



## NEWS RELEASE

### THE LUMOS TO SPARKLE ON LEONIE HILL

#### - **A prestigious freehold apartment development unveiled by Koh Brothers Group and Heeton Holdings**

*Singapore, April 18, 2007* - Koh Brothers Development Pte Ltd (“KBD”), a wholly-owned subsidiary of Koh Brothers Group Limited (“Koh Brothers Group”), together with Heeton Land Pte Ltd (“Heeton Land”), a wholly owned subsidiary of Heeton Holdings Limited (“Heeton Holdings”), today unveiled the name and concept of its highly anticipated freehold luxury apartment development to be located in the prime Leonie Hill area.

Rising 36 storeys from the crest of Leonie Hill, The Lumos is set to light up the Orchard Road skyline, heralding the future of luxurious living with its bold, iconic design. The iconic architecture of the building is evolved from the idea of a glittering chandelier. The Lumos cradles a central column of sparkling glass “Living Pods”, designed to resemble jewel-like crystals, with units at either side of the “Living Pods” symbolizing the crystal plates of a chandelier. The shape of the balconies and planters of the units at both ends form a gentle spiral, twisting and curving across different floors to give the entire structure a 3-dimensional, crystalline feel. The result is a breathtaking blend of art and architecture, the epitome of modern luxury and a fitting new addition to the upper echelon of Singapore’s most prestigious developments.

“The Lumos is a work of art. It is not merely a prestigious residential project, it conveys the feel of living in an artistic masterpiece,” said Mr Francis Koh, the CEO and Managing Director of Koh Brothers Group. “We wanted a design that would both enchant and inspire, as befitting a project in one of Singapore’s premiere residential locations. With its bold and iconic architecture, we are confident that The Lumos will become the new crown jewel of Leonie Hill.”

Situated in the prestigious Leonie Hill residential area, a mere 5-minute stroll from Orchard Road, The Lumos promises luxurious living in the very heart of the city. The location is unique for its close proximity to Singapore's vibrant shopping belt, yet still manages to afford owners a rare haven of peace and tranquility amidst the hustle and bustle of city life. Built at the peak of a gentle, elevated slope, residents of all units are ensured breathtaking, panoramic views of the nearby Orchard Road skyline and surrounding cityscape.

The Lumos consists of two 36-storey towers connected by a central zone of vertical Sky Gardens. With its unique architecture, each residential unit is detached from the communal and service areas housed in the central core, offering residents maximum privacy, a sense of spaciousness and great views all round. With Sky Gardens connecting each level (except on Duplexes, where they alternate), every unit opens onto a landscaped plot of green living space, offering residents a refreshing sanctuary and an access to nature that is unrivalled among high-rise developments. These communal garden spaces 'in the sky' are ingeniously weaved into the overall design concept to allow private and reflective moments within the sanctuary of rest pavilions situated on every floor.

Extending the concepts of greenery and open space to encapsulate the 'landed' experience, each unit of the Lumos has been exclusively designed with urban living in mind. Featuring well-designed living areas and kitchens that open up to generous balconies surrounded with greenery, The Lumos is set to create a new benchmark in luxurious, cosmopolitan living within the heart of the city.

The Lumos marks the second time that KBD has joined hands with Heeton Land to work on new and exciting concepts in residential development.

"We are very happy to have renewed our partnership with Koh Brothers Group, especially after the success of our last project, the Sun Plaza, next to Sembawang MRT Station," said Mr Danny Low, Chief Operating Officer and Executive Director of Heeton Holdings. "With our complementary strengths and the good level of understanding we have developed, I believe we can do something very special with The Lumos and I am truly excited about the potential of this development."

Built on 34,516 sq ft of land, The Lumos will consist of 53 exclusive residential units ranging from 1-bedroom apartments to 3- and 4-bedroom apartments and duplexes. The top floor of each tower will also house a penthouse complete with rooftop garden and private lap pool. Unit sizes are expected to range from approximately 635 sq ft for 1-bedroom apartments to 6,000 sq ft for the penthouses.

Besides the iconic architecture and futuristic design, The Lumos is also equipped with state-of-the art interior fittings to cater to the sophisticated tastes of residents looking for the latest cosmopolitan lifestyle.

Each unit of The Lumos will come with an Italian-made Visentin “Rainbow Shower”, aptly named for its gentle colour-therapy backlight that changes colours to enhance the user’s mood, providing a complete home spa experience. The master bathroom in each unit also comes walled with Strass® Swarovski® Crystal tiles and appointed with imported Bellosta Italian Bathroom fittings. In another first that may set tongues wagging, the exterior-facing bathroom windows are made with advanced Liquid Crystal Glass, allowing them to turn from frosted to clear at the flick of a switch. This gives the occupant an unobstructed view of the surroundings, and vice versa, allowing the more adventurous to bask in this most sensual of sensory delights.

“The Lumos is targeted at discerning home buyers that want not only a prime residential address in a premiere location, but also expect the very best in architecture, design and finishings.” said Mr Koh. “We want to build more than just houses, we want to build homes that people can feel proud of. So rest assured that we will spare no expense to ensure that The Lumos exceeds their expectations.”

Prices and launch date of the project would be announced at a later date.

