

KCC

Building Value For Life

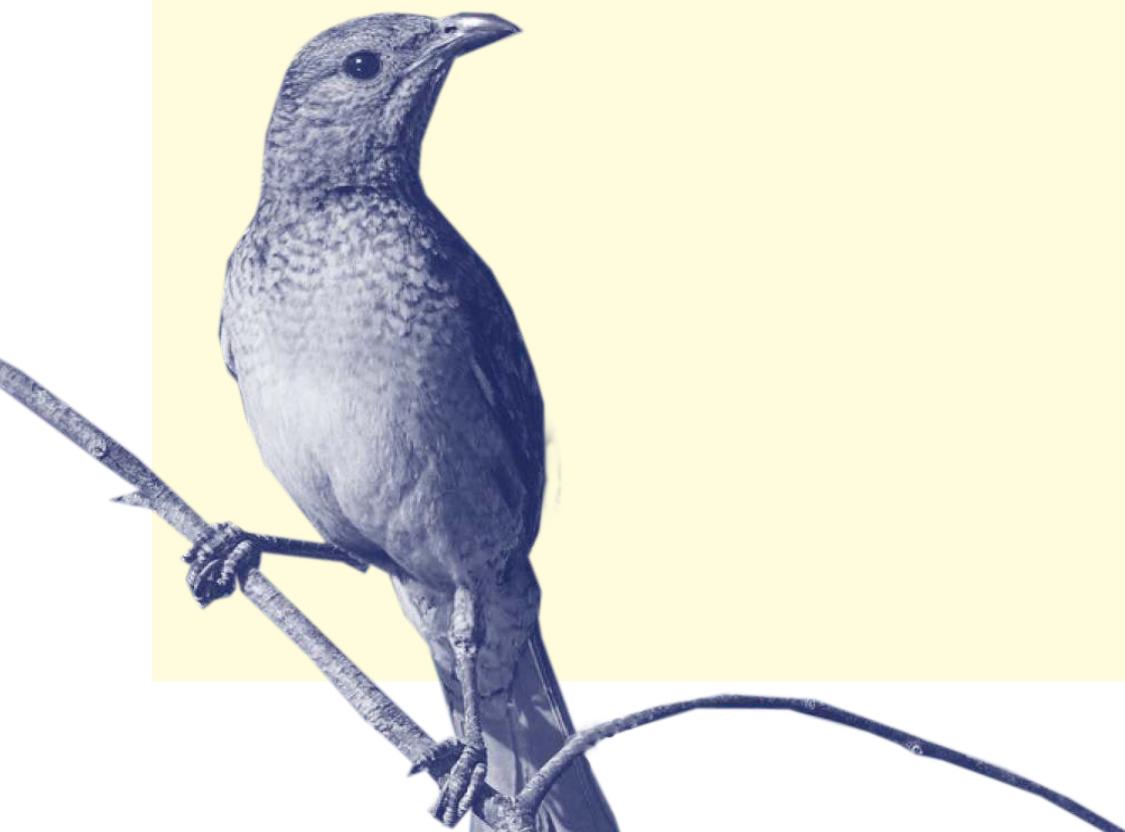


CORPORATE PROFILE



Paying every attention to detail, it builds its nest with utmost diligence. Then with extraordinary intelligence, vibrantly decorates its new shelter to attract its mate. The bowerbird's elegant displays of effort are, in the same way, reflective of KCC's committed passion in building solid, beautiful and affordable homes.

Let the inspiring ways of this remarkable bird serve as a measure of reference to the integrity, passion and honour that is the heart of this organisation.



The Dreamer

The Builder

The Artist

The Nurturer

The Dreamer

Braving the Clouds

Taking flight is just the beginning.
Greater feats at higher altitudes await the bold.

We are proud to have celebrated countless milestones over the years and we are excited to achieve even more in the coming future. We acknowledge that the journey to transform the landscapes of Malaysia is as endless as the open skies, and that we are limited only by our imagination.

And so, our wings are ready and widely spread... to soar across the realms of possibilities that feed the fields of opportunity, carrying with it, a heightened sense of quality for the best in experience, delivery and results.

