



Batu Ferringhi, Penang
by the sea

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Presenting another extraordinary living experience from SDB

*138 beachfront luxury suites
on Batu Ferringhi, Penang,
for the global executive in
search of a more inspiring way
to connect with the world*





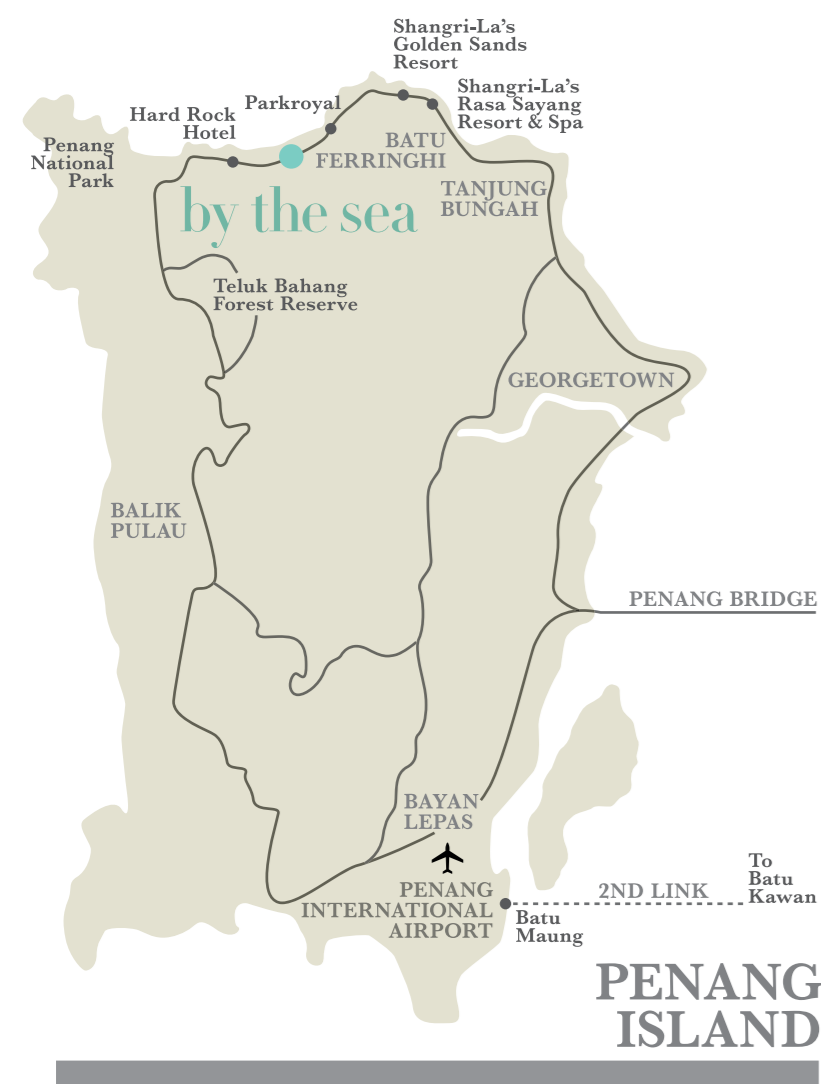


*“when you realise how perfect everything
is, you will tilt your head back and laugh
at the sky”*





N 5° 28' 08"
E 100° 14' 39"



Penang Island is one of Asia's most popular travel destinations, renowned the world over for its miles of white sandy beaches and swaying palm trees. Georgetown, its capital city and UNESCO World Cultural Heritage site – with its riot of colours and sounds – offers some of Malaysia and the world's best dining experiences.

The island plays host to over 200 multinational corporations that have recognised its strategic location and have set up operations here. Penang International Airport caters to 10 international airlines and over 28 flights daily from 10 cities around the world.

On this idyllic yet bustling island lies a unique opportunity for the jet-lagged global executive in search of a more inspiring way to connect with the world.

By The Sea is a truly rare freehold beachfront development on a quiet stretch of Penang's famed Batu Ferringhi beach. Along this stretch can be found numerous luxury hotels, such as the world renowned Shangri-La's Rasa Sayang Resort & Spa and Hard Rock Hotel, alongside countless seafood restaurants, souvenir shops and local amenities.

Sitting on approximately 4.7 acres of prime freehold land, it offers an uninterrupted panoramic view of the Straits of Malacca and front-row seats to one of Asia's most spectacular sea views.

For the global executive, a place to call home

In an age of high speed air travel, broadband internet connectivity and global business opportunities, the virtual office is now a practical reality. *By The Sea* has been conceived especially for today's citizens of the world – people who choose to work virtually from inspiring locations and in the company of their loved ones.

From the moment you enter the contemporary estate – with its low-rise architecture, its lush landscape and a picturesque rehabilitated river running through its heart – there is a sense of idyll and escape from the mundane and the everyday.

By The Sea sits on a specially raised deck and comprises 3 blocks of low-rise suites of 5 to 11 storeys high – a total of 138 in all. Designed as a series of terracing blocks, with the green hills as a backdrop, the units seem to embrace the pool within.

Every suite has been meticulously designed to deliver a sense of spaciousness. All Podium suites have their own private terrace. The duplex Executive suites even have their own roof terraces where the simple pleasure of a barbecue under the open sky can be enjoyed.



