

A manifesto for living well and living responsibly



At SDB, we have always strived for excellence in all that we do, and we believe in accountability for our actions. This 7-point manifesto therefore represents our values, our beliefs and our standards. It serves as a reference point to help our customers understand what we stand for, the quality of life that we provide through our products, and our principles and responsibilities as a developer. As a key participant in the communities that we build and in the journey ahead of us, you play an important role in keeping us true to our path.

Some people say talk is easy, which is why the evidence we provide here is to prove that we walk our talk. That's also why it has taken us 12 years to write this manifesto on the importance of living well and living responsibly, grounded on the idea that in order to evolve the way you live, we need to evolve the way we build.

sdb
walking
our talk

Manifesto #1

Investing in our product

We believe that every product we create must be carefully crafted and curated to deliver, as much as possible, an extraordinary living experience; and not a generic one. To deliver this, we are determined to change our mindsets and aspire to higher standards. Our approach is 3-pronged:

a. Design Thinking

We believe the future of the SDB brand is intrinsically tied to the practice of “Design Thinking”. We are firmly committed to innovation. We pledge to deliver well thought-out solutions that intelligently respond to the way we should be living. And go beyond any minimum regulatory requirement. To assure you that this is more than just talk, you would be pleased to know that we are already practicing this in most, if not all, of our developments *

* Our maiden development, Park Seven, was specially designed to suit a tropical lifestyle with each unit configured to maximize light and ventilation. Park Seven also featured several unique achievements: We introduced larger sized units to deliver a “bungalow in the sky” experience. We were the first in Malaysia to use fair-faced concrete for easier long-term maintenance, with a back-to-basics feel, without compromising on elegance and quality. We were the first residential building in Malaysia built to earthquake-resistant standards. And we introduced flat slab construction with no beams or columns within each unit.



Park Seven

* Across all our developments, we pay particular attention to getting the spatial proportions between living spaces and rooms just right. We thoroughly assess the validity of each development concept against the locational, demographic and lifestyle suitability of the land parcel. And we maximize the use of natural ventilation and light through rectilinear designs as a strategy in energy conservation. In fact, we have consistently exceeded the statutory requirements in all our developments. Consider: at By The Sea, we achieved as much as 31% natural light in all units, while at Windows on the Park, we achieved 19% natural ventilation in all units.

b. Aesthetics & Environment

Because there is always room for beauty in our lives, we pledge to pay close attention to the aesthetics of all our developments, ensuring that more than 35% of total acreage is dedicated to creating an artistically designed landscape; and to creating a nurturing biophilic environment that complements the unique characteristics of each site so that we can deliver a truly harmonious living experience for all our residents *

* At an SDB home, everything is carefully planned: from the matching of plants, shrubs and trees to the hardscape; the selection of building materials; the separation of quiet spaces from active zones; to even the use of different sounds, like the sound of water from the water features to the planting of specific trees to attract different song birds. In Windows on the Park, more than 40% of the land area has been designed as park space. We also introduced an undulating landscape to create a more interesting garden space as well as sculptural art that double up as outdoor seating spaces.

* In Dedaun on Jalan Ampang, to soften the building’s architectural lines, we engaged world-renowned artist David Hiscock to create a series of undulating glass sculptures for the shallow pools between the blocks, inspired by China’s Guilin Mountains. In the evenings, they light up to give a soft, elegant glow and subtly enhance the development’s sophistication. In contrast, at By The Sea, we introduced a series of garden sculptures that contrasts with the children’s play space, which is made from wood and old tires to introduce nostalgia and a relaxed seaside feel.

* In 20Trees, we terraced the site to deliver a front-row view of the spectacular Melawati quartz ridge, and introduced meandering roads to give a more natural sense of arrival home. And in Dedaun, we respected the historical and economic profile of residents in the immediate vicinity and delivered larger units that are more suited to their level of luxury and sophistication. We referenced the nearby grand homes of the period and used traditional ‘Shanghai-plaster’ for its façade, introduced a forecourt common to homes of the period, and large windows with waist-high railings that open up fully to become indoor balconies.

