



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

Batu Ferringhi, Penang  
**by the sea**



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## BY THE SEA TAKES YOUR BREATH AWAY!

OUR love for the sea is undeniable. Just days after SDB launched By The Sea, our first beachfront development in Batu Ferringhi, Penang, all the prime sea-facing units had been snapped up. But of course the blue yonder is not the only attraction. A river runs through the project's 4.7-acre site and we have introduced a unique river rehabilitation system to clean up this natural waterway - the first of its kind in Malaysia.

For an insight into the unique design of the 138 suites, drop in at the show unit in our Sales Gallery, located on the project site in Batu Ferringhi. Also at the Sales Gallery is a simulated model of the river rehabilitation system. Here, you will see how we plan to make this river a haven for marine life ... again.

I am pleased to report that we have also been busy in other areas. Our corporate social responsibility (CSR) project got off to a great start. From the smiles on the faces of those individuals running the One-Two Juice smoothies stall, we believe we have made a difference in their lives.

The One-Two Juice stall is also gaining greater awareness among tenants and visitors alike at Wisma Selangor Dredging. After all, what better way to start the day than with a healthy green smoothie? Read more about our CSR initiative on page 4.

Several exciting developments are already in the pipeline for 2012. Do log on to [www.sdb.com.my](http://www.sdb.com.my) to keep up with the latest updates and exclusive previews.

On that note, I would like to extend my best wishes to you as we usher in the Year of the Dragon.

Warm regards,

*Ms Teh Lip Kim*

Managing Director



# www.sdb.com.my

## A New Look For The New Year



EVEN as SDB ventures into new areas in the physical world, it is equally busy in cyberspace. On the worldwide web, SDB now sports a new look - a more refreshing one.

The change is not just cosmetic, though. The website is now more easily navigable, and information that you require is within easy reach. One click is all you need to get you where you want to go on our site in the Web.

This change is, of course, in line with SDB's Brand Promise and Core Values of continuously striving to meet the needs of our customers. As you will see, we have made the website more user-friendly and efficient. The content is complete and comprehensive, and the language is simple and straightforward - prerequisites of a good online information portal. It reaches out to everyone, including those among us who are not IT-savvy, and the best part about online communication is that you can reach us anytime and from anywhere on the globe.

In other words, we are giving you a more pleasant online experience and an easier way to get to know us better.

To get a first-hand experience of our new Internet presence, visit **www.sdb.com.my**. While there, you can register for more updates, exclusive previews and information on new launches. You can also send us your feedback or make enquiries. We will be pleased to hear from you.

# 20trees Residences & Apartments



20trees

luxury homes in melawati

**South East Asia Property Awards 2011  
Highly Commended Award for  
Best Villa Development (Malaysia)**

sdb properties sdn bhd

(190055-A)

a selangor dredging berhad company

**South East Asia Property Awards 2011,  
Highly Commended Award for  
Best Developer (Malaysia)**

# One-Two Juice

## For Charity, Good Health & Longevity



If you are working at Wisma Selangor Dredging, you may notice a juice stall nestled in the corner near the entrance to the East Block lift lobby. Unlike the usual juice stall, ONE-TWO-JUICE offers natural refreshing smoothies, made from a combination of fresh juicy fruits topped with leafy greens, which was devised specially to suit specific blood types. But what's more noteworthy, the stall is partly managed by special needs individuals with learning disabilities, who are always potentially capable of anything if given the chance.

Individuals with learning disabilities have few opportunities to make it on their own when they reach adulthood. These young adults need to get the opportunity to acquire independent living skills that will prepare them for life on their own, especially once out of their parents' care. However, few companies are prepared to employ them, and most of them lack the skills to start out on their own.

Hence, ONE-TWO-JUICE is one of SDB's efforts, with the cooperation of Dignity & Services, to support and assist individuals with learning disabilities to attain employment opportunities and earn their own income for independent living. Not only does this CSR initiative provide such individuals with a channel for employment, the project also helps to enhance their learning abilities and improve their work and social skills. It is our hope that with the ability to manage on their own, these individuals will also gain some dignity and self-confidence, and thus lead more fulfilling lives.

Moreover, all proceeds from the business will go to Dignity & Services, an advocacy group whose main objective is to support individuals with learning disabilities for independent living. D&S will continue to work closely with such individuals, their families, and the wider community like the media, educational institutions and government ministries, as well as teach basic living skills as a means to prepare the said individuals for a life on their own.

Support us in this cause, and try a ONE-TWO-JUICE Smoothie today. In turn, you will also be the encouragement for these individuals to be economically independent and be able to enjoy a life like the rest of us.