KCC is a property development enterprise in Malaysia that started off in Muar as a housing developer back in 1983. The company has since grown from strength to strength and has now evolved into a regional player with projects stretching across the country including Johor, Melaka, Negeri Sembilan, Selangor and Kuala Lumpur.

Recognising the value and importance in delivering quality developments that provide deserving opportunities to various home and business owners, KCC is unwavering in its quest to transform hopeful dreams into beautiful realities, consequently ensuring to honour the trust and confidence that our customers share for us.

At the end of the day, our vision and mission stand to echo our company's guiding principle in **Building Value For Life.**



Dato' Ker Chee Chuan

Group Chairman

Dato' Ker Chee Chuan is the founder of KCC. As the leader and key person in the group, he has made a profound mark on the group's culture and ethics. Ingrained in his beliefs and the group is a philosophy that is grounded and practical - to put in hard work to achieve the desired outcome and to be responsible in every aspect of the business. Dato' Ker has played a pivotal role in taking the group from strength to strength for the past 30 years. Currently, he oversees the overall operations of the group in an advisory role.

Datin Tan Lih Pyng

Executive Director

Datin Tan Lih Pyng is the spouse of KCC founder and chairman, Dato' Ker Chee Chuan. She oversees the group's administration and internal management. Her relentless support through the years has fortified the group with a strong foundation to take on future challenges.

Ker Soon Yong

Executive Director

Ker Soon Yong is the son of Dato' Ker and Datin Tan. He joined the group in 2003 after graduating from the University of South Australia with a Bachelor's Degree in banking and finance. Starting off as an assistant to the chairman, he was involved in the overall operations of the group. With the vision and enthusiasm to transform the business, he has been the driver of progress and business expansion across the group. In 2007, he led an initiative to systemise KCC's business operations by obtaining ISO certification. He is now leading the establishment of the group's hotel division starting with the completion of the group's maiden hotel in 2017.

KCC's Corporate Culture



Knowledge

The strength of an organisation lie in the expertise of its people, and the same is to be said of KCC.

Continuously encouraging all staff to work as smart as they should efficiently and thoroughly, KCC's team is one that consists of ever evolving professionals who recognise the necessity to improve on skills, are quick to capture industry insights and competent in managing high levels of productivity. The team's ability to gather, share and apply the extensive pool of knowledge made vastly accessible to them helps in the company's understanding of customers' needs, consequently awarding possibilities of an impactful blend of strategy, creative solutions and innovation. These key deliverables induced by knowledge management are the contributing factors that differentiate KCC from its competitors.

Commitment

For more than 30 over years, KCC has steadfastly held to the philosophy of building 'Desirable Homes Made Affordable'.

Always placing customers as first priority, KCC employees are committed towards achieving the organisation's goals that ensure the realisation of our vision to be nationally recognised as a leading, reputable, reliable and preferred housing developer. Due to this results-oriented culture, the company's adherence and maintenance of an excellent quality management system via ISO 9001:2008 is thoroughly preserved, consequently enabling KCC's team to deliver on our mission to produce superior products and services. Apart from actively pursuing the business objectives and corporate positioning of the organisation, we are also mindful of our commitment to passionately exercise our advocacy for social responsibility – an element of great consideration under KCC's business initiatives. At the end of the day, our staff experiences a sense of belonging that is well translated into quality end results.

Care

Another valuable aspect that contributes to the organisation's success is the work culture that KCC adopts and promotes.

KCC employees are assured of a working environment that is motivating, supportive and results-driven. Teamwork is also fundamentally upheld as all staff are encouraged to share ideas and lend support to the team in order to achieve quality success together. We also make every effort to provide opportunities for growth within the organisation so that employees are always driven to explore possibilities of advancement. On top of this, KCC practises open and honest communication, honours fair talent and employee recognition, regularly sends staff for professional training, and encourages a respectful work-life balance that essentially instils employees' appreciation, confidence and trust towards KCC.

The Builder

Raising The Bar

Every hour, inch by inch, expectations are exceeded.
It is success that beckons through consistent action.

Competitive by nature coupled with an ingenious instinct, the vogelkop bowerbird goes to great lengths to embellish its creations to prove itself more spectacular than the rest.