Windows On The Park



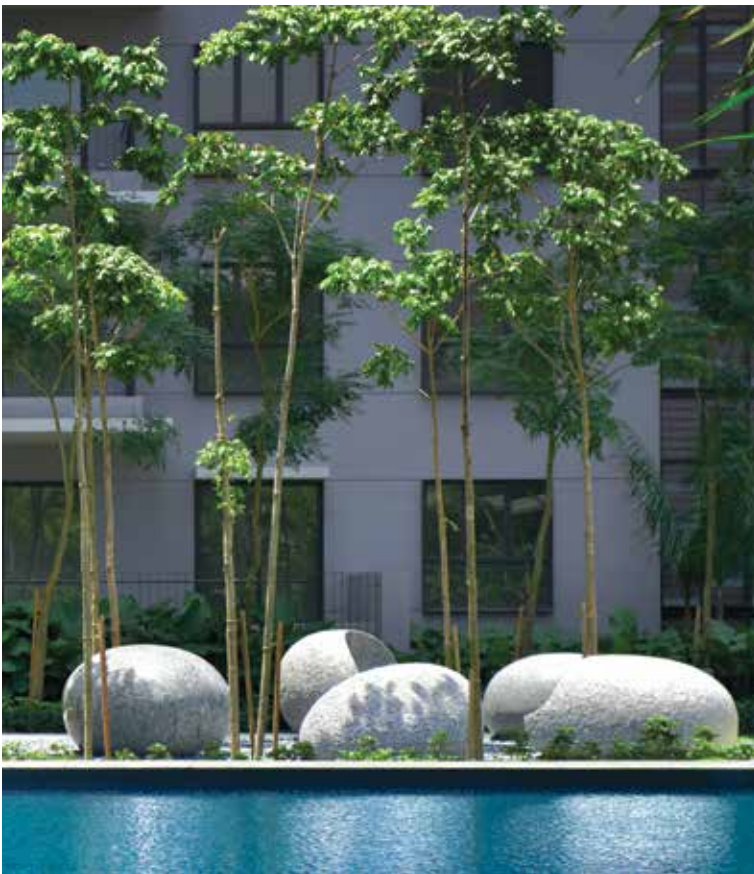
Dedaun



c. Being future-focused

At SDB, we are here for the long-term. Across all our developments, we pledge to adopt a future-ready mindset that recognizes that the way we now live has changed significantly from our parents' generation and to prioritize features and environments that are more suited to today's lifestyles *

* Across all our developments, we believe in adopting a resident-centric approach that tailor-designs each environment to resonate better with the community we are reaching out to. In Five Stones, we recognized the traditional values of the community and introduced concepts and unit sizes suitable for generational living. Such as a more inclusive 'Healing Gym' that will appeal to its older residents, and relocating the active zone away from the quieter main public spaces. In SqWhere and The Hub, we introduced co-working spaces and private spaces to meet the needs of the younger working adults. In Windows on the Park, we created different recreational spaces for different age groups.



Five Stones

Manifesto #2

Investing in our community

We firmly believe that no man is an island; that we are always stronger, together. As such, we pledge to develop modern-age communities.

a. By modern-age community, we mean where every feature and every facility we put in is designed to enhance livability; to enable our residents to easily and conveniently engage with each other and thrive from such engagements *

b. As a modern-age community, we pledge to give back through innovative CSR projects that support equality, diversity and the environment *

* Our Sungai Satu Programme in Penang, adjacent to our 'By The Sea Development' in Batu Ferringhi has gone on to be recognized on an international level by winning a FIABCI award – the highest industry recognition – for the rehabilitation of a neglected river and its successful integration into a modern community.

* Since 2011 our "One-Two-Juice" programme, which comprises a smoothies and juice bar, and, in 2016, our "One-Two-Wash" programme, a car wash, has reached out to youths with learning difficulties to provide them the opportunity to learn how to manage a small business independently while earning some money so as to instil a sense of self-confidence in each of them. We are firmly committed to maintaining this programme and to expand it when the need arises.

* Across our different developments, we organize family-centric activities that allow us to actively engage with our communities. We also work with organisations and people whose values match what we ourselves believe in; one of our projects with a social enterprise partner turns used cooking oil into candles and soaps.



