

The Prime District at National Gateway of Singapore & Malaysia Asia Bay Areas' 9 Wealth Ciphers



1 The Secret behind the Lifestyle at a Mega Bay Area SEIZE THE OPPORTUNITY OF A WORLD RENOWNED BAY AREA IN THE MAKING



- Approximately 90% of the billionaires in the world are living in bay areas. The bay area of Singapore and Malaysia is significantly emerging after New York, San Francisco, Tokyo and etc, amassing a catchment of high-end consumer population.
- This upcoming bay area between Singapore and Malaysia is deemed as the role model of 'The Belt and Road Initiative', attracting Microsoft, Alibaba, Huawei and other world's top-500 corporations to set foot for infinite business opportunity.

2 The Secret behind Prosperity at a Prime Zone MUTUAL GROWTH BETWEEN SINGAPORE AND MALAYSIA THE REENACTMENT OF THE "SHENZHEN - HONG KONG" REGIONAL INVESTMENT OPPORTUNITY 20 YEARS AGO

- Located at the core of Johor Bahru CBD, Iskandar Malaysia, and just 1 bridge away Woodlands CBD of Singapore.
- ½ the daily expenses and ¼ the property price in Singapore, it's a golden investment opportunity as if encountering the "Shenzhen - Hong Kong" Region 20 years ago.

3 The Secret behind Convenience in Advanced Accessibility A HIGHLY COVETED PIECE OF LAND ADJACENT TO THE CHECKPOINT OF MALAYSIA AND SINGAPORE TRANSNATIONAL TRANSPORT CONNECTIVITY THAT BOOSTS BUSINESS OPPORTUNITIES



- The commercial centre is integrated with transnational RTS, patrons can travel conveniently 1 stop away to and from Singapore.
- CIQ Link Bridge between Singapore and Malaysia, efficiently accommodate to the transnational traffic flow.
- Direct flight to China, bringing on business opportunities worldwide.

4 The Secret behind Population in a High Catchment Area A CONSUMER MAGNETIC FIELD IN ASIA ATTRACTING PATRONS WITH MULTIPLE MUTUAL BENEFITS

- The CIQ checkpoint between Singapore and Malaysia accommodates 350k headcount of daily traffic with approximately 150k of them are Singaporean travellers.
- Integrated with condominiums, hotels, and office towers which gather a pool of high spending power population apart from the 1.8 million residents that form a sizeable market in Johor Bahru.



5 The Secret behind Development of a Mature Neighbourhood A PRIZED DISTRICT PROXIMATE TO SINGAPORE INVEST IN A BUSTLING COMMERCIAL ZONE TO CAPTURE YIELD RETURNS FROM DAY ONE

- An integrated commercial centre located next to national gateway, only 1.056m away from Singapore.
- These retail outlets are integrated with Marina Business District and Marina Place Phase 1.
- 10 minutes drive to City Square, KSL City Mall and Johor Bahru City Centre.
- Only 30 minute drive to reach Orchard Road, Kreta Ayer Road, Marina Bay and various other places in Singapore.
- Flight to Kuala Lumpur from Johor Bahru only takes 60 minutes, realising an interconnected megacity living experiences among the 3 cities: Singapore, Johor Bahru and Kuala Lumpur.

6 The Secret behind Business in a Bustling Commercial Centre GATHERING INTERNATIONAL BRANDS CATALYSING THE POTENTIALS OF A BAY AREA

- International Hyatt Hotel, Hong Kong EEG Cinema and ASEAN renowned Jaya Grocer are part of the anchor brands.
- The first opera house in Johor Bahru, luxury private yacht and other high-end amenities are just a stone's throw away each other, soon to attract patron crowds.



7 The Secret behind the Success of a Prominent Brand CHINA'S LEADING DEVELOPER IN BUSINESS PROPERTY DEVELOPMENT SECTOR EXPERIENCED WITH 24 YEARS OF GLORIOUS ACHIEVEMENT

- R&F Property - Acclaimed as one of the Top-10 property developer in China, a City Landmark builder, and the largest luxury hotel owner in the world.
- 24 years of business operation accumulated sufficient experience and resourceful enough to provide VIP's customised yield return for business operators.



