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**BÖN ESTATES FORMS STRATEGIC PARTNERSHIP WITH KERJAYA PROSPEK**

***APPOINTMENT OF KERJAYA PROSPEK MARKS KEY MILESTONE FOR  
CONSTRUCTION OF LUXURY FLAGSHIP PROJECT IN SOUTH BANGSAR***

**18 September 2017** – Premium boutique developer Bön Estates Sdn Bhd has achieved a major milestone with the appointment of reputable construction firm Kerjaya Prospek (M) Sdn Bhd, a wholly-owned subsidiary of Kerjaya Prospek Group Berhad (“Kerjaya Prospek”) as the main contractor for its popular “The Estate” luxury project in South Bangsar.

Signing the deal worth RM291 million today at Bon Estates Office in Bangsar, it brings the total outstanding orderbook of Kerjaya Prospek to RM3.15 billion. This project marks Kerjaya Prospek’s seventh contract award for the year and brings the year-to-date contract wins to RM1.16 billion.

Kerjaya Prospek brings with it a solid reputation and an impressive track record as a builder of high-end properties. It has a portfolio that includes projects with renowned names in the development industry as well as experience in a variety of projects in Malaysia. Kerjaya Prospek was also recently included in the Forbes Asia’s Best Under A Billion (“USD”) 2017 list and awarded Gold Award (construction category) with the title “Highest returns to shareholders over three years” with The Edge Billion Ringgit Club 2017.

In seeking out the ideal partner for The Estate, Bon Estates managing director Goh Soo Sing said the company naturally looked at entities that could keep within costing and timeline parameters as well as abide by the high quality standards envisioned for the project.

He said that the opportunity to work with Kerjaya Prospek offers a particular appeal because there is great synergy in common outlook towards build quality standards. Specifically, Goh pointed out Kerjaya Prospek’s adoption of QCLASSIC standards, which is in line with Bon Estates’ own vision to build The Estate in accordance to QCLASSIC standards.

“We couldn’t be more pleased to work with such an experienced and well known company, which brings with it a stellar track record. More importantly, we share a common vision about build quality standards, and that is important to our aspirations for The Estate,” Goh said.

He said “quality” is one of the hallmark promises of The Estate, which aims to be a 100-year home that offers timeless appeal, enduring value and an address that owners would be proud to pass on to the next generation. Its “value” appeal also goes beyond physical attributes to

connect with dwellers on an emotive level with spaces that are carefully curated to offer a sense of harmony, healthy surroundings and foster community bonds.

“I believe the selection of Kerjaya Prospek with such a strong reputation in quality delivery provides an important foundation to achieve this and provides a great deal of confidence as we move forward with our ambitions for The Estate,” said Goh.

Commenting on the Group’s newly formed strategic partnership with Bon Estates, Kerjaya’s Executive Chairman, Datuk Tee Eng Ho said, “This is our first project with Bon Estates and I would like to thank them for giving us the opportunity to be part of their flagship project. We are looking forward to the commencement of work and delivering this project according to the high standards that Kerjaya Prospek is known for. I am excited for the coming years as we seek to deliver earnings growth by executing the various projects in our RM3.15 billion outstanding orderbook.”

-The End-

### **About Kerjaya Prospek**

Kerjaya Prospek Group Berhad was founded in 1984 and primarily focused on the design, manufacturing and marketing of lighting productions and premium kitchen cabinetry. Through the years, the Company has expanded its expertise into building construction, project management, interior fit-out, and miscellaneous construction related services for the premium residential property segment. Today, Kerjaya is a premium construction contractor with a premium client portfolio including SP Setia Berhad, E&O Berhad and EcoWorld Development Berhad, Yong Tai Berhad and BCB Berhad and has successfully completed more than RM3 billion worth of construction projects. More recently, the Company has expanded into property development with two projects in the pipeline in Genting Permai and Monterez, Shah Alam with a total gross development value of RM500 million. The Company was recently included in Forbes Asia's Best Under A Billion 2017 list and also won the Gold Award under construction category with The Edge Billion Dollar 2017.

### **About Bön Estates**

Bön Estates is a boutique developer with a strong focus in building well astutely designed homes. The Bön Estates team is rich with a wealth of international and local experiences from Abu Dhabi to Thailand to Kuala Lumpur.

Coupled with a strong team of award winning partners and designers, the developer carefully assembles the best talents and resources for every project.

The Estate, being a flagship project for Bön Estate in Kuala Lumpur has been given the strongest attention to detail to build the developer's lasting identity. This is in line with the corporate DNA; incorporating the five elements of the "Bön" ideology to bring balance and harmony into the living landscape as well as promoting the aspiration of "Living, Well Crafted".

### **About Bön Estates' Flagship Project: The Estate @ South Bangsar**

Overlooking the majestic view of the Bukit Gasing forest reserve while enjoying the full urban connectivity of urban public transportation, The Estate is a 328 unit high-rise luxury development that offers spacious homes designed with the family in mind.

Taking on 3.68 acres of rare freehold land within the much sought-after Bangsar South locale, the project features two 46-storey towers that will play host astutely crafted residential units that are value enhanced by energy efficient design and lasting building materials that are fashioned to deliver a 100-year home for you and your family

With spacious abodes that range between 2,346sq ft and 3,474sq ft in size, standard four-plus-one or five-plus-one bedroom units appeal to those who value a central location

conveniently connected to best amenities the city has to offer, while at the same time desire a serene escape that is conducive for nurturing families and promotes quality time with loved ones.

-The End-

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