**A Special Service For Tenants of Wisma Selangor Dredging :**  
*Instead of serving coffee at your meetings, why not offer a nice and refreshing ONE-TWO-JUICE Smoothie? And what's more, we can deliver right to your office!*

*For more information, please call Lily or Shariza at 03.2161 3377.*



# by the sea

Batu Ferringhi, Penang

## Penang's latest beachfront luxury suites in Batu Ferringhi

### The Overview

*For the global executive in search of a more inspiring way to connect with the world.*

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 citizen of the world – one who chooses to work virtually from inspiring locations and in the company of his loved ones.

A truly rare and unique beachfront development, *By the Sea* sits on approximately 4.7 acres of prime freehold land and offers an uninterrupted panoramic view of the Straits of Malacca and front-row seats to one of Asia's most spectacular sea-view.

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.



### The Design

*Spaces with inspiring panoramic views, cooled by sea breezes*

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

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

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

The interior layout of each suite has been designed to deliver an inspiring environment, where one can be productive yet not compromise 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.





## The Distinctive Features

- Most suites have their own 4 ½ feet deep and expansive 40-foot long balcony, to welcome in the refreshing outdoors - the lushness of the landscape, the sounds of the open sea, and the soothing sea-breeze.
- There is extensive use of oversized glass windows and doors to add to a feeling of liberating openness, from the public spaces to the private spaces.
- In the 18 limited edition Executive suites, the distinct pleasure of a private 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 distinctiveness and rare privacy made possible only by having not more than 4 suites per floor.
- Every suite comes fully fitted with cabinetry and major appliances.
- There is also the assurance of enhanced security enabled by a card access system.



## The Environment

### *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.



## And 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 Sungei Satu 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.

There is also a fully-equipped state-of-the-art Gym overlooking the river and the surrounding timeless natural beauty; a perfect indication of life at *By The Sea*.

# The SDB Card

## Exclusive Card for the Elite Homeowners

The SDB Card is a personalized lifestyle card specially created for SDB homeowners to enjoy discounts and special rates with the selected lifestyle partner merchants.

SDB collaborates with 11 participating home and living lifestyle brands which include designer furniture makers, home décor specialists, professional movers, home entertainment professionals, quality sanitary ware and fittings manufacturers, imported crystal glass sculptures and art pieces specialists, leading air sterilizer experts, a boutique urban resort and energy saving device professionals.

Here we provide a brief introduction to our exclusive lifestyle partner merchants under the SDB Card Programme.

### Hotel Maya Kuala Lumpur

Situated at the heart of Kuala Lumpur, this Malaysian owned and managed boutique urban resort delivers more than comfort and convenience in a strategic location. This award-winning hotel strives to provide an unforgettable experience for its guests.



### Goodrich

Creating beautiful living spaces, their products and services range from artistic wall coverings to soft & durable carpets, enchanting fabrics, and tough laminated floorings.



### Janine

Evolving a special style of furnishing with emphasis on classics updated by current trends, their products include fine walnut and mahogany furniture, fabric, wallpaper and home accessories. Interior decorating consultancy and wedding registry services are also provided.



### Gudang Damansara & Gudang Studio

Gudang Damansara showcases imported furniture designed by renown international designers. Together with the developing Gudang Home range of furniture, they offer exciting choices for the contemporary home. Gudang Studio is a concept store that represents lifestyle furniture and accessories from across the continents. Their items provide accent, character and colour to interiors through specially selected and designed pieces.





### Xtra Furniture

Their exclusive yet extensive selection of prestigious and highly sought-after brands reflect the discerning tastes of their highly sophisticated and design-savvy clientele. Their impeccable collection also boasts pieces that reflect today's lifestyle requirements featuring living solutions that marry crucial elements of style with comfort and quality.

# X T R A

### Mediaplex

Striving to bring the latest AVIT media technology and ensure true collaboration, better productivity and enjoyment of technology, they provide audio video installations for home and businesses, as well as supply and install for conferences, meetings, events and home entertainment.



### Toto Sanitaryware

As one of the world's leading bathroom fixture manufacturers, they offer complete solutions for all your bathroom needs, whether it is for private homes, prestigious hotels or public conveniences.

# TOTO

### Crown Relocations

For all your moving needs, they provide services such as household shipment, art pieces shipment and storage, online tracking tools, insurance, transit protection, home and school search, intercultural services and domestic, and international transportation of household goods.



### E2 Saver

Dasar Induk is the sole distributor of the E2 Saver, a gadget developed with the state-of-the-art UK technology which enhances energy efficiency. If you are looking at reducing your electricity bill, consider the E2 Saver device that can help you save up to 40% off your bills.