At KCC, we are driven by the same spirit to outdo the competition when hatching inspiring lifestyles that reward our customers with the best in design, convenience, affordability, location, amenities, return on investment, and so much more, ultimately evoking their truest potential to experience a life well-lived.





KCC Realty

Preserving a lifelong legacy to successfully
deliver properties of quality, value...
and substance

From our days of building boutique residences and commercial units to our current advancements with large scale mixed developments, we continuously raise the bar to define and deliver the value in our products. We build not only with the idea that value equals to the market price of the property or the land that it sits on. Instead, the translation of value that we strive to capture is one that offers a more balanced and multi-faceted definition driven by significant factors such as location, amenities, and the quality of life that the development inspires.

Here is where we take our responsibility to act as comfort providers, community shapers and lifestyle trendsetters very seriously, rather than being just, home builders.



Current Project Highlights



VERGE32 @ MELAWATI

Opulent Hillside Living

Perched on a hill in a gated and guarded neighbourhood that is surrounded by the majestic vistas of Kemensah's ridgeline, is a masterpiece of opulent hillside living. Artfully designed to please the most eloquent tastes for quality and comfort, these luxuriant and exclusive 32-unit double and triple-storey semi-detached houses and bungalows are dream homes that celebrate luxury and identity. It is also one of the first developments to come equipped with smart home technology. Facilities include a gym room, jogging track, children's playground and lots more.

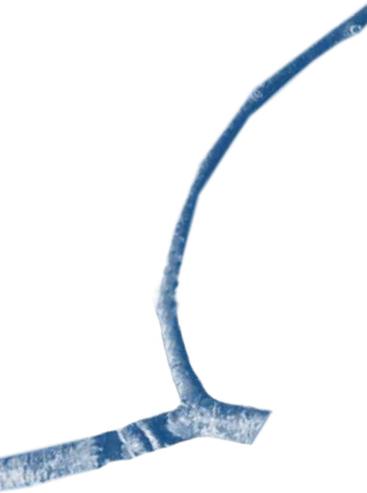





Maharani Ayu II
@ MUAR

Sanctuary of Tranquility

Nestled in a prominent residential address just minutes away from the city of Muar, this low-density development with only 60 units of double and triple-storey cluster homes is a sanctuary of tranquillity for young and large families alike. Designed with care for optimum results in space, comfort and style, residents are gently embraced by the natural and soft-blowing breeze of the Muar River, forging greater bonds through nature's sweetest moments.

RIVERcity
BUSINESS PARK @ BATU PAHAT

Integrated Lifestyle Development

Taking lead as Batu Pahat's first 'semi-detached concept' shop offices, this project serves as an integrated, freehold commercial development that sees the convergence of all its amenities in one location to efficiently satisfy business, entertainment and recreational needs. Set to change Batu Pahat's cityscape and backed by comprehensive infrastructure to be enjoyed by a select collection of prestigious brands for tenants, this unique 43-unit business park checks all boxes for a flourishing lifestyle-inspired business facility that also includes triple-storey semi-detached units as well as double and single frontage units.

Completed Project Highlights



Taman
ametis
Tampin

聚佳庄

Blissful Living At Its Best

Rolling hills and emerald foliage envelop Taman Ametis in nature's bliss. Featuring 130 units of high-end double-storey terrace units, double-storey semi-detached units and two and a half-storey semi-detached units, this peaceful neighbourhood close to Tampin town centre is the perfect choice for the growing family.



THE SENAI GARDEN
Lifestyle Serviced Apartment
@ Iskandar Malaysia

Phase 1 Premium Urban Dwellings

Embodying the finest in contemporary living, The Senai Garden is a collection of premium serviced apartments for the modern urban dweller. This gated and guarded, prestigious development was quickly fully sold and had a near 100 percent occupancy rate within two years of its completion. Featuring 264 apartment units built within three blocks, The Senai Garden is situated on eight acres of freehold land in the Senai township, which is within the dynamic development corridor of Iskandar Malaysia.



