



TROPICANA
GARDENS
TROPICANA INDAH

THE BRIGHTER SIDE OF LIFE

EDELWEISS

SOFO & SERVICED RESIDENCES

SALES KIT 13-10-2019



TROPICANA
GARDENS
TROPICANA INDAH



EDELWEISS

SOFO & SERVICED RESIDENCES

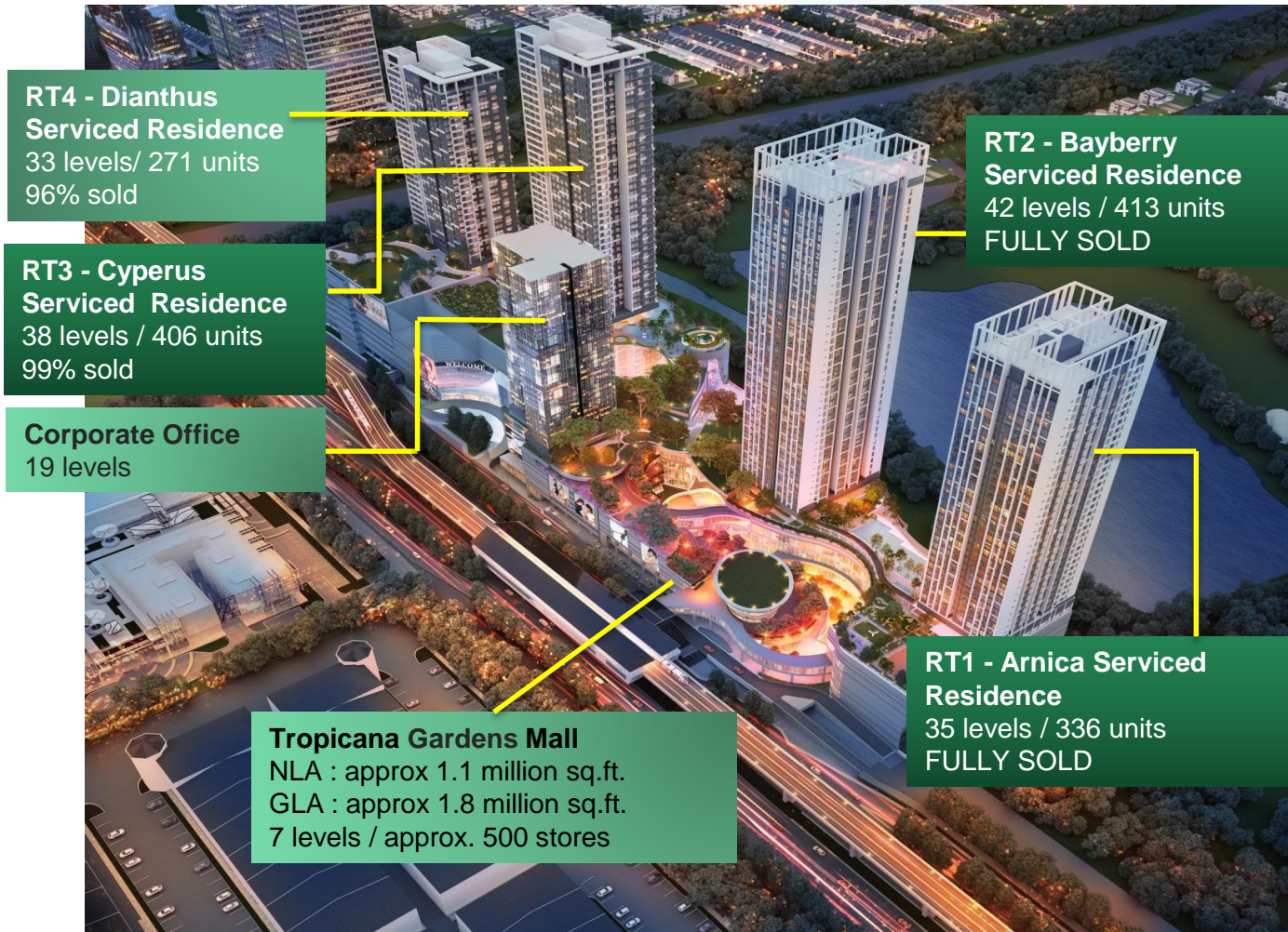
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AGENDA



1. INTRODUCTION
2. LOCATION & ACCESSIBILITY
3. PRODUCT COMPOSITION
4. UNIQUE SELLING POINT

MASTERPLAN



**RT4 - Dianthus
Serviced Residence**
33 levels/ 271 units
96% sold

**RT3 - Cyperus
Serviced Residence**
38 levels / 406 units
99% sold

Corporate Office
19 levels

**RT2 - Bayberry
Serviced Residence**
42 levels / 413 units
FULLY SOLD

**RT1 - Arnica Serviced
Residence**
35 levels / 336 units
FULLY SOLD

Tropicana Gardens Mall
NLA : approx 1.1 million sq.ft.
GLA : approx 1.8 million sq.ft.
7 levels / approx. 500 stores

Item	Overall Details
Land	17.6 acres
Mixed Development	Serviced Apartments, SOFO, Mall, Office Tower
Total GDV	RM2.3 billion



EDELWEISS

SOFO & SERVICED RESIDENCES

ei·duhl·vais



EDELWEISS

SOFO & SERVICED RESIDENCES



Edelweiss is a flower that can be found in the Alps and it symbolises “purity”.

The name of the flower is a compound of the German words *edel* (Noble) and *weiß* (White).

PROJECT DETAILS



Project Name	Tropicana Gardens – Edelweiss
Location	Tropicana Indah
Developer	Tropicana Indah Sdn Bhd
Type of development	Integrated Mixed Development
Land Area	2.35 acres
Land Tenure	Leasehold
Construction period	54 months (TBC)