Mr Peter Ow, Executive Director of Knight Frank has this to add: “With the continued strength in demand for high-end development in District 09, we are confident that The Lumos with its iconic architecture would appeal to both investors and homeowners. We are confident that this luxurious development will be well received.”

“The outlook for luxury developments in prime locations remains very positive and we have seen recent sales of ultra-luxury projects like the 99-year leasehold Orchard Residences at Orchard Turn set new benchmarks for top-end homes with price tags of about S\$4,000 psf. The Lumos is set to benefit from this pent-up demand for luxury projects in prime locations.”

Dr Dennis Wee, Chairman of Dennis Wee Group added: “Property Buyers and Investors are always attracted to well located properties. The Leonie area is unique in Singapore for being just minutes walk from the main shopping and food district, while at the same time providing the comforts of a serene residential neighbourhood just outside the Orchard ERP. We believe this luxurious freehold apartment will be highly sought after and the partnership of reputable developers like Koh Brothers Group and Heeton Holdings will further instill confidence in buyers and investors.”

The development is marketed by Dennis Wee and Knight Frank.

### **About Koh Brothers Development Pte Ltd (“KBD”)**

Established in 1993, KBD, a wholly-owned subsidiary of Koh Brothers Group, is the Group’s real estate division. In 1995, KBD shifted its focus to prime freehold apartments and condominiums in districts 09, 10 and 11, from its initial development of two bungalow units when it first started out.

KBD is noted for its ‘lifestyle-and-theme’ developments. For example, its latest project - Starville, was the first to introduce a star-gazing observatory, complete with an astronomy theme. Launched in June 2003, this joint venture project is between KBD and AIG Lengkong Investment Limited, a member of America International Group Inc. Earlier projects include The Montana, KBD’s most prestigious residential development todate, in which KBD became the first developer to introduce state-of-the-art home automation features and an infinity pool. The Montana, launched in November 1999, is a 108-unit luxury freehold apartment located off River Valley Road. Other projects include the highly successful Sun Plaza, located next to Sembawang MRT station, which introduced a sun flower theme; The Capri, an 18-unit residential development

situated along the prime Stevens Road; and The Sierra, a 60-unit residential development located in the established residential enclosure of Mount Sinai.

### **About Koh Brothers Group Limited**

Koh Brothers Group was established as a sole proprietorship in 1960 by Mr Koh Tiat Meng undertaking contracting works for civil engineering and building projects. Today, the Group has 45 subsidiaries, 5 JV companies and 3 associated companies in Singapore, PRC, Indonesia, Malaysia and Vietnam.

Over the years, the Group has also undertaken several projects in civil and marine engineering, and in addition, has developed a name for itself as a niche real estate developer, with an established reputation for quality.

Koh Brothers Group's diversified businesses present them with multiple revenue streams, with operating synergies arising from its three core areas of expertise:

- Real Estate;
- Construction and building materials; and
- Leisure & Hospitality.

In January 2007, Koh Brothers Group announced a strategic rationalisation of its businesses to sharpen management focus and as part of its strategy to concentrate on its real estate and construction business in Singapore. As part of the rationalisation, Mr Koh Keng Siang Francis was appointed as the new Chief Executive Officer and Managing Director of Koh Brothers Group. Mr Francis Koh, a civil engineer by training, has 20 years of experience in construction and real estate development. Mr Koh holds an Executive MBA from the National University of Singapore.

## **About Heeton Holdings Limited**

Heeton Holdings Limited was established in 1976, as a private company engaged in the ownership, lease and operation of retail outlets and wet markets, property investment, as well as the development of small to medium sized niche property projects. Heeton Holdings became a public listed company in September 2003.

Since its formation, the company has been renowned for its unique property developments aimed at discerning home buyers. Heeton Holdings' property developments are focused in quality and characterised by their unique architectural features alongside high construction standards.

## **Property Development**

Since the development of the Group's first project, Mandai Garden in 1968, it has been making inroads in the property sector. Hong Heng Garden and Heeton Park, which are medium sized residential property projects developed by the Group in the 1980s, were milestones that established its presence in the property development industry. Some of its current projects include:

DLV, a prestigious 25-unit residential development built on the site of the former Chinese Embassy nestled between Nassim Road, Bukit Timah Road and Stevens Road. The luxurious apartments are equipped with futuristic "fish tank" swimming pools, a "floating" gym, fittings and furnishings from leading European brands and state-of-the-art electrical systems which offer a selection of different scene modes.

Lynnsville 331, along Pasir Panjang Road and located near NUS and Vivocity offers 19 exclusive 3-storey, 5-bedroom units. All units were taken up within two weeks of the highly successful official launch in November 2006. On the back of this overwhelming response, Heeton Holdings has recently purchased another plot of land nearby with the intention of meeting strong demand for innovative cluster homes in the Pasir Panjang area

Heeton Holdings' latest project, launching very soon, The Element @ Stevens is an exclusive 17- unit residential development situated at the heart of the city along Stevens Road. Developed with an elemental theme, the project is surrounded on all sides by water and designed to give owners a unique "floating" effect unlike anything they have experienced. In fact, the effect is so unique that Heeton Holdings has deliberately delayed The Element's launch, to allow prospective homebuyers to fully experience it as the project nears completion.

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