Exclusive Boutique Homes

Klover18 is a premier collection of triple-storey superlinks, semi-detached homes and bungalows reserved only for the most esteemed and privileged. Exclusively limited to only 18 units, this series of luxury residences offer unparalleled privacy and seclusion without compromising immediate accessibility to urban conveniences located in surrounding areas.



**GEMILANG
HEIGHTS**
KULAI

Nature's Distinct Luxury

Safe and peaceful, this gated and guarded enclave comprising of a mix between 130 units of double-storey semi-detached homes and double-storey cluster homes located in Kulai, Johor targets upmarket buyers who seek exclusive and private residences that are largely enveloped by Mother Nature's freshest greenery. Designed tastefully with a grand entrance and structured to offer a spacious interior, well-preserved natural lighting and excellent air ventilation, residents endlessly savour the neighbourhood's mountainous views and comforting serenity.

Previous projects:



Future Project Highlights

The potential for growth is limitless with exciting progress awaiting KCC in the coming years. Harnessing efforts towards the development of various transit-oriented projects, the launching of these developments across Malaysia are targetted to unfold in 2019 while it currently undergoes its careful planning stage.



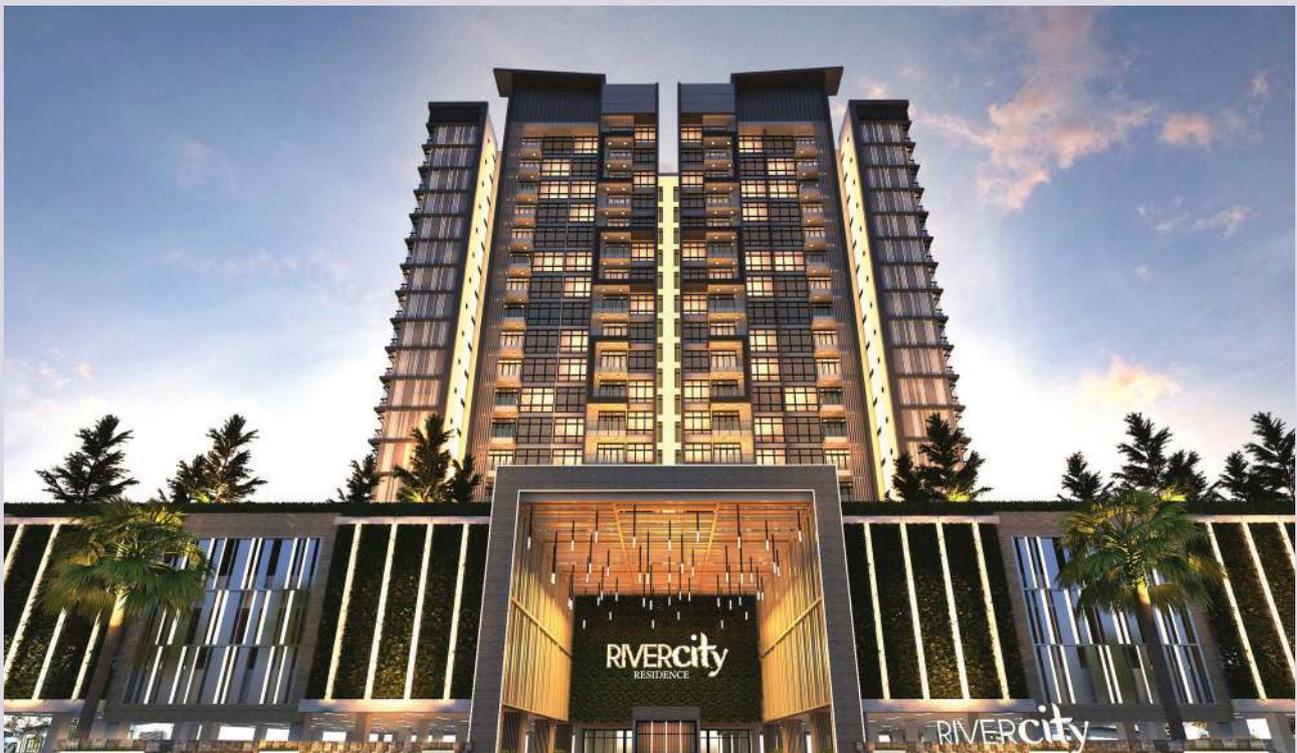
KCC City Zenith of Modern Living

The establishment of KCC City will herald a new age of vibrancy and prosperity for the district of Muar. Spanning 12 acres on a prime location along Jalan Bakri - Muar's busiest street, it will be the area's first mixed commercial development comprising of shop offices, drive-throughs, hypermarkets and residential apartments with attached retail stores. Commencing second half of 2018 and to be completed in five years over two phases, KCC City will feature an ambitious plan that is set to become the zenith of modern living, work and leisure.



The Senai Garden, Phase 2

As an expanded expression of Senai Garden's luxurious Phase 1, its Phase 2 holds plans to preserve its low-density perks consisting of two blocks that offer 2 and 3-room units, totalling at 128 units, and a grand total of 392 units that include Phase 1. Some of its impressive facilities include a swimming pool, gym, KTV room, mini theatre, tennis court, a 9-hole mini golf course, sauna, jacuzzi, a BBQ area, children's dry and wet playground, and much more.



Rivercity Residence

Symbol of Nobility & Quality