MASTERPLAN



Edelweiss - SOFO & Serviced Residences

52 levels / 1,027 units

397 units SOFO

630 units Serviced Residences

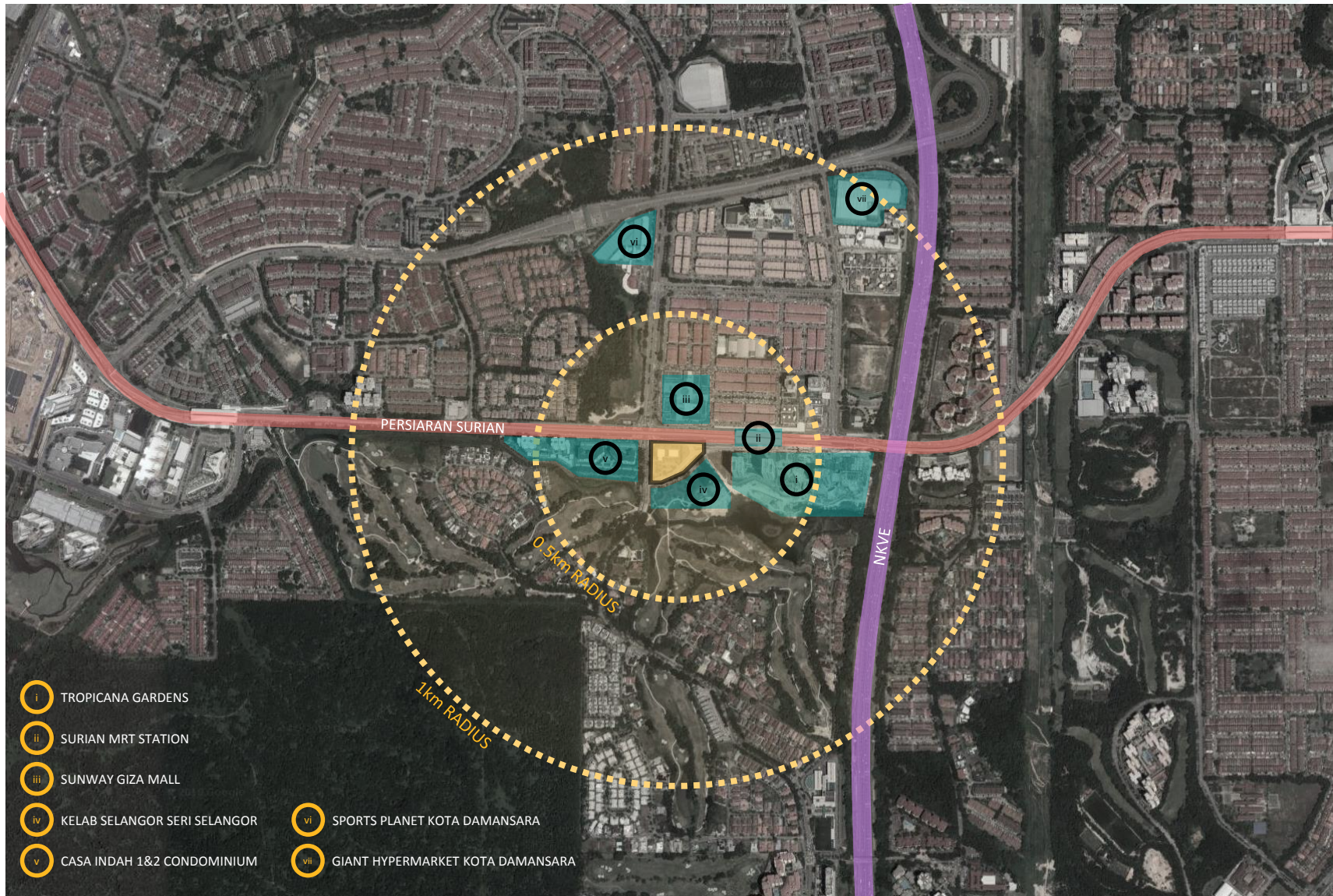
2 sty Retail space

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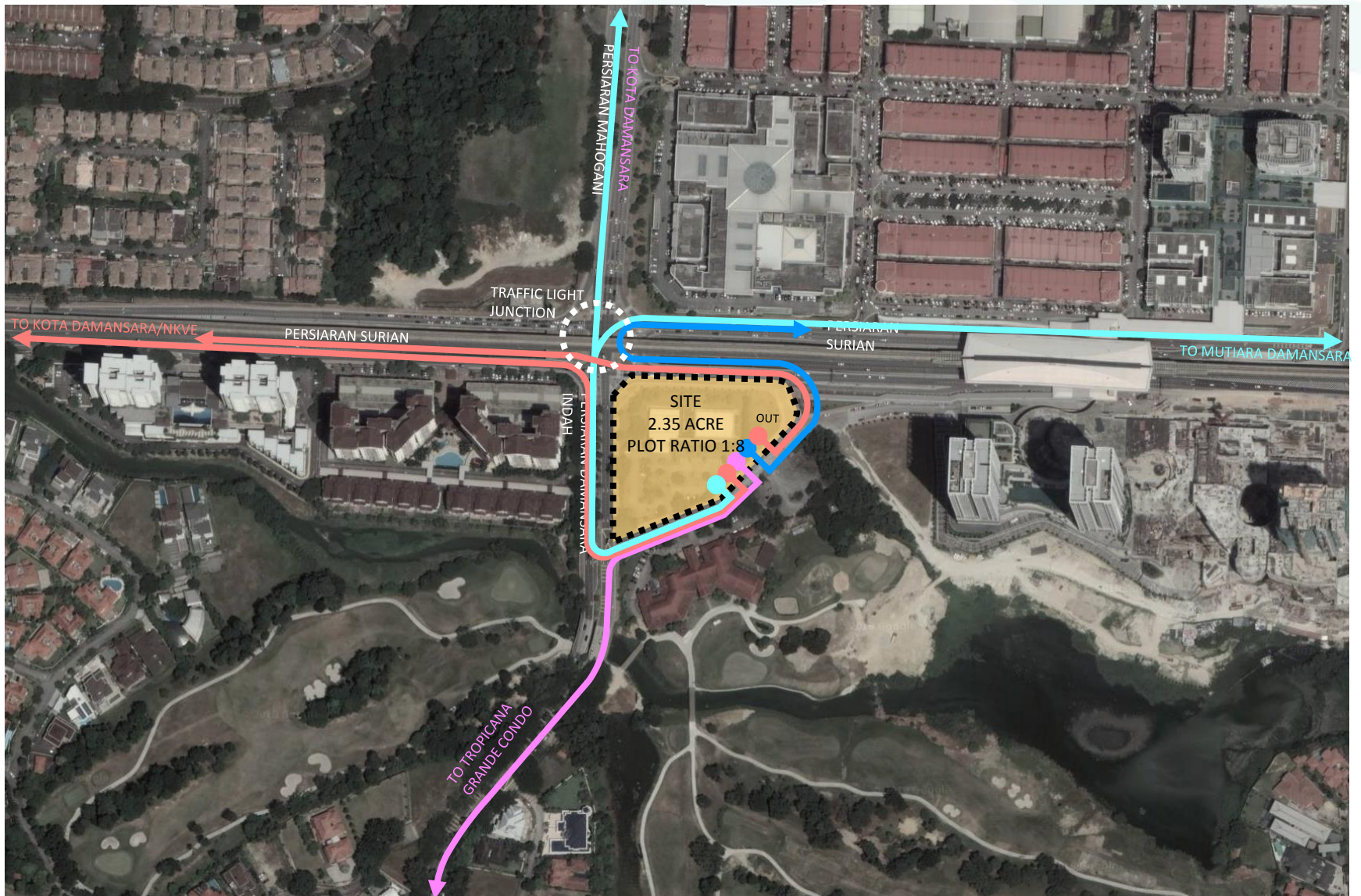
PROJECT LOCATION



ACCESSIBILITY



ACCESSIBILITY





TOWER GENERAL ARRANGEMENT

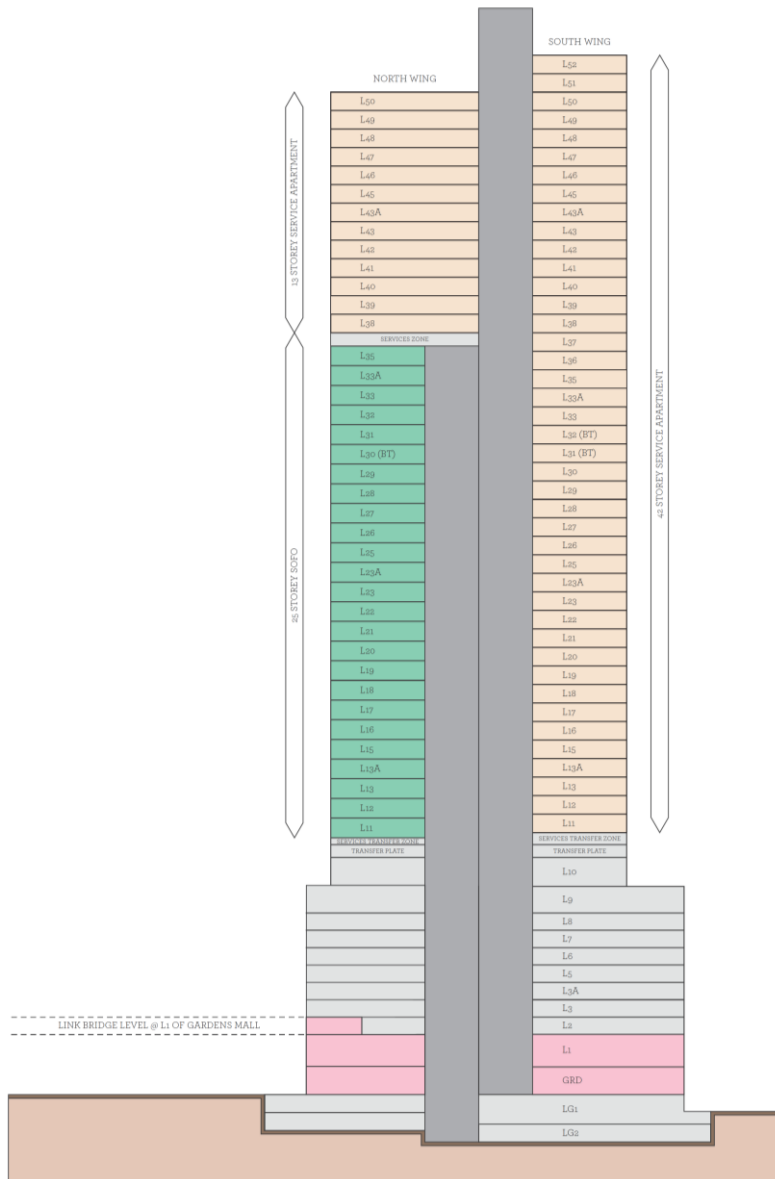


AGENDA



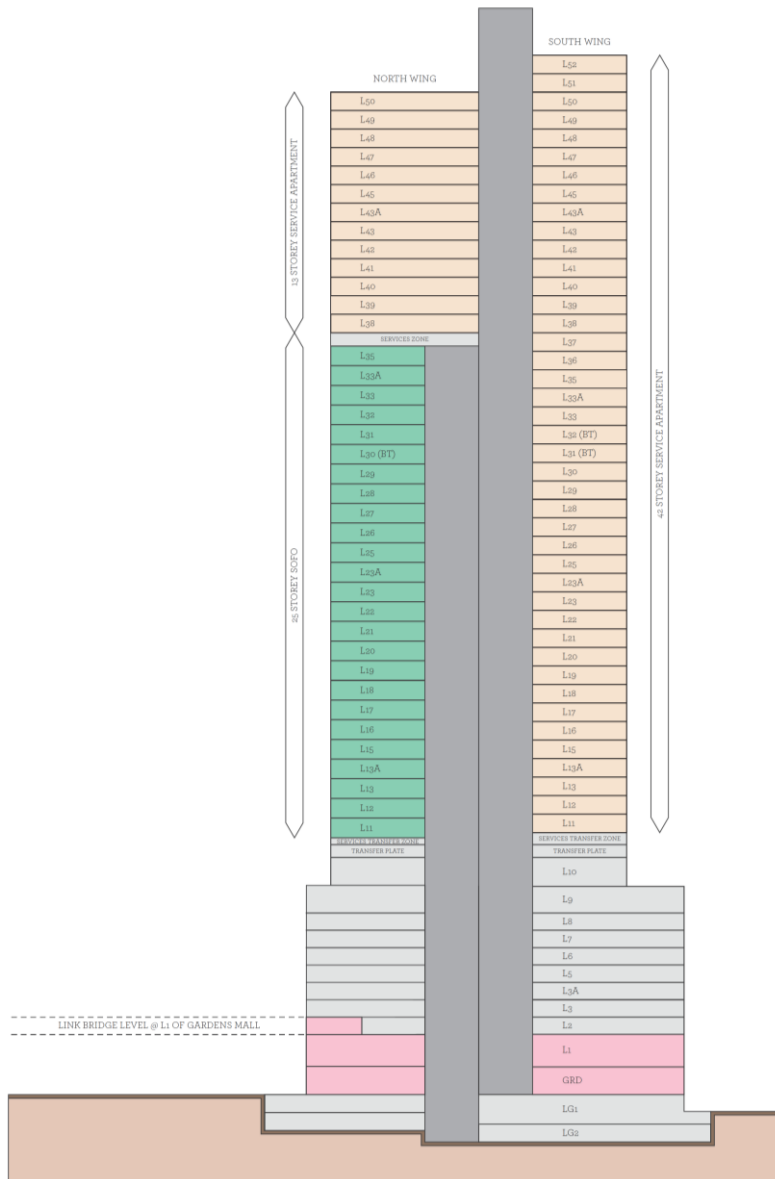
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PRODUCT COMPOSITION