One-Two-Juice

Manifesto #3

Investing in our quality

At SDB, we believe that it is only when we measure ourselves that we are able to improve. To ensure every single one of our developments is always built to the highest possible standards that commensurate with its value, this means we must continue to:

a. Commit to quality

We pledge that all our future developments must achieve a CONQUAS rating, and an In-Process Product Quality Audit (IPQ) – an internal quality audit, of 75; and, where relevant and possible, adopt technologies that enable the delivery of such quality*

b. Commit to working with best-of-class experts

We pledge to actively seek out and work with best-of-class experts and partners to ensure that every concept we develop and every product we deliver is in the best interest of our customers*

c. Commit to learning

Our belief in quality is what will ultimately differentiate us in the long term. Because the consistent delivery of quality can only come from accumulated knowledge and experience, we pledge to continue investing in and enhancing our one-of-a-kind 'SDB Centre of Excellence'*

* The 'SDB Centre of Excellence' was created especially to house our cumulative experiences and learning, both physically and digitally, from all our developments to guide our employees not just in improving the design and quality of our future products, but also in the management of customer relationship issues.

To nurture a quality mindset among all our employees, we employ several strategies; chief among which are a bi-annual Internal Quality Forum, a Centralised e-Library, a Customer Relationship Management (CRM) system, and a Complaint Tracking System (CTS).

Our Internal Quality Forum gives everyone in every department the motivation to personally invest in upholding SDB's quality by giving them a platform to share their learnings, new practices, improvements or innovations. In the process, we inculcate a better all-round appreciation for quality.

Our e-Library brings together all our "lessons learnt" on issue resolution related to defect management and quality maintenance to empower SDB's front-line team with actual working knowledge that will help them speed up the satisfactory resolution of customer issues.

Our CRM system maintains a comprehensive record of issues raised, feedback provided and follow-up actions that lead to the satisfactory closure of the case. While our CTS system is a dedicated channel for customers to engage with us that delivers a guaranteed immediate response and follow-up management action.

Together, all these tools and systems are further synchronised with our bi-annual Customer Satisfaction Audits to bridge any gaps and to provide a complete and realistic picture of where we stand in the eyes of our customers.

* In our 12 years of property development, which is a relatively short period in the industry, and across all 18 of our developments launched in Malaysia and Singapore, we have been privileged to win 15 international property awards and 19 local awards. This includes 4 FIABCI Prix d'Excellence (comprising 1 Gold and 3 Silver) awards, 5 Malaysia Property Awards, as well as awards from Pertubuhan Akitek Malaysia (PAM) and Singapore Institute of Architects (SIA). We believe this recognition by industry leaders is important to ensure the continuing quality and standard of our developments.

Laman & Bayu



Manifesto #4

Investing in our customers

We understand and appreciate the hopes and dreams that our customers, both emotionally and financially, invest in an SDB home. Therefore, our customers' satisfaction is of paramount importance to our business and will be key to our continued existence. For us to deliver real customer satisfaction, it is vital that we demonstrate our integrity in not just delivering products of the highest possible quality regardless of the value, but also in standing by them for the long term. As such, we pledge to remain committed to our customers long after their purchase of an SDB home.

a. Proactive Customer Service

We view all our developments as valuable investments entrusted to our care by our customers. Through our 'SDB HOST' service to be introduced, where possible, across our developments, we will maximize the value of our clients' property assets with services covering renovation, sub-sale, tenancy, loyalty programme, housekeeping and handyman requirements, all of which are managed by dedicated property management teams *

b. Measurable Customer Satisfaction

We have created multiple feedback channels, both physical and digital, for all our customers to confidently reach out to us with the knowledge that we will immediately respond to their queries and issues. These feedback channels, together with our resident engagement activities and yearly resident dialogues, are tied to our customer satisfaction programme and are evaluated by actual customer experiences and regular audits that are measured against high satisfaction standards in the service industry *

* At SDB, we firmly believe in not being beholden to external consultants and suppliers. As such, we make sure we have all the necessary expertise in-house, and that we work in close collaboration with our consultants and suppliers to deliver the best product experience for our customers. This deep knowledge is also housed in the 'SDB Centre of Excellence' for easy reference by every employee.

* Our subsidiary, SDB Property Management Sdn Bhd, continues to be appointed by the respective Joint Management Boards to manage 9 out of 11 (or 80%) of our completed properties in Malaysia so as to ensure the quality standards we originally delivered are maintained. This is a testimony to the level of customer satisfaction and the impeccable standards we deliver even after the property is handed over. This also ensures the design intent of the development is not compromised, as well as allows us to leverage on our long-term relationships with the consultants and business associates who have been working on the developments from the conceptual stage.