At the heart of Batu Pahat's pulsating activities will soon stand the city's most prominent landmark. Set to offer low-density benefits that come with a comprehensive range of resort-style facilities, Rivercity Residence is connected to Rivercity Business Park which excitingly supports the extension of a sophisticated lifestyle that transcends comfort, quality, security and value for all of its residents.



The Artist

Making A Mark

Materialising the visions of a beautiful mind.
Its translation so exquisite, nothing is left unnoticed.

Every nest that the bowerbird makes is unique, intricately designed and artistically arranged to appeal to its prospective mate.

In sharing this sentiment, KCC constantly endeavours to incorporate winning elements that produce top-notch products favourable to, and most preferred by, our target markets. In the conducts of excellence that our hotel component upholds, we take pride to ensure that every contact point between our esteemed guests and our well-trained staff exude high levels of professionalism that project a warm mix of beauty, artistry and hospitality.

When our guests leave with a smile, a firm handshake, or a warm farewell wave, topped with a sincere 'thank you'... nothing in that moment gives us greater joy than knowing that we've met our goals, and therein lies... a successful, lasting, impression.





KCC Hotels

Embracing growth by taking on challenges that propel understanding of the small details... to execution of the big picture.

From the steady bedrock formed by decades of experience in residential development, KCC has now ventured into the hotel business. While still staying true to our purpose in building beautiful and 'value-for-money' homes, we're proud to be able to take things one step further through our added objectives in the hospitality industry. With new sights set under KCC Hotels, we are excited to create exceptional, one-of-a-kind staying experiences that will incite guests to return to, what we hope, will be second home to our guests. We also aim to develop a new hotel every five years, all of which shall be in partnership with other hotel brands that will lend management support on KCC's behalf.

With the invaluable experience gained in building hotels, we greatly believe that it is only a matter of time before our brand of hotels become the benchmark of distinction for quality hospitality. Because where others may serve their patrons, we instead, connect with our guests...



Hotel Lobby



Managed by the prestigious Impiana Hotels & Resorts Management Sdn Bhd, Impiana Hotel Senai is the first 4-star hotel in Senai, Johor that stands as a symbol of modern luxury equipped with 172 guest rooms, a ballroom, swimming pool and international F&B outlets that cater to a spectrum of needs to make the staying experience for its guests that much more perfect.