Serviced Apartment (South Wing)	Unit size (sf)	Unit / flr	Total Storey	Total unit
A (2 bed, 2 bath)	692	6	42	248
B (3 bed, 2 bath)	908	4	42	168
B1 (3 bed, 2 bath)	890	1	42	42
C (3 bed, 3 bath)	1,085	1	42	42
Service Apartment (North Wing) Above SOFO (Optimisation)				
D (1 bed, 1 bath)	556	2	13	26
E (2 bed, 2 bath)	751	1	13	13
F (3 bed, 3 bath)	925	4	13	13
F1 (3 bed, 3 bath)	924	1	13	13
F2 (3 bed, 3 bath)	925	3	13	39
G (3 bed, 3 bath)	1025	1	13	13
H (3 bed, 3 bath)	1111	1	13	13
Total (Omission of 4 units on M&E flr)				630

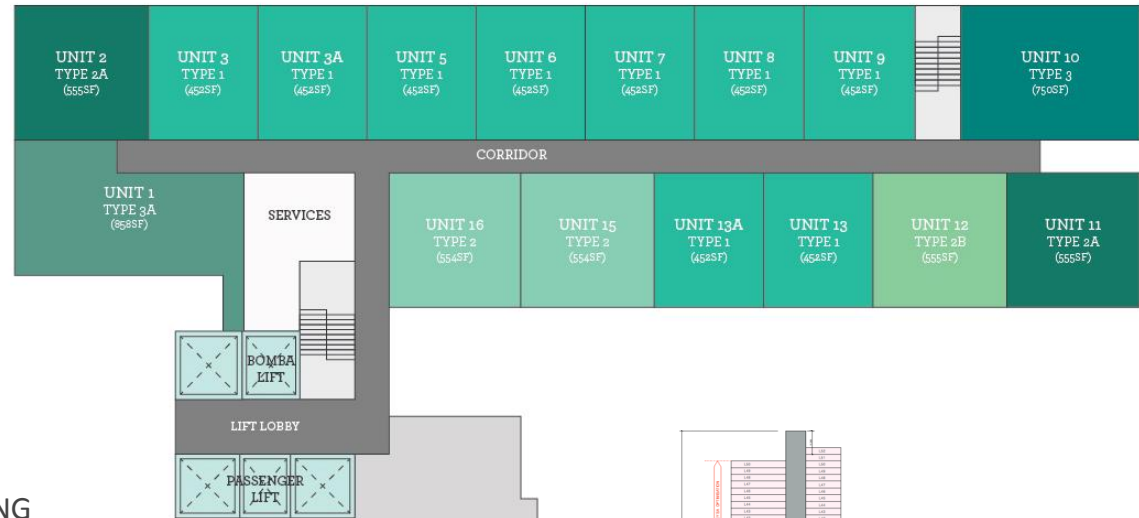
PRODUCT COMPOSITION



SOFO (North Wing)				
1	452	9	25	222
2	552	2	25	50
2A	555	2	25	50
2B	555	1	25	25
3	750	1	25	25
3A	858	1	25	25
Total (Omission of 3 units on M&E flr)				397
RETAIL		GFA (sf)	NFA (sf)	Shop Lots
Ground Floor (Upper)		30,226	19,040	0
L1		23,405	12,790	0
Total		53,631	31,830	0

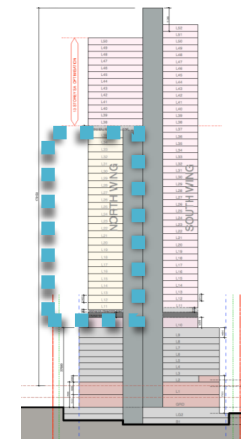


SOFO TOWER - BLOCK E1



TYPICAL FLOOR

SOFO L11-29, L31-35 NORTH WING



SOFO SECURITY TIER (VISITOR & TENANT)



VISITORS

NO. OF TIER	DESCRIPTION
TIER 1	Visitor to register at reception lobby. Visitor will be allowed access after registration.
TIER 2	Visitor to access lift lobby with their access card control / QR code
TIER 3	Lift car floor control to SOFO floor

TENANTS

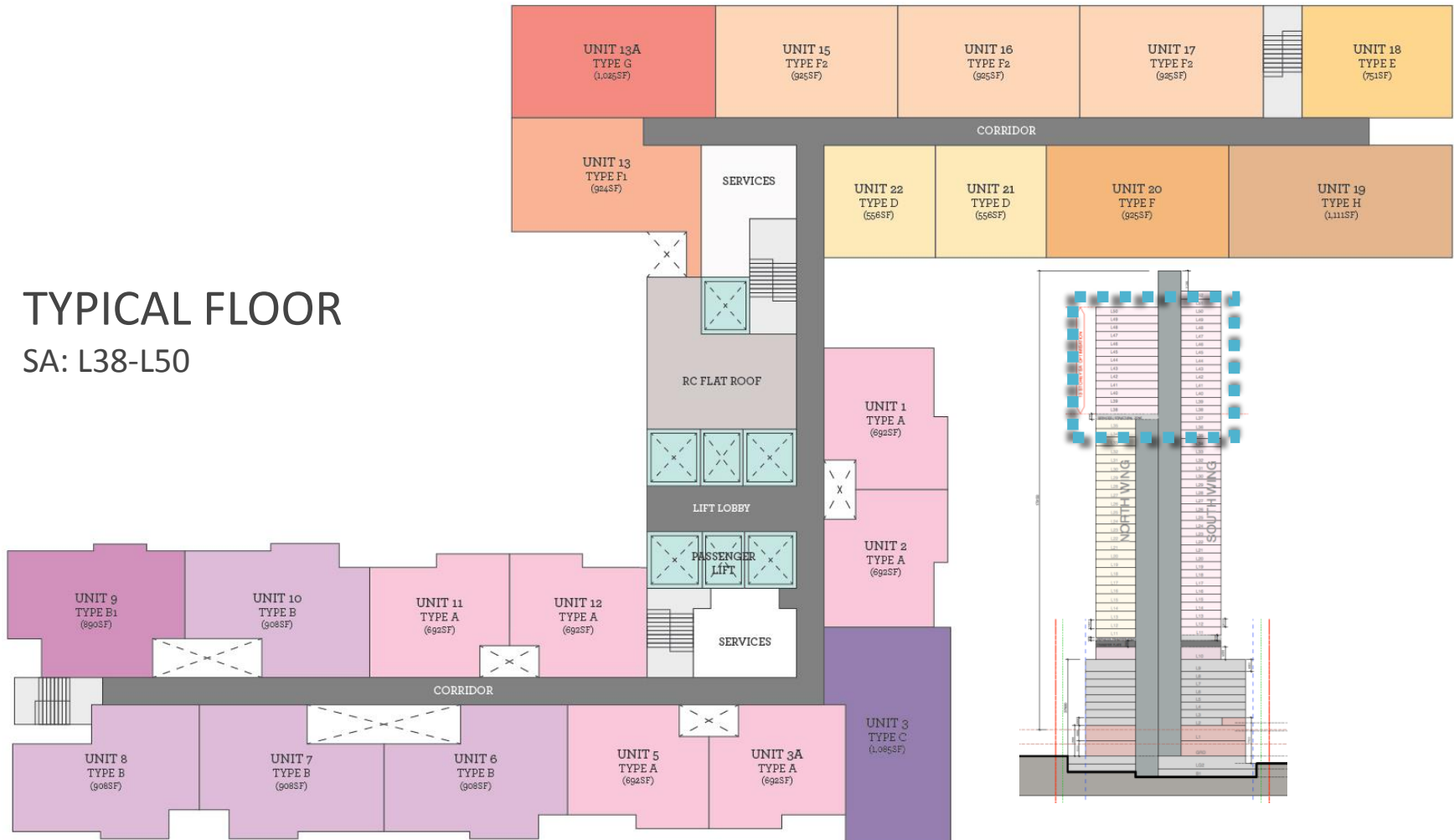
NO. OF TIER	DESCRIPTION
TIER 1	Tenant to go through reception lobby
TIER 2	Tenant to access lift lobby with their access card control / QR code
TIER 3	Lift car floor control to SOFO floor

SERVICED RESIDENCES



SERVICE APARTMENT - BLOCK E2

TYPICAL FLOOR SA: L38-L50



Serviced Apartment Security Tier (Visitor & Resident)