A sense of tranquility descends the minute you drive through the tropical landscaping and pull up at the picturesque lobby

Spaces with inspiring panoramic views, cooled by sea breezes

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Most suites at *By The Sea* offer an expansive 40-foot long balcony to welcome in the refreshing outdoors – the lushness of the landscape within the 4.7 acre site, the sounds of the open sea, and the soothing sea breeze. From the public spaces to the private spaces, there is extensive use of oversized glass windows and doors to add to a feeling of liberating openness.

In the 18 limited edition Executive suites, the distinct pleasure of a roof terrace is all yours. In selected Podium suites, you can even walk directly from your terrace onto the pool deck. And throughout this unique low density development, you enjoy the exclusivity and rare privacy made possible only by having not more than 4 suites per floor. There is also the assurance of enhanced security enabled by a card access system.



The efficient use of space in every suite creates a seamless and natural flow

Walls that disappear to give you *more space* to think

The interior layout of each suite at *By The Sea* has been designed to deliver an inspiring environment where one can be productive without compromising on the luxuries of life.

The flow of one space into another has been specially planned to be as efficient, natural and smooth as possible, so much so that the interior walls seem to disappear to make way for one open space.

Most suites have its own 4½ foot deep balcony to further extend the interior space for when you play host or simply to offer you an uninterrupted front row view of the spectacular blue sea. And to complete the whole experience, every suite comes fully fitted with cabinetry and major appliances.



An extensive use of glass adds to a feeling of liberating openness

There's nothing to
interrupt your front row view
of the open sea

*Take in the views or entertain
a group of friends from the
expansive private roof terrace
of your suite*



Outside, a landscape to nurture lifelong memories

The conceptual landscape of *By The Sea* evokes the nostalgic charm of a seaside kampung, or village, and fosters a sense of community living.

As such, all three blocks are surrounded by a rustic landscape of lushly planted gardens comprising betel nut, saga and coconut trees. There are also extended sand zones, a poolside function room with a capacity for 40 people, garden courtyards, and a strolling path by a natural river running right through the centre.

For accompanying family members, there's a children's play area called the Monkey Park – with its nostalgic rubber tyre swings, sunken trampoline, its very own quaintly tilted tree house and even a guppy pond.

In and around the shady landscape of tropical palms and plantings, there are ample quiet pockets complete with outdoor benches and hammocks amidst the heady experience of a tropical seaside landscape.





Lie back on a hammock and enjoy a rustic landscape with lushly planted tropical trees




Contemporary facilities such as an infinity pool are juxtaposed with the nostalgic charms of a traditional seaside village

A river to call your own

The unique landscape of *By The Sea* has, at its heart, a small and quaint river that flows right through it, offering an authentic outdoor experience. The meandering Sungai Satu river has been rehabilitated by the cleaning and purification of the river channel.

Its riverscape of old full-grown trees features a diverse ecosystem of wetland vegetation.

Here you will encounter a fascinating and colourful variety of fauna such as butterflies, crickets, various species of birds, small riverine fishes and the occasional monitor lizard.



And a quality of service like no other —

The uniqueness of *By The Sea* demands a level of customer care that goes a few steps further. At SDB, we have created a Customer Care programme designed especially to help you take care of routine and mundane tasks, such as payments of quit rent, assessment, insurance, sinking fund and monthly service charges. We will also assist in rental collection, ensure proper maintenance, coordinate renovations, and even help you re-sell or lease out your property by working together with the relevant estate agents on your behalf.

We will do all these because we believe your precious time at *By The Sea* should be as relaxed and enjoyable as possible.

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Incorporated in 1962, Selangor Dredging Berhad (SDB) was, until the 1980's principally involved in tin mining. Today, SDB is positioned as a quality lifestyle company focused on property-related activities.

Listed on Bursa Malaysia, SDB owns Wisma Selangor Dredging – a prestigious business address, and Hotel Maya Kuala Lumpur – an award-winning boutique urban resort. Both are within a short walking distance to the iconic Kuala Lumpur City Centre (KLCC).

Today, SDB is a brand name that is recognised for its niche luxury developments and innovative designs. SDB has consistently been recognised by numerous professional bodies such as Singapore Institute of Architects (SIA), Pertubuhan Arkitek Malaysia (PAM), and International Real Estate Federation (FIABCI) for setting new benchmarks in the industry.

SDB is committed to its brand promise of “Driving Excellence, Building Lifelong Relationships”.

SDB's projects in Malaysia include:

Dedaun
 A 38-unit luxury apartment nestled in a secluded corner of Kuala Lumpur city centre.

20trees
 A 201-unit mixed development overlooking the world's longest quartz ridge, just 15km from Kuala Lumpur city centre

20trees West
 An exclusive collection of 48 bungalows with private pools adjacent to 20trees

Five Stones
 377 units of low and high-rise condominiums with extensive facilities located in Petaling Jaya

Park Seven
 A 105-unit luxury condominium at Persiaran KLCC, 700m from the iconic Petronas Twin Towers

SDB's projects in Singapore include:

Hijauan On Cavenagh
 41 handcrafted low-rise luxury apartments in a coveted green lung, located off Orchard Road

OKIO
 An 18-storey stylish contemporary residential and commercial development located on Balestier Road

Gilstead Two
 A 34-storey luxury development in the prime Newton locale

Jia@65 Wilkie
 An exclusive 7-storey development with only 22 units, located just off Orchard Road



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