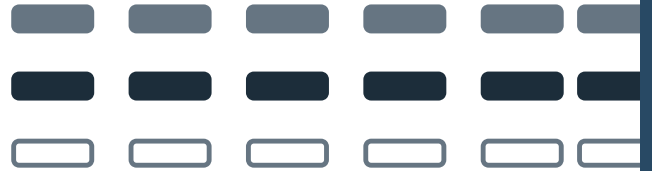


AWANIAN BUZZ

Internal Newsletter

Issue 2: April - June 2024

Editor's Note



Welcome to the second edition of Awanian Buzz for the year!

In this edition, we are excited to showcase the happenings and achievements from the second quarter of 2024. We've got some fantastic stories and updates, along with a special feature on our beloved COO, Mr. James Andrew Bruyns, giving us a glimpse into his life and career.

A huge thank you to all Awanians for your invaluable feedback and creative ideas for future editions of Awanian Buzz.

Let's make this newsletter a truly collaborative platform. We encourage everyone to contribute for the feature stories. Thanks for joining us on this exciting adventure!

Warm regards,

Corporate Communications Department
corp.comms@setiaawan.my





Astrum Ampang Welcomes McDonald's as Anchor Tenant

Astrum Ampang, a trailblazing urban development project, is delighted to announce McDonald's as its anchor tenant, marking a significant milestone in its journey to become a prominent transit-oriented, mixed-use destinations. This partnership is set based on Astrum Ampang's innovative concept, which seamlessly blends living, working, and leisure spaces within a vibrant, accessible hub.

The event was graced by the esteemed team from Gerbang Alaf Restaurants Sdn Bhd which includes, En. Mohd Nasri Mohamad Nor (Vice President - Development), En. Kamaruddin Mohd Djudo (Director - Strategic Planning & Real Estate) and En. Eizhar Firdaus Mohammad (Sr. Manager - Real Estate).

"We are thrilled about this collaboration as this partnership not only elevates business opportunities but also enhances the overall appeal of our development. McDonald's integration into the picture aligns seamlessly with our vision, offering convenience that perfectly complements the dynamic atmosphere of Astrum Ampang that promotes Live, Work and Play experience." - Ng Teck Hua, Executive Director of Setia Awan

The signing ceremony with McDonald's was a landmark event, establishing a robust foundation for the commercial success of both entities.





We did it! - StarProperty Awards 2024

15 May 2024 will forever be engraved in our history as a monumental day for Setia Awan. We proudly secured recognition in three categories at the prestigious StarProperty Awards 2024. The event, themed "Golden Aspirations, Golden Achievements," was officiated by The Minister of Housing and Local Government, YB Tuan Nga Kor Ming, as the Guest of Honor.

The night was a grand affair, filled with prominent industry players such as Sime Darby Property, Gamuda Land, UEM Sunrise Berhad, IJM Land, Mah Sing Group and many others.

Setia Awan competed in two categories: The Creative Space Award and The Skyline Award which we bagged Honours in both categories! In addition, Setia Awan was the only winner for The Creative Space Award!

Based on eligibility, Setia Awan was invited to compete in the coveted All-Stars category, where we went head-to-head with UDA Holdings, Seri Pajam Development, Bon Estate, Parkland Group, amongst others. We proudly placed No. 1 for non-listed companies.

The recognitions marked a significant milestone for Setia Awan, solidifying our position as one of the industry's biggest players.

Special thanks to everyone who was involved in the preparation, and to all Awanians for the contributions and dedication throughout Setia Awan journey. These recognitions are dedicated to all of us!





Mr. James A. Bruyns, our Chief Operating Officer

Meet our beloved Mr. James Andrew Bruyns, the Chief Operating Officer at Setia Awan. With over 30 years of stellar experience in marketing, sales, customer service, business development, and project and property management, Mr. Bruyns is a true titan in the industry.

His impressive academic credentials include Post Graduate Diplomas in Marketing Management and Asia Pacific Regional Business Development, and an E-MBA in International Marketing. These qualifications showcase his relentless pursuit of excellence and continuous learning.



Mr. Bruyns joined Setia Awan in September 2020 as Senior General Manager of Group Marketing & Sales. Thanks to his exceptional leadership, he quickly rose to the position of Chief Operating Officer in September 2021.

Prior to his tenure at Setia Awan, he served as Senior COO at Mah Sing Group and Executive Director at Tropicana Group, where his visionary leadership and strategic acumen drove these organizations to new heights.



Getting to Know Mr. Bruyns



Hobbies: When he's not leading Setia Awan to success, Mr. Bruyns loves to swim, golf, and fish to unwind and clear his mind.

Hidden Talent: *"Being myself."*

Defining Success: *"In the property industry, success is defined by the customer's experience with the company, a prospect becoming a purchaser, and eventually becoming an ambassador for the company. My greatest satisfaction is when the property appreciates in value, and I'm invited to attend a purchaser's housewarming, signifying their pride and happiness in homeownership."*

Hopes and Dreams for Setia Awan: *"My dream is for Setia Awan to become a household name for homeowners - Affordable with Quality!"*

Words of Wisdom: *"If you find this industry suitable for you, don't just work hard and smart. Instill a passion for what you do, and it will go a long way!"*

With his vast expertise and unyielding dedication, Mr. Bruyns continues to lead, pushing boundaries and setting new standards in the industry.

Welcome on board!



"Setia Awan makes me feel safe and valued; its growth and capability for expansion inspire me to be part of it."
- Lee Phaik San, Head of Legal



Yvon Tsen Pei Fong
General Manager
Cost & Contracts



Kelvin Tan Cin Teck
General Manager
Sales & Marketing



Muhamad Syauqee
Bin Mohamad
Manager
Project



Grace Connie Ujang
Deputy Manager
ISO & Compliance



Alwin Wong Kah Keat
Deputy Manager
Sales and Marketing



Sarah Liyana Binti
Mustafa Rawther
Senior Executive
Project



Jane Leong Xiao Juan
Senior Executive
Finance



Nur Sabrina Amni Binti
Mohd Jani
Executive
Project



Noor Azreen Binti
Abdul Rahhim
Executive
CCPM



Nurfarahin Binti
Salehudin
Assistant
Finance

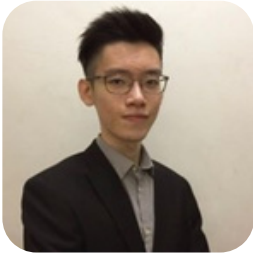


Nur Arina Binti Mohamed
Nazri
Executive
Project



Amy Tang Pei Wearn
Executive
Sales

NEW KIDS ON THE BLOCK!



Brian Loh Kai Yee
Executive
Sales



Nurul Irlyana Binti
Mohd Rozali
Executive
Admin



Nur Farah Aina Binti
Zahari
Executive
CCPM



Muhammad Aiman Bin
Mohd Isa
Clerk of Work
Project



Yahya Suhaimi Bin
Mohd
Clerk of Work
Project



Nur Auni Afifah Binti
Mustapa Kamal
Executive
Project



Puteh Nuraishah Binti
Sahnor
Intern
Sales & Marketing



Paramaeswary A/P
Muniandy
Intern
Facility Management
& Asset

THANK YOU!

Thank you for joining us in this 2nd edition of our newsletter. Your support and engagement mean the world to us. Remember, if you have any questions or feedback, Do submit via QR below. Stay tuned for our next issue, where we'll be diving into even more exciting topics and sharing exclusive updates.



**You got what it takes to become a part of our editorial team!
Submit to us your pitch at corp.comms@setiaawan.my**