dream because sometimes dreams do come true.

Always aim for the highest because "it is not a problem if u aimed high and missed but it is a problem if u aimed low and hit."

Eventually you will be what you repeatedly do. So striving for excellence ought to be a habit and not an act.

Work like you don't need the money, love like you never been hurt and dance like no one is watching. Last but not least, be as generous as possible in your own way because **"generosity is a crazy mathematic, it multiplies when you divide it"** and when you give, you don't have to show, in fact don't even let your left hand know what your right hand is giving.

WHAT IS YOUR FAVOURITE SPORT?

A: I try to ski at least once a year and on a weekly basis I play a lot of Futsal and Squash.

WHAT ARE YOUR FAVOURITE QUOTES?

A: "There are 2 things that define you. Your patience when you have nothing and your attitude when you have everything."

"Ego is the anaesthesia that numbed the pain of stupidity and pride is the burden of foolish people."

"The problem is more often than not, we rather be ruined by praises than saved by criticisms, for the truth sometimes hurts."



WHAT'S NEW AROUND THE MET

TASTES, SIGHTS AND SOUNDS OF MONT KIARA AND BEYOND



DRY-AGED STEAKS AT VANTADOR

Easily one of the most visually impressive and immersive restaurants in Sri Hartamas thanks to its spectacular interior design, Vantador prides itself as being a "dry-aged steak boutique", offering a truly comprehensive menu of cuts from around the world.



CASUAL, MODERN, EUROPEAN AT DEUCE

Deuce is a casual modern European restaurant and bar, featuring a warm and welcoming setting that's perfect for any occasion. Its menu is simple, focused and refined, offering a selection of exquisite Small Plates, Big Plates and Dessert dishes that encompass a vast variety of ingredients.



STATE-OF-THE-ART FITNESS AT REV FITNESS CENTRE

Personalised fitness is taken to innovative new levels at Rev Fitness Centre. Explore your full potential with scientifically proven training methods and advanced facilities, including Cryotherapy treatments, backed by an all-professional team that is dedicated towards making training more inspirational.

TAKING THE MET SHAPE SITE PROGRESS

The vision of The MET Corporate Towers continues its rapid progress towards realisation, with piling and earthworks beginning ahead of schedule. As the images show, the area where The MET Corporate Towers will eventually be erected is quickly taking shape.



Overview of construction site where The MET will be built



Earthwork efforts continue to be carried out



Commencement of piling work has also taken place