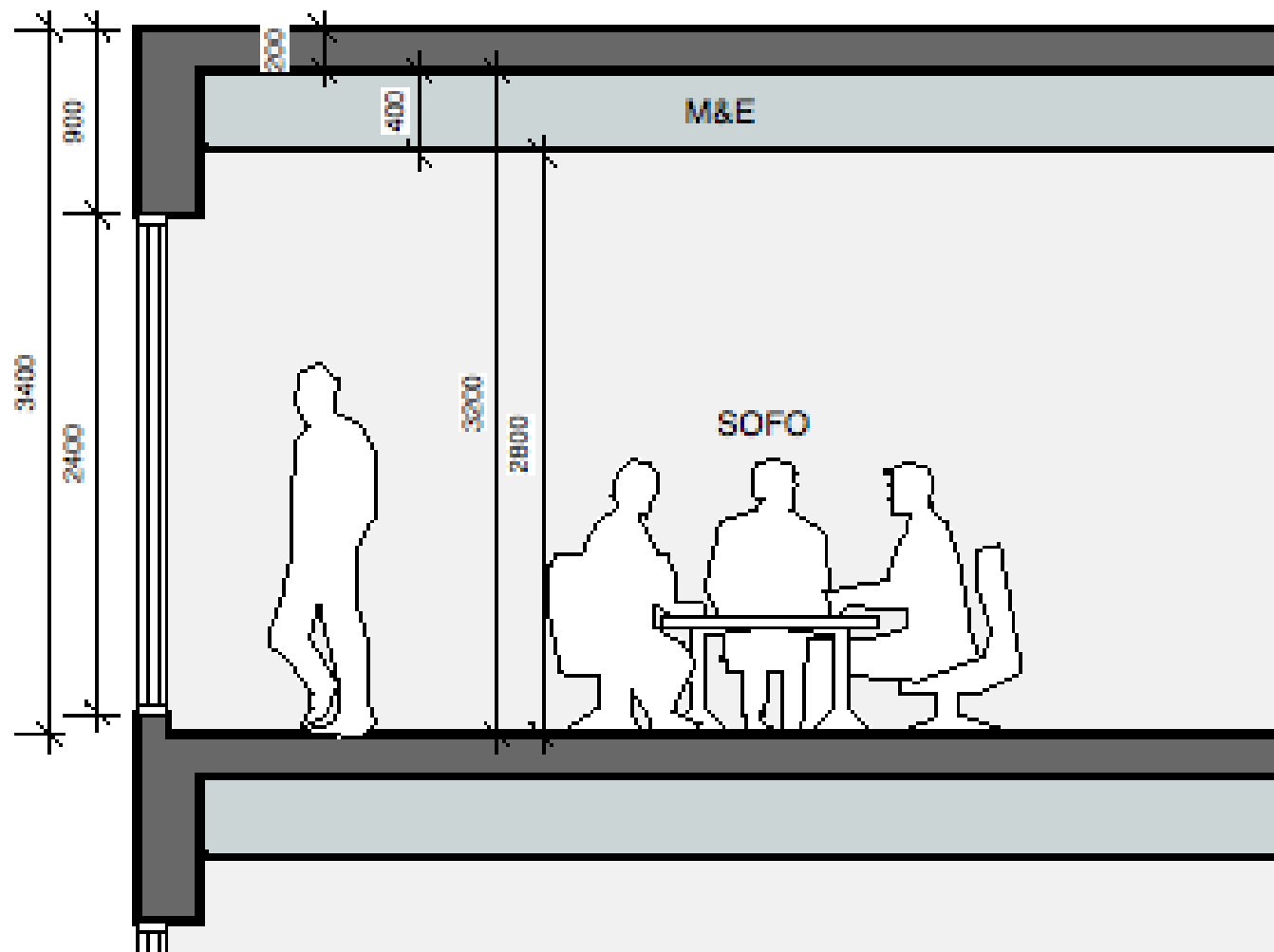
VISITORS

NO. OF TIER	DESCRIPTION
TIER 1	Visitor to register at reception lobby. Visitor will be allowed access after verification with the residents via apps intercom
TIER 2	Visitor to access lift lobby with the access card control / QR code provided
TIER 3	Lift car floor control to apartment floor

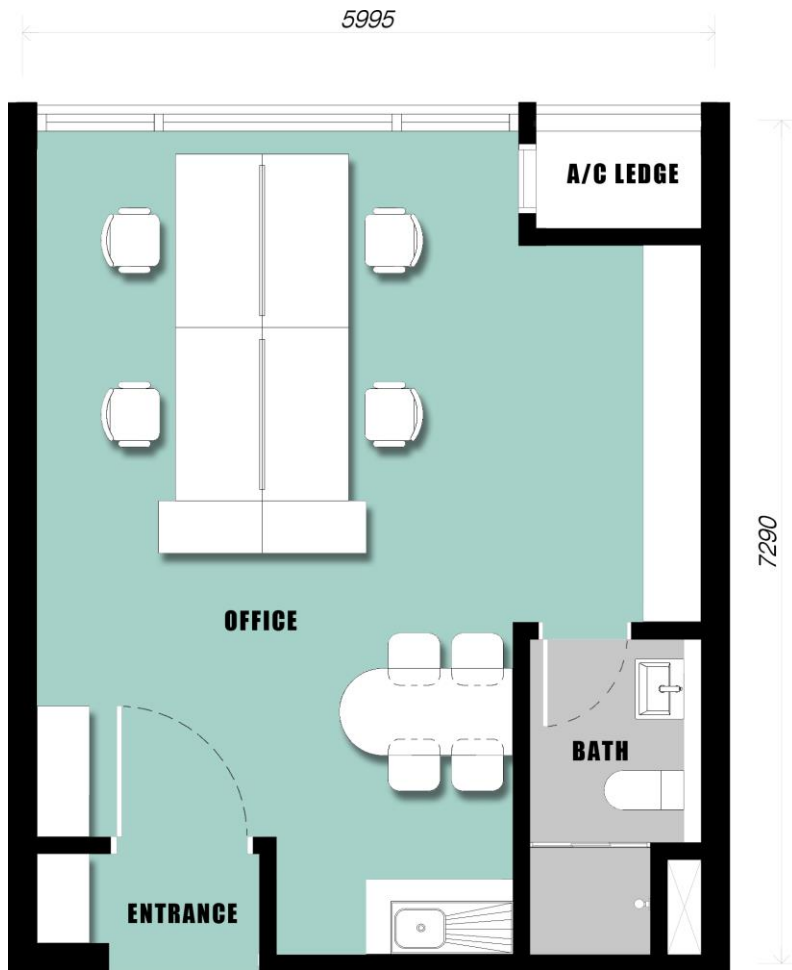
RESIDENTS

NO. OF TIER	DESCRIPTION
TIER 1	Resident to use card access at barrier gate to enter podium carpark / Resident to go through reception lobby
TIER 2	Resident to access lift lobby with their access card control / QR code
TIER 3	Lift car floor control to apartment floor