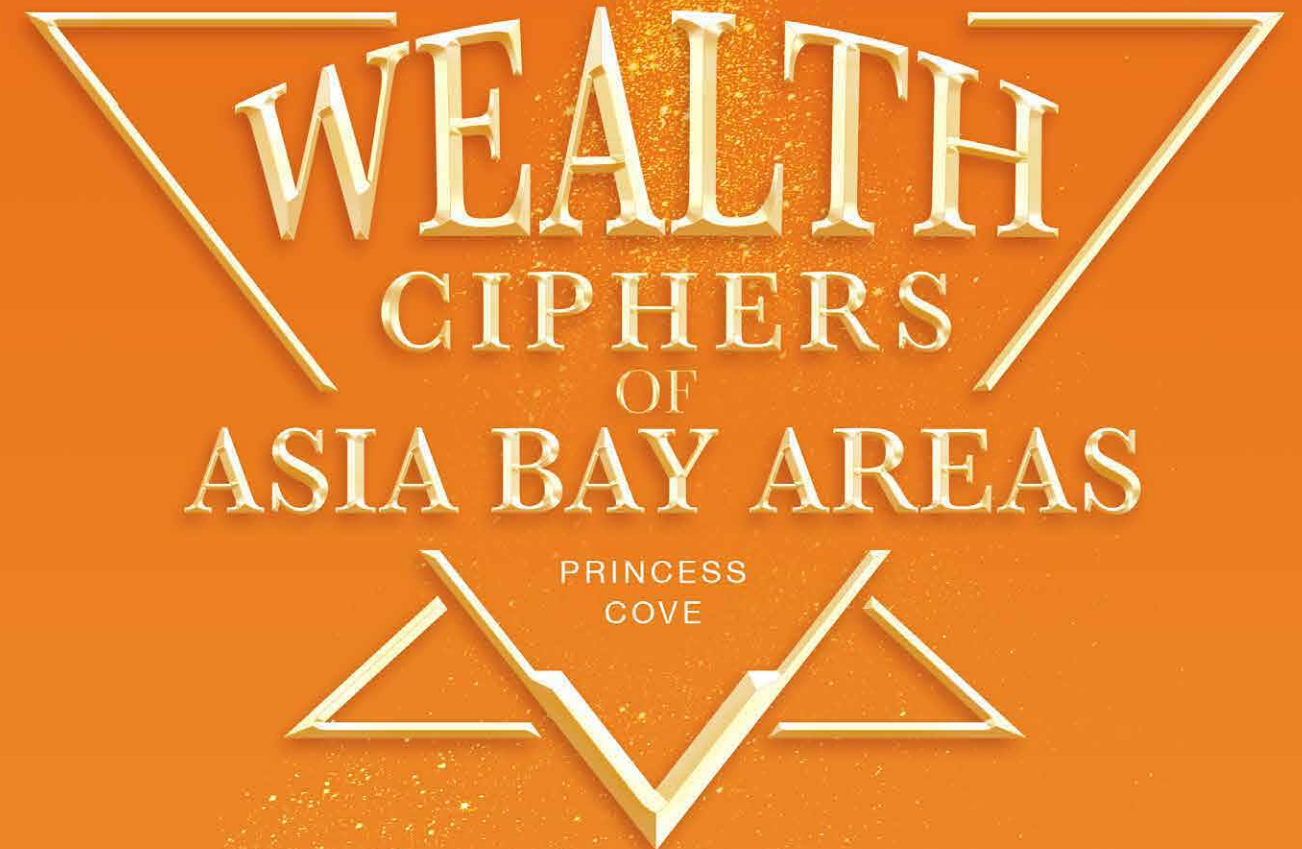
8 The Secret behind Value Appreciation in a Fruitful Investment THE VERY BEGINNING OF A THRIVING BAY AREA INVEST FROM THE START FOR MAXIMUM RETURN

- The monthly rental yield from a mature retail unit in Johor Bahru is approximately RM200-500/m², ownership transaction of these retail units is rare and usually selling at RM40,000-60,000/m² and above, with interest rate up to 5%.
- The selling price of the surrounding commercial property is constantly increasing over strong demand.



9 The Secret behind Customisation in an Exquisite Master Plan APPLYING THE WISDOM OF CHINESE BUSINESS MINDSET FORGING THE GREATEST MONEY-MAKING PROPERTY BETWEEN SINGAPORE AND MALAYSIA

- Building the most strategic seafront commercial region to be the one and only rendezvous for the rich and the elites in Singapore and Malaysia, equivalent to Malaysia's version of Singapore Clarke Quay.
- Grouping 'Creative Art Zone', 'Leisure Fashion Area', and 'Worldwide Gourmet Street' altogether as a vibrant commercial region for wealth creation.



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1056^m

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R&F Princess Cove's Master Plan for Seine Region Retail Zone



- Southern Wing (19 unit retails, for non F&B only)**
7.1m in height (3.6m for ground floor, 3.5m for upper floor)
- Eastern Wing (26 unit retails, exclusive for F&B)**
3.8m – 6.5m in height
- Northern Wing (17 unit retails, exclusive for F&B)**
9.6m in height (5.5m for ground floor, 4m for upper floor)

* WIDTH STATED IN THE IMAGE SHOWS THE ACTUAL WIDTH OF THE SHOP-FRONT WINDOW

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