### MedKlinn

MedKlinn focuses on replicating nature's purifying process through the power of technology. Driven by the latest Cerafusion™ technology, the MedKlinn Asens Series of air sterilizers produce massive amount of beneficial negative ions to clean air and surfaces effectively. The MedKlinn Asens Series of air sterilizers are available for both indoor air sterilization and automobiles air sterilization.



### Tittot

Tittot is the importer of handmade crystal glass sculptures and art pieces. The glory of nature inspires the creation of every Tittot work of art. Powerful emotions are evoked in the rich details and iridescent colours of each masterpiece. Tittot offers creative styling, explicit craftsmanship and contemporary aesthetics.



## BOWLING TOWARDS LIFELONG RELATIONSHIPS THE SDB STYLE

SDB recently hyped up a game of bowling into an exciting dress-up and fun-filled bowling tournament. The tournament was a teambuilding initiative by the SDB SS2 Development team. A total of nine teams participated in this event and everyone was a winner as the organisers were careful in making sure that all bowlers took home a little something.

Everyone was geared up for a day of excitement and ready to give it their best. As the saying goes, all good things must come to an end, and the champion of the day was 'The Dandelions' comprising the 20trees West and Dedaun project teams. They won themselves a trophy each and a huge hamper to share.

The 1st runner up were the team from Park Seven who named their group 'QQ' and the 2nd runner up were 'Bowler-Mite', a team made up of personnel from 20trees and head office. The Top Pin Fall honours for the female category went to Nur Shahima, our Site Administrator from 20trees West and the same honours for the male category went to Maide Bin Idris, our Security Supervisor at Park Seven.

The organisers also added a category for 'Best Dressed Team', and 'Super Pekan' who came in handmade Hawaiian raffia string skirts and pom-poms won. The bowling tournament was very successful with very good feedback from all participants. Everyone had a great time bonding with fellow colleagues whilst enjoying themselves!



## HO! HO! HO! IT IS CHRISTMAS AT PARK SEVEN AND 20TREES

HO! HO! HO! It is Christmas at Park Seven and 20trees.

Last December Santa, together with his team of Christmas carollers, filled Park Seven and 20trees with Christmas cheer and spirit through lively Christmas carols. The residents and their families enjoyed themselves thoroughly and sang along to the familiar Christmas tunes.

Santa handed out sweets to children and adults while SDB personnel handed out special goodie bags containing toys and yummy treats. When the carollers took a break from singing, Santa had a wish list session with the children while the clown caught many kids attention with his unique balloon sculptures.

Festive get-togethers such as this is a wonderful opportunity for everyone to bond and know each other a little better.



# EXPERIENCE THE SPLENDOUR OF OUR SUITES

Indulge in an epitome of contemporary style & sophistication

Hotel Maya features 207 spacious rooms, including 107 suites with rustic timber flooring, contemporary furnishings and floor-to-ceiling glass panel overlooking the spectacular view of the Kuala Lumpur skyline. The contemporary designed rooms are spacious and well-appointed with specially designed interiors to enable natural light to reach all parts of the room.

All suites are equipped with:

- Broadband Internet access and WiFi
- DVD player
- Electronic locks and security systems
- Coffee-maker
- Advanced telephone system
- In-room safe deposit box
- Air Sterilizer using patented Plasma Ion Technology

As the hotel guest, you may also experience our valet service: butlers for gentlemen, maids for ladies. You can have an early check-in with prior arrangements and subject to room availability. Our in-room dining is available to you anytime of the day. For any emergencies, you can have peace of mind knowing that there is an on-call doctor available.

For more information or to make reservations, please call +603 2711 8866 or log on to [www.hotelmaya.com.my](http://www.hotelmaya.com.my)

## Studio Suite

From businessmen to leisure travelers, the Studio Suite is well furnished and spacious, thus embracing the charm and richness of the 'boutique urban resort' concept.

## Junior Suite

The unique Junior Suite is an excellent choice for honeymooners who wish to be pampered with the touch of elegance. The fully imported, stand-alone bathtub is yet another ideal feature of this room.

## Deluxe Suite

The Deluxe Suite combines contemporary elegance with an intimate atmosphere to give its opulent touch. The spacious room design, with a plush and comfortable bed, chic furnishings and walk-in closet, accentuates the hotel's boutique concept.

## Executive Suite

The two exclusive units of the luxurious Executive Suite will impress important dignitaries visiting Kuala Lumpur. The Executive Suite is the best place to unwind in complete style.



Studio Suite



Junior Suite



Deluxe Suite



Executive Suite

# Batu Ferringhi, Penang by the sea



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