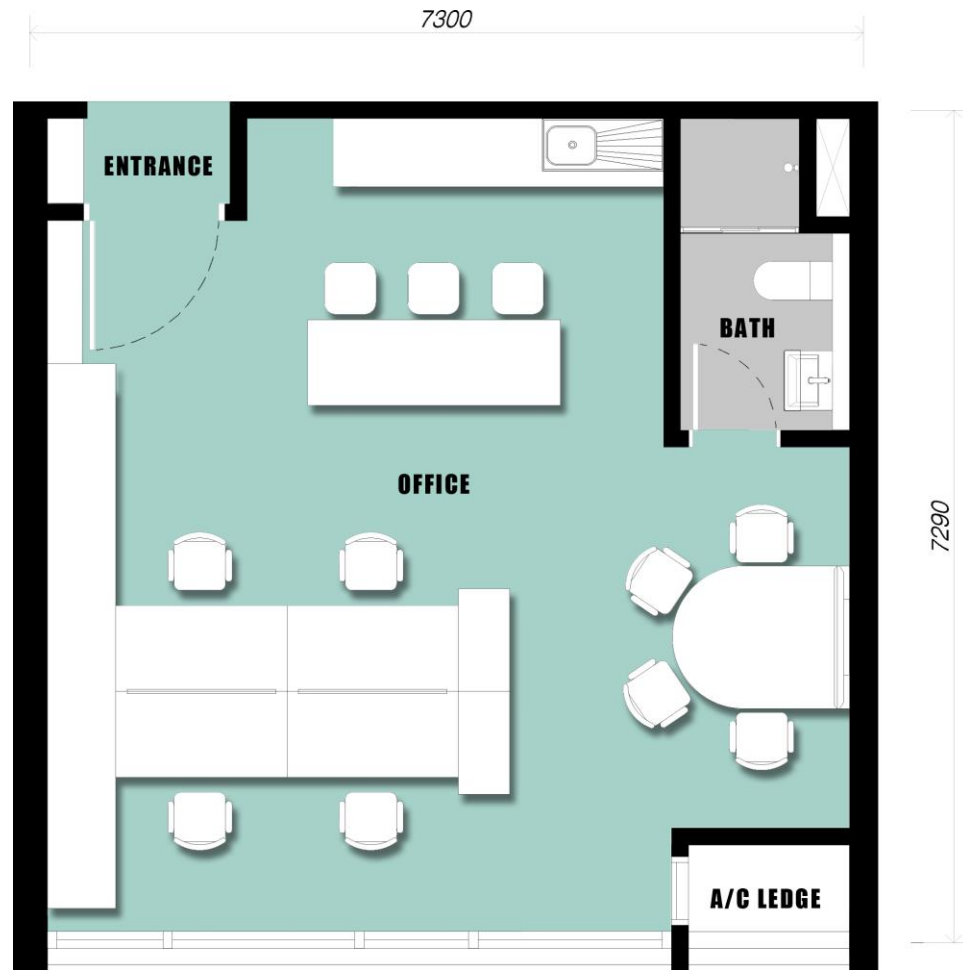
SOFO



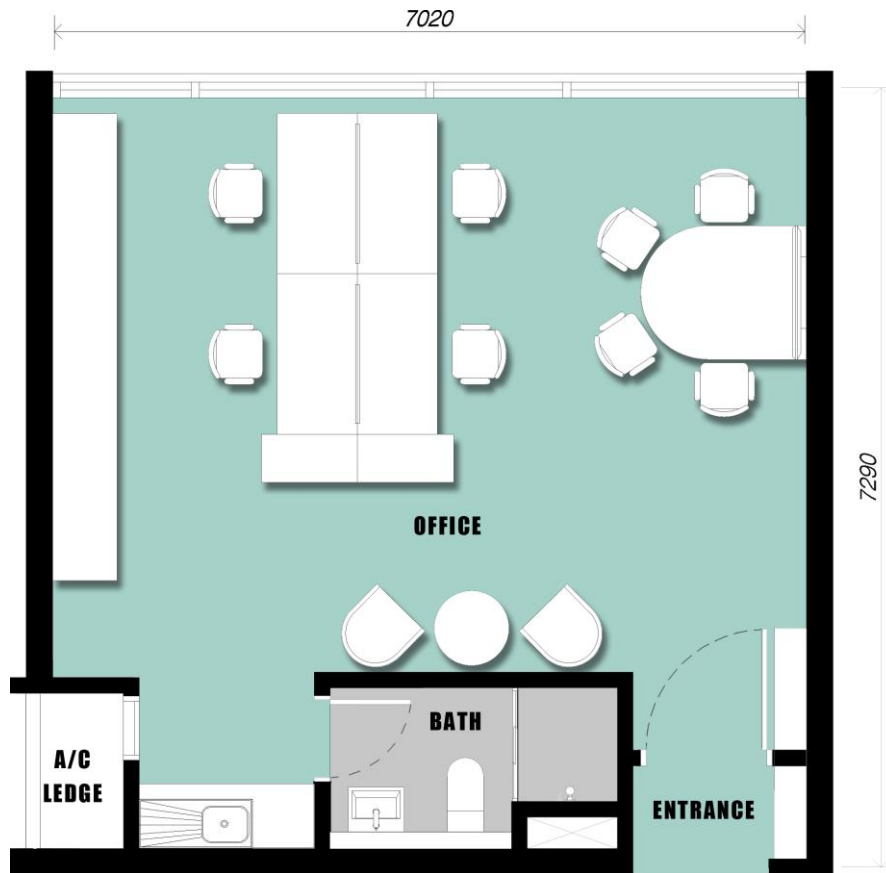
SOFO F/F = 3400mm
CH = 2800



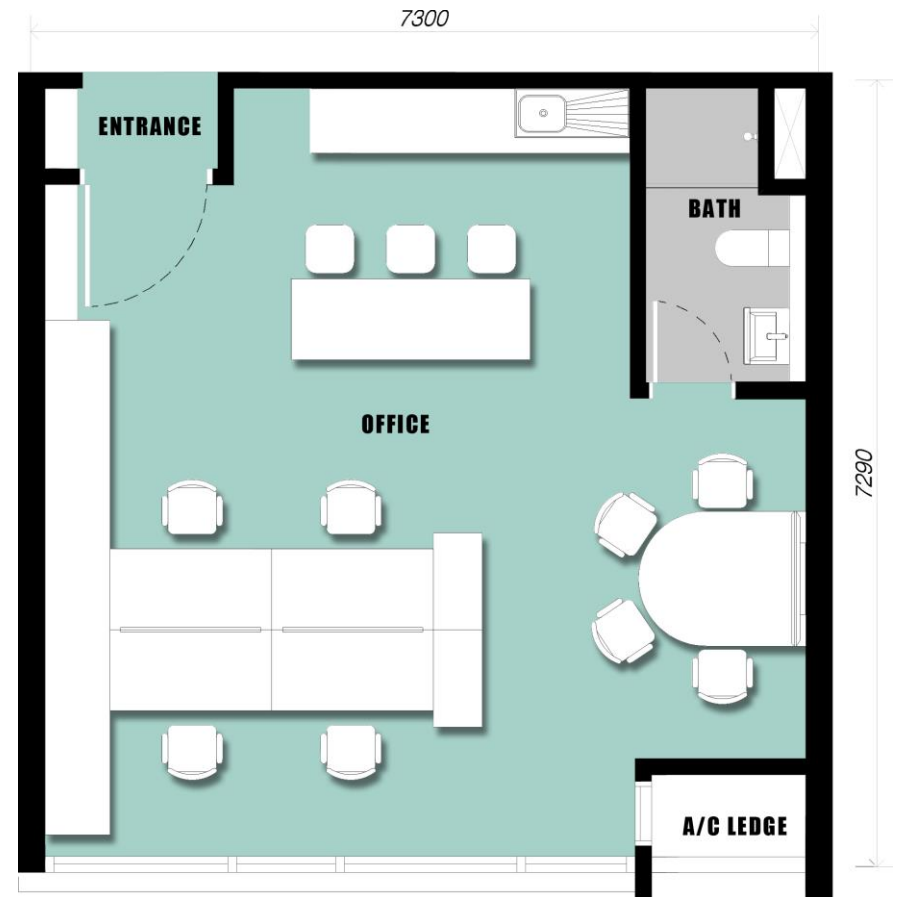
SOFO TYPE 1 - 452 SQFT



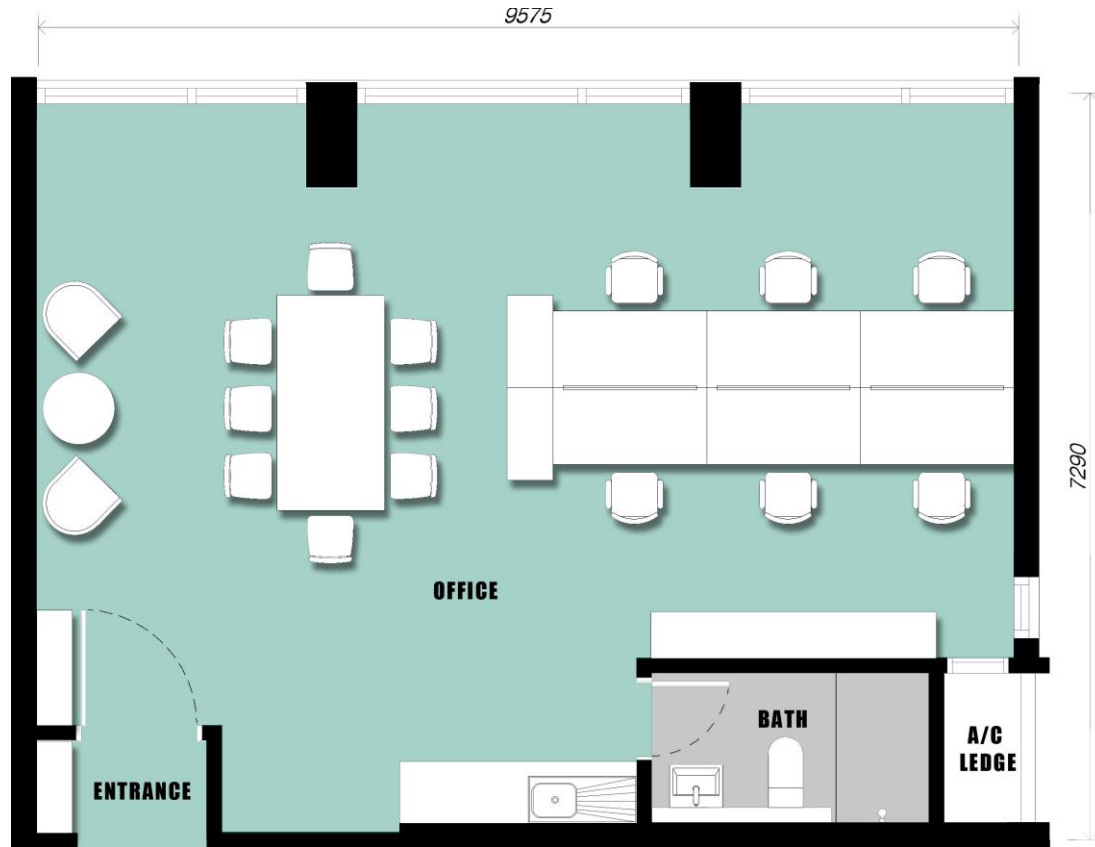
SOFO TYPE 2 - 554 SQFT



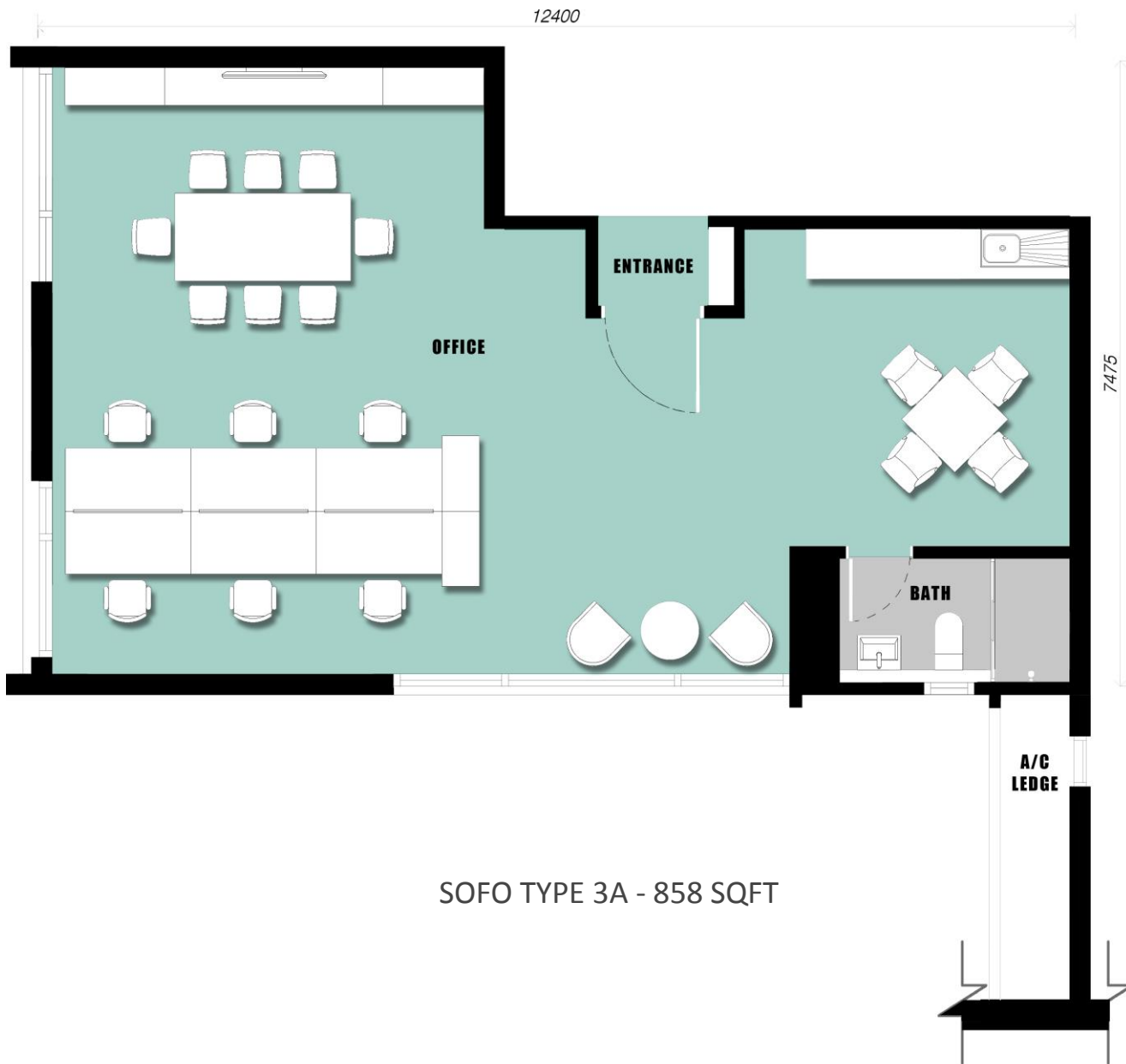
SOFO TYPE 2A - 555 SQFT



SOFO TYPE 2B - 555 SQFT



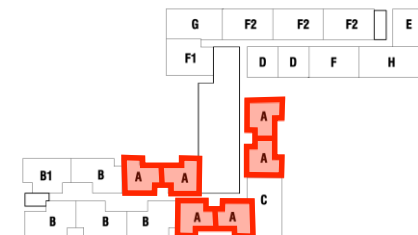
SOFO TYPE 3 - 750 SQFT



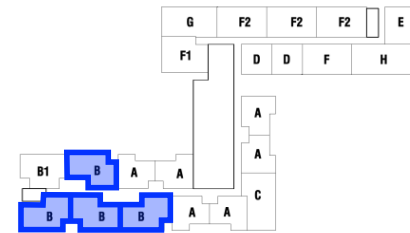
SERVICED APARTMENT



2 BED + 2 BATH



TYPE A - 692 SQFT

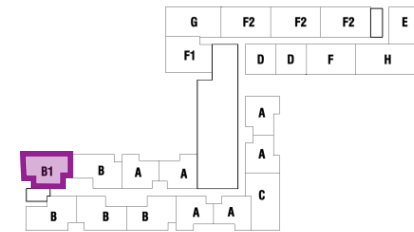


TYPE B - 908 SQFT

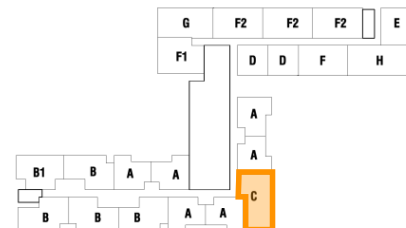
3 BED + 2 BATH



3 BED + 2 BATH



TYPE B1 - 890 SQFT

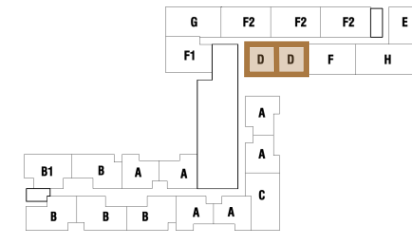


TYPE C - 1085 SQFT

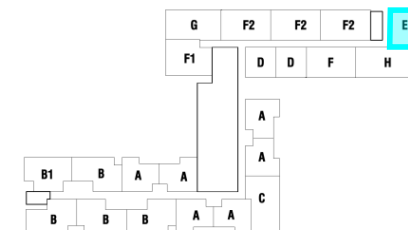
**3 BED + 3 BATH
DUAL KEY CONCEPT ONLY**



1 BED + 1 BATH



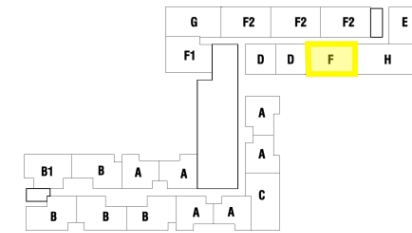
TYPE D - 556 SQFT



TYPE E - 751 SQFT

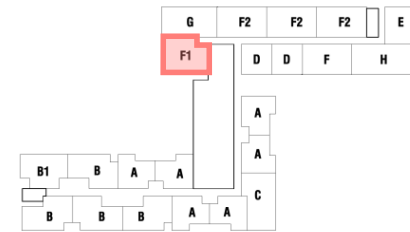
A/C: 3 SINGLE UNIT