Manifesto #5

Investing in our people

At SDB, we want our people to feel excited and engaged about working with us. We are committed to investing in their success, for their benefit and for that of our business. Our aim is to create a fair and impartial workforce who feel inspired to deliver brilliant results, and who are strongly aligned to the aims of the business and our purpose. To this end, we pledge to practice:

a. A performance-driven culture

where we have a dedicated team to monitor the progress of the company's strategic plans and to ensure our people have full clarity of the direction of the company so that they can achieve their targets based on clear KPIs and Scorecards*

b. An equal opportunity policy

that is inclusive of people with diverse backgrounds or physical and learning challenges; not just among our employees but in all our community and social activities*

c. A constant learning environment

that recognizes the importance of knowledge development among our people by introducing an employee certification programme that will nurture their personal and professional growth*

d. Active employee wellbeing

where we introduce flexible work hours and other practices to inspire and motivate our people and to inculcate a compassion and sensitivity for the world around us*

* Since 2014, SDB has been measuring our employees' levels of happiness, job satisfaction, and commitment to the company through a yearly survey. The survey measures employee engagement, the quality of the company's leadership, its performance culture and the SDB brand. In all categories, we have consistently scored high marks in their evaluation of SDB as an employer of choice.

SDB Family Day



Manifesto #6

Investing in our environmental sustainability

We believe environmental sensitivity isn't just a millennial trend. It's a duty. As a developer, we are fully aware of the consequences of our actions, particularly our impact on the environment. As such, we pledge not just to comply with minimum standards in environmental sustainability, but to exceed them as much as possible. These standards cover our developments' design efficiency, energy efficiency, ecological footprint, as well as our increased use of renewable resources*

* In Windows on the Park, through better use of passive design strategies, we achieved up to 30% reduced solar insolation, 57% deeper daylight penetration, 100% daylit occupied spaces and 70% more naturally ventilated spaces. We reduced by 90% the potable water consumption for landscape irrigation. We were also able to enhance the surrounding greenery by as much as 283% which in turn allowed us to achieve 80% better air quality, reduce energy consumption by 11% and reduce temperatures by 2-5° C. As a result, we created possibly the physically greenest development in Malaysia.

* As proof of our commitment to sustainability, we have even invested in a company, SDB Green Solutions, to provide total energy saving and green solutions for our developments, our commercial buildings and our home owners. LED lights and Building Automation System (BAS) by SDB Green Solutions have helped reduce energy costs in common areas at Wisma Selangor Dredging by 10%. When introduced to our developments, we aim to achieve noticeable savings in utility costs.

* At By The Sea, our rehabilitation of Sungai Satu was the first initiative of its kind by a Malaysian developer. We introduced a system that relied wholly on flora and fauna to ensure complete sustainability. Every plant that was brought in to create the wetlands area was carefully researched to ensure a symbiotic relationship with the environment and to ensure optimal removal of pollutants. We also invested in meticulous landscaping to integrate it with the overall design of the development. In the end, we successfully transformed a Class IV upstream river quality into a Class II downstream river quality, and delivered a natural environment that is now enjoyed by residents and the public at large. This rehabilitation has since won various sustainability awards, and now serves as a state and national case study.



By The Sea and Sungai Satu

Manifesto #7

Investing in our peace-of-mind

With a 53-year history in Malaysia, 12 years in property development, and as homeowners and as parents ourselves, we believe in the critical importance of feeling secure in our own environment. To ensure that your peace-of-mind is not misplaced, we pledge to:

a. Practice a holistic, pragmatic approach to security one that is not about how many stages of security a development should have, but about adopting sound measures instead, and ensuring mutual responsibility at all times *

b. Incorporate earthquake-resistant specification in most of our future developments as a measure of quality and regardless of where we live in *

* Across all our developments, we rigorously assess all security firms before their engagement; provide comprehensive Emergency Response training to our guards; have our own in-house security supervisor to manage all outsourced personnel at site; and conduct no less than two security audits in a year.

* While many may say we do not live in an earthquake zone, we believe in never taking things for granted. We were the first to adopt earthquake-resistant specifications (Eurocode 8) as standard practice in Malaysia, beginning with our Park Seven development and extending to most of our high-rise developments. Not surprisingly, many of our peers are now recognizing the importance and sensibility of adopting this standard.



Wisma
Selangor Dredging

For a digital copy of this
manifesto, download from www.sdb.com.my