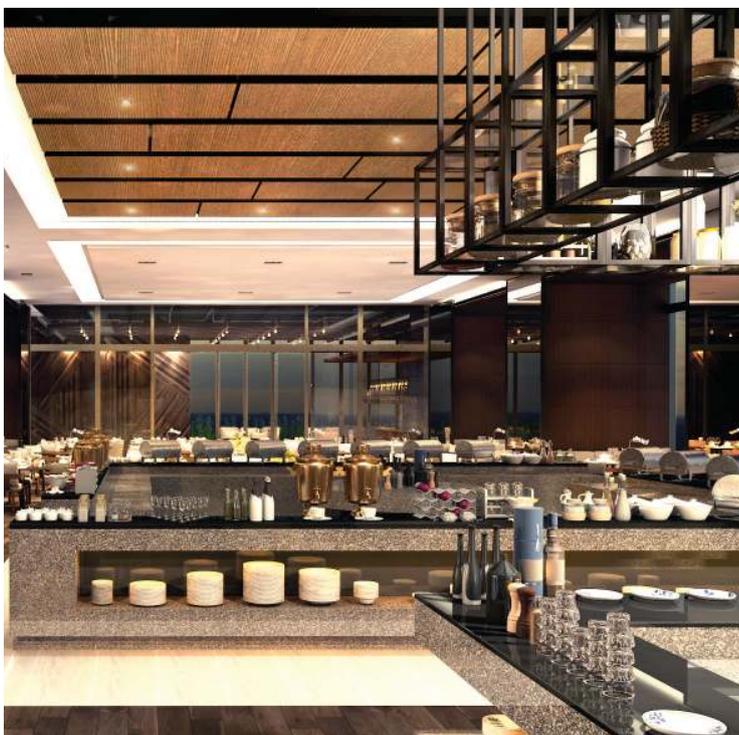
Club Premier Room

The hotel offers a grand choice for an outstanding dining experience that includes the following options:



Club Lounge

An area primarily for guests on the Executive Floors to enjoy soothing music from the Resident Pianist.



the Livingroom

Serves drinks and light snacks for a seating capacity of 50 pax.