2 BED + 2 BATH



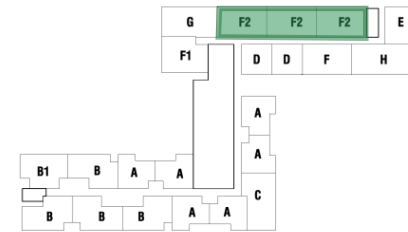
TYPE F - 925 SQFT

3 BED + 2 BATH



TYPE F1 - 924 SQFT

3 BED + 3 BATH

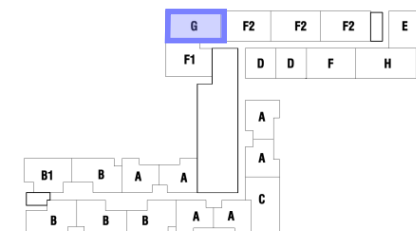


TYPE F2 - 925 SQFT

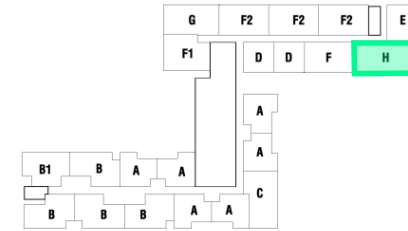
3 BED + 3 BATH



3 BED + 3 BATH



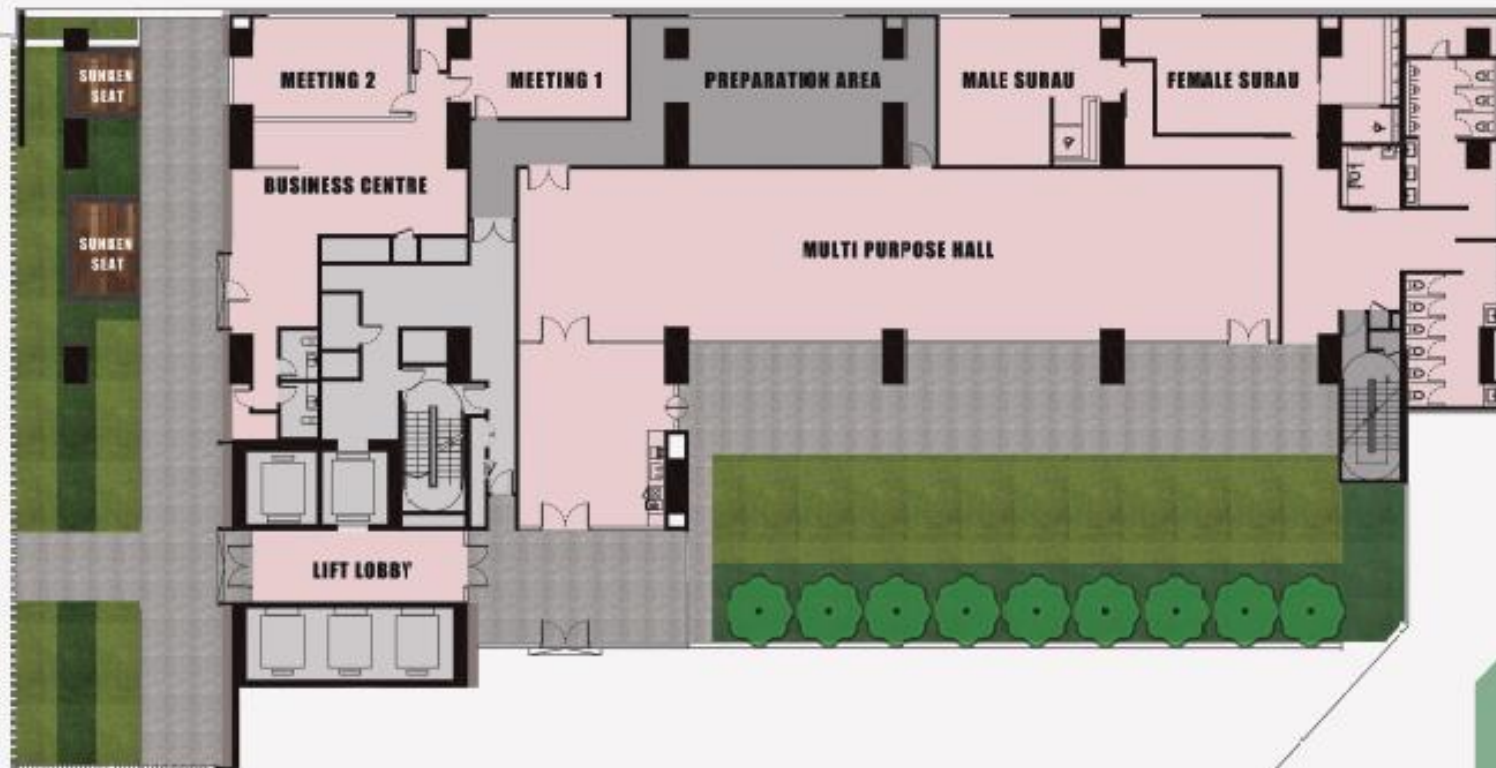
TYPE G - 1025 SQFT



TYPE H - 1111 SQFT

3 BED + 3 BATH

L10 FACILITIES FLOOR



AGENDA



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TARGET MARKET



Main Target:

- Own-use (eg. Workplace located nearby/Entrepreneur/white collar employees)
- Investors – Business entrepreneur (SMEs), long term capital appreciation

Demographic:

- Middle class with an average household income from RM10K and above
- Entrepreneurs
- Married couples with 1-2 children
- Empty Nesters (55y.o +)

Age: From 30 years old and above

Location: Tropicana Indah, Kota Damansara, Bandar Utama, TTDI, Petaling Jaya, Desa Park City, Kepong, Subang Jaya, Damansara, Sungai Buloh.

