

Overview of the E&O Group:

Eastern & Oriental Berhad (EOB) www.easternandoriental.com is listed on the Main-board of Bursa Malaysia. The Company has interests in 3 core business activities; namely property development, property investment and hospitality / lifestyle.



E&O Property Development Berhad (E&OProp) www.eoprop.com is the property development arm of EOB. Prior to the formation of E&OProp, EOB undertook several prestigious property projects within Kuala Lumpur. Along Jalan Ampang's *Embassy Row*, EOB completed residential developments such as **Sri Se-Ekar** and **202 Desa Cahaya (202 DC)**, whilst at nearby **Kampung Warisan**, Malaysia's celebrated cartoonist Datuk Lat successfully the heart of the capital.

Presently, E&OProp focuses on building premium homes within prime locations of Klang Valley and on Penang Island. E&OProp has recently completed the high-end condominium **Dua Residency**, located within the vicinity of the Kuala Lumpur City Centre (KLCC) as well as **Idamansara**, located in Kuala Lumpur's highly prized residential address of Damansara Heights. **Seventy Damansara** is another one of E&OProp's signature development with 12 exclusive detached homes within a gated and guarded community. On Penang Island, the masterplan seafront development **Seri Tanjung Pinang** (www.seritanjungpinang.com) is situated minutes from *Millionaires' Row* of Gurney Drive, underpinning E&OProp's consistent business strategy of focusing on development in prime areas where demand is prevalent.

The **Property Investment** division's core mandate is the acquisition of select landbanks and properties that provides EOB with steady, recurring income flow and opportunities for capital appreciation in the longer term.

EOB undertook the meticulous refurbishment and upgrading of the heritage **Eastern & Oriental Hotel (E&O Hotel)** www.e-o-hotel.com as well as **Lone Pine Hotel** (www.lonepinehotel.com) in the late 1990s. Since it was established by the Sarkies Brothers in 1885, E&O Hotel has charmed travelers from near and far, creating a reputation to match its sister hotels – The Raffles, Singapore and The Strand, Rangoon – also founded by the Sarkies. Lone Pine Hotel is the oldest beach hotel, established in 1948, along Penang Island's famed tourist strip of Batu Ferringhi. There are ongoing efforts to capitalise on the hotel management expertise currently available, and extend this service to enable the Group to eventually manage a portfolio of hotels and resorts within Malaysia as well as around the region.

Recently, EOB embarked on a new food and beverage (F&B) venture, via the acquisition of a substantial stake in **The Delicious Group**, which currently operates Delicious restaurants in One Utama (Petaling Jaya), Bangsar Village II (KL) and Marc Residences (KL) as well as D'lish in Bangsar Village I and Mid Valley Megamall. With F&B to be closely linked to lifestyle in the larger mindset, synergies are evident in strategic positioning of Delicious restaurants in the prime commercial/retail properties which E&O will retain, providing cuisines that are in line with the lifestyle of its urban developments.