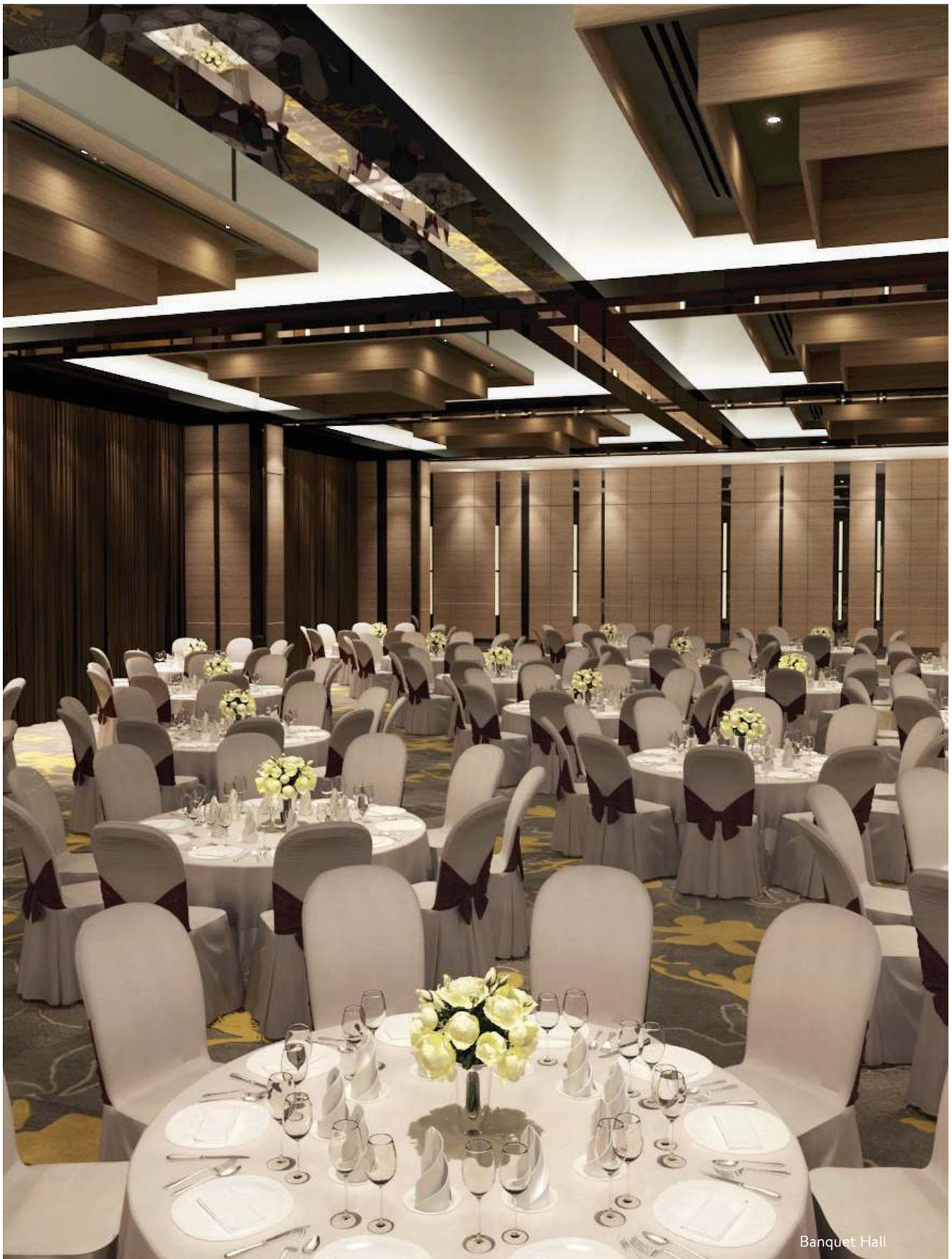


The Tiffin

Offers all-day dining, including daily breakfast and lunch buffet for a seating capacity of 120 pax.

THE POOL

With a seating capacity of 50 pax, food and drinks are well enjoyed with a spectacular pool view.



The hotel boasts of an elegant multi-event ballroom that caters to a seating capacity of 350 persons. It also offers two function rooms that cater up to 50 persons, respectively. These venues provide the perfect mix of luxury and hospitality, and is idea for any private occasion that appreciates that air of sophistication.







The Nurturer

Empowering The Believers

Care, cultivate, contribute.
For in raising others, we rise.

Birds that sit on trees are never fearful of branches breaking. Their trust and confidence lie not on the tree or its branches, but on its own wings.

The success that the group shares goes far and beyond the business side of things. What also marks our sense of purpose and achievement is the impact and change that we are able to make to society. We aspire to always leverage on our capacity to maximise every opportunity for a better environment, and to continuously spread positive social change within communities that are in need.

When all is said and done, through love, compassion and collective effort, KCC passionately believes not in seeking to wonder if, or will there be change.

But when.



Police Bit Handover Campaign & Open House Ceremony @ Taman Impian Senai, Johor

As a safety measure towards encouraging a crime-free environment, KCC built the Taman Impian Senai Police Bit as the base for patrol units to establish presence within the confines of the neighbourhood.

Crime Prevention Campaign For Children @ Johor

Strong advocates of crime awareness and prevention, KCC organised and conducted safety talks to children aged between 7 to 12 to provide education on the different types of crime, precautions that can be taken, what is to be done when a crime occurs and who to contact to report a crime. Free CDs of the talk were also distributed to all attendees.



Collaboration with Maxx Sports for the National Open Badminton Championship, KCC-Maxx Trophy @ Johor

KCC collaborated with sports brand, Maxx Sports and also sponsored the event to promote the importance of exercise, good sportsmanship and healthy competition.



Sponsorship & Voluntary Work @ Selangor

A visit to the orphanage was made by the KCC team not only to provide better care and comfort to the orphans at the centre, but also to render support by sponsoring valuable necessities such as beds, daily products and food supplies. KCC also helped to repair, replace and repaint the home's environment.



Pro Bono Consulting Service @ SJKC Chung Hwa Ketiga, Johor

As a mark of support for quality and safe building of a local school, KCC offered its consulting expertise by supervising the ground work of the project at the site construction at no cost.



HOLDINGS

REALTY

HOTELS

Foundation

KCC
Building Value For Life

KCC Holdings Group
Head Quarters
93, Jalan Hashim,
84000 Muar, Johor, Malaysia.
Tel: +606-953 8953 Fax: +606-952 9557

ISO 9001 : 2008
PROVISION OF PROPERTY DEVELOPMENT SERVICES



36 months defects liability period
三十六个月房屋保修期

For more information:
+606-9533 399
www.kcc-holdings.com