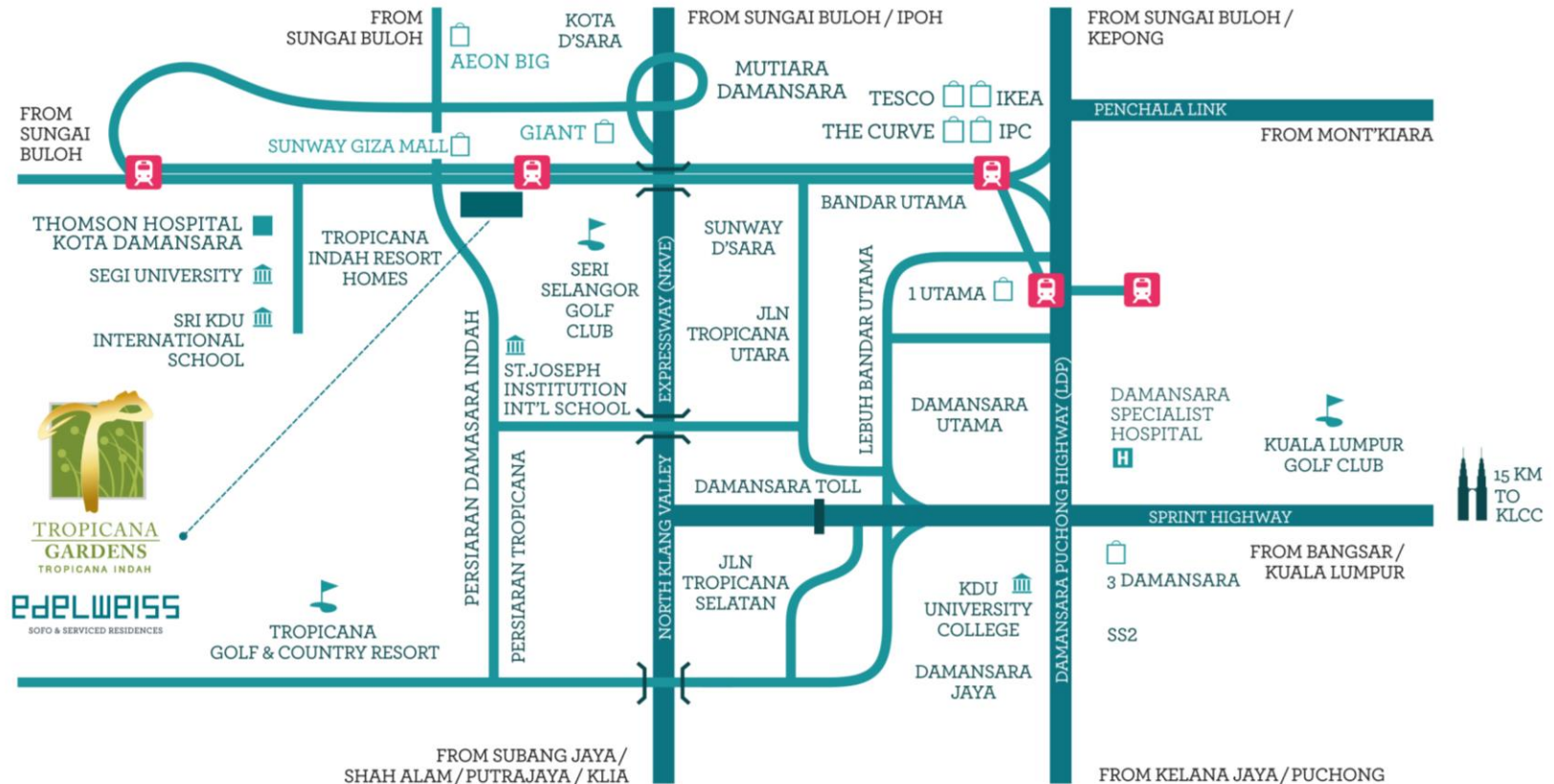
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UNIQUE SELLING POINT



1) LOCATION, LOCATION, LOCATION!

- affluent neighbourhood of Tropicana Indah
- Easy access to major highways (NKVE-NSE, LDP, Penchala Link, Sprint Highway)

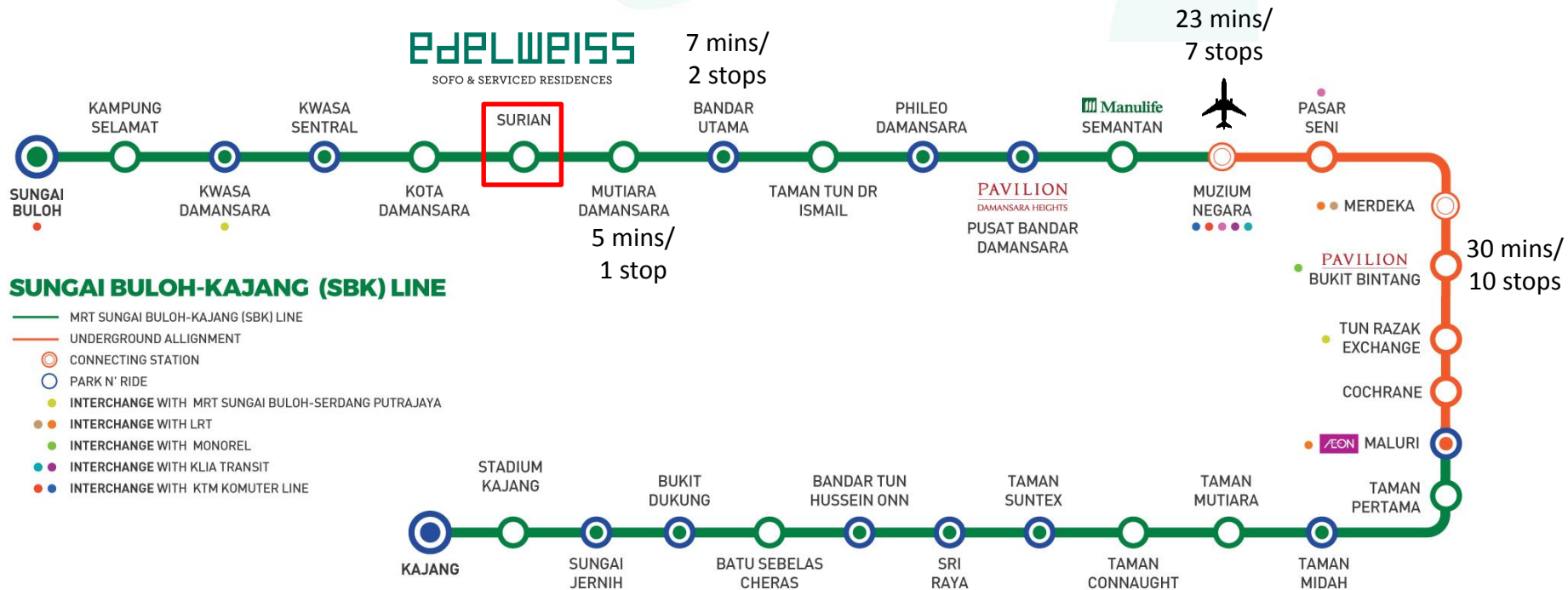


UNIQUE SELLING POINT

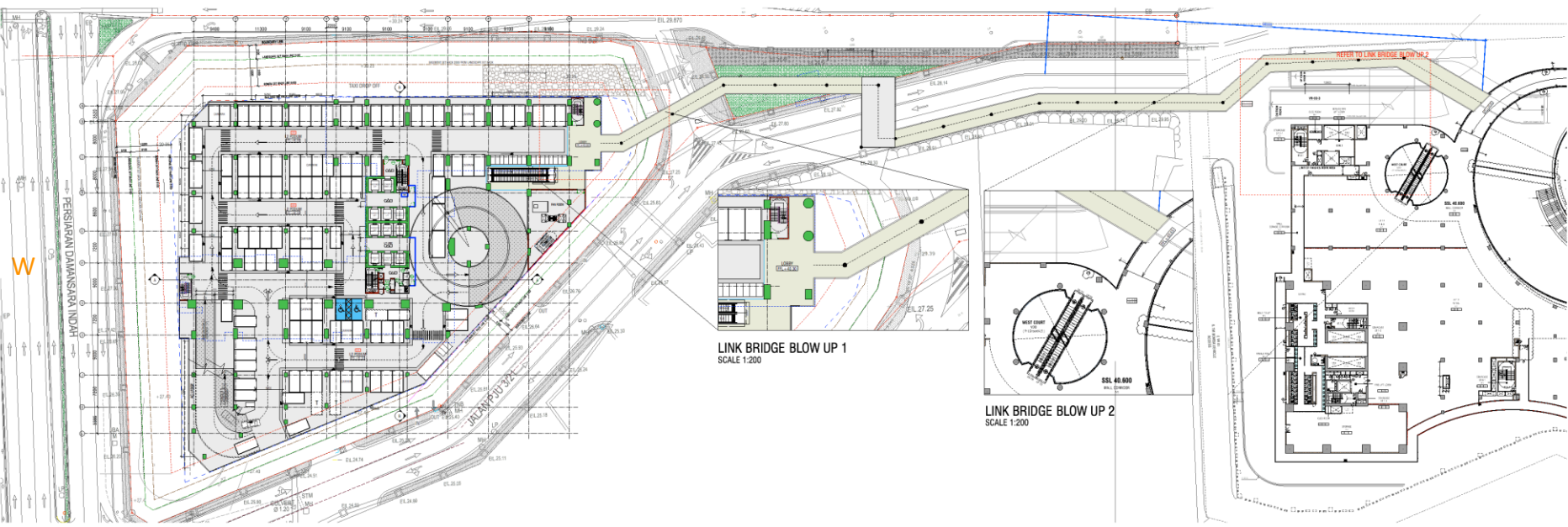


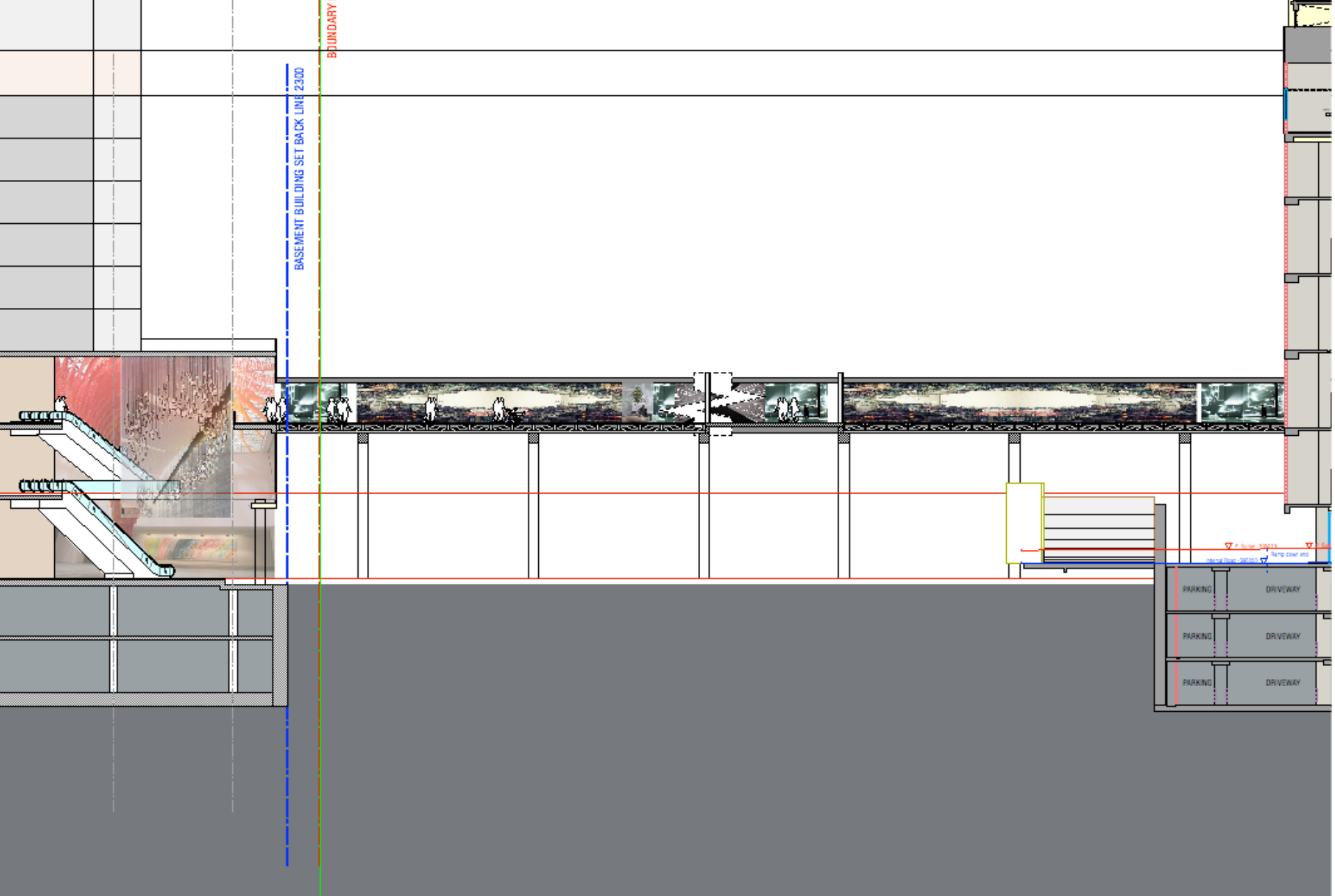
2) PUBLIC TRANSPORTATION

- Linked bridge to Surian MRT Station - 180m.
(The gateway for Tropicana Indah and Kota Damansara).
- Bus station within walking distance - 150m.



THE 'LINKAGE'





UNIQUE SELLING POINT



3) CONVENIENCES WITHIN EACH REACHED

- 1.1mil sf Nett Lettable Area of shopping mall.
- Pavilion (1.5 mil sf NLA), One Utama (2 mil sf NLA)



4) AMENITIES (within 2km)

- SEGI UNIVERSITY/COLLEGE
- SRI KDU INTERNATIONAL SCHOOL
- ST JOSEPH'S INSTITUTION INTERNATIONAL SCHOOL
- THOMSON HOSPITAL
- TROPICANA GOLF AND COUNTRY RESORT
- SERI SELANGOR GOLF CLUB
- SUNWAY GIZA & ETC



SEGi
University &
Colleges



UNIQUE SELLING POINT



How is EDELWEISS different from previous phases ?

1. Exclusivity – final phase/the Gem of Tropicana Gardens.
2. Limited units with Balcony (Type B,B1,C,F,F1,H)
3. Smart Home System (SR only)
4. Various layout sizes for different target market
5. New Component (SOFO)
6. Occupants will enjoy more privacy amidst staying next to 1.1mil sf NLA of shopping mall.
7. Elevated Pedestrian Bridge to Mall and Surian MRT station
8. Shopping mall will be ready/running smoothly upon completion of Edelweiss.
9. Dual Key Concept (Type C)
10. GreenRe: Silver Rating. (Low Emissivity Glass-reduce Infrared, UV, maintain indoor temperature)

PRICE RANGE OF SOFO



Type	Size	Specification	No. of Unit	Gross Selling Price					
				Min	Min (Psf)	Avg	Avg (Psf)	Max	Max (Psf)
1	452	1 bathroom	224	503,000	1,113	520,000	1,150	537,000	1,188
2	554	1 bathroom	48	586,000	1,058	613,000	1,106	639,000	1,153
2A	555	1 bathroom	50	611,000	1,101	629,000	1,133	646,000	1,164
2B	555	1 bathroom	25	611,000	1,101	626,000	1,128	640,000	1,153
3	750	1 bathroom	25	801,000	1,068	816,000	1,088	830,000	1,107
3A	858	1 bathroom	25	862,000	1,005	877,000	1,022	891,000	1,038
			397			Avg	1,105		

WHAT IS SOFO?



SOFO is small office flexible office that offers enhanced flexibility in terms of design. Occupants can either use it for residential or commercial or both. There are usually no partitions for owners to customise the space according to their preferences.

SOHO is small office home office where residential dominates. Meaning, it is a home that allows a work place to be incorporated. They are modest in size, designed with bedrooms, full-fitted bathrooms and a living area. Governed by HDA 2007.

SOVO is small office virtual (versatile) office that can only be used for commercial purposes. They are built and designed to cater to business start-ups as they have the required facilities for business operations to be done. The only downside to it is that all utility bills are charged based on commercial rates which are generally higher than that of residential.

Source: Property Guru & Cloud Hax

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3.2 Boutique Office

Merangkumi ruang pejabat / perniagaan yang kecil sama ada berkongsi atau tidak dengan ruang kediaman yang terhad pada masa yang sama dengan menjalankan aktiviti perniagaan / kerja dengan kos overhead yang rendah dan murah serta boleh mencapai pelanggan yang lebih besar dengan penggunaan ICT. Ia termasuk Small Office Versatile Office (SOVO) dan Small Office Flexible Office (SOFO).

3.4 Jenis Aktiviti Perniagaan **Tidak Dibenarkan** di Boutique Office/SOFO/SOVO.

- 3.4.1 Kedai runcit termasuk retail outlet, pembekalan dan berkaitan apa-apaaktiviti termansuk kedai haiwan.
- 3.4.2 Klinik perubatan / pergigian / haiwan/farmasi.
- 3.4.3 Perkhidmatan menggunting rambut / salon kecantikan / Kedai urut.
- 3.4.4 Penyediaan makanan / pembuat kek dan pastry / catering.
- 3.4.5 Kelas muzik / tarian / Bahasa / pusat tuisyen.
- 3.4.6 Agensi pembantu rumah.
- 3.4.7 Stor penyimpanan seperti gas, bahan letupan dan sebagainya.
- 3.4.8 Kerja-kerja bengkel, kimpalan dan membaiki kenderaan.
- 3.4.9 Aktiviti-aktiviti yang difikirkan tidak sesuai oleh Pihak Berkuasa Tempatan (PBT).
- 3.4.10 PBT hendaklah mengawal pengeluaran lesen kepada pemilik bagi aktiviti yang dibenarkan sahaja bagi mengelakkan kacau ganggu kepada penghuni / pemilik premis yang lain.

VIEW/FACING



SERI SELANGOR GOLF VIEW / TROPICANA INDAH



KOTA DAMANSARA VIEW / PERSIARAN SURIAN



**TROPICANA
GARDENS**

TROPICANA INDAH

**END OF PRESENTATION
THANK YOU**



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