

Miscellaneous

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Announcement Title * KOH BROTHERS DEFINES LIFESTYLE WITH "CONCEPT HOME" AT NEW DEVELOPMENT – FIORENZA

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KOH BROTHERS
DEVELOPMENT
PTE LTD

NEWS RELEASE

KOH BROTHERS DEFINES LIFESTYLE WITH “CONCEPT HOME” AT NEW DEVELOPMENT – FIORENZA

- ***First Developer to take bold step to open up a brand new lifestyle unit “Concept Home” to one lucky family for six months***
- ***Maximum comfort for modern compact living spaces through innovative space optimisation ideas to provide signature lifestyle***

Singapore, May 7, 2012 – With the average apartment size in Singapore shrinking rapidly, how does one maximise the use of limited space? Once again, Koh Brothers Development, a wholly-owned subsidiary of Koh Brothers Group Limited (“Koh Brothers” or the “Group”), a well-established construction, property development and specialist engineering solutions provider, is set to blaze a new trail in ***Defining Lifestyle*** through the creation of a ***Concept Home*** within its new development, Fiorenza.

Small in space but big in details, some of the trailblazing and ***innovative features*** in this unit include space optimisation ideas – from Italian imported electric-operated coffee cum dining table, to high-end “Cabrio In” range of designer study/work furniture, to SONOS advanced multi-room surround sound system, to motorised sun screen technology and 3D contemporary wall decoration – all meant to push the envelope in redefining urban living and maximising living comfort with innovative technology.

Commenting on this new initiative, Mr Francis Koh, Managing Director and Group CEO of Koh Brothers Group said, “We are pleased to be the first developer to create a Concept Home that brings together innovative Big ideas for Smaller spaces. Our aim is to provide signature lifestyle to potential buyers of our future developments, one that offers maximum comfort in modern compact living spaces. We see this as the trend going forward, and we want to be the one taking the lead in defining the standard.”

As part of its plan to gather feedback from “real” users, Koh Brothers would be offering a lucky family a chance to stay in the Concept Home for 6 months starting from the June holiday. The 1,367 square foot two-bedroom unit has been fully furnished to provide modern luxury. Besides technology-rich features, the unit also comes with designer interior, living rooms with branded furniture and glass Jacuzzi in the balcony.

Mr Koh commented, “We are interested in the feedback of home buyers and this is our commitment to bring lifestyle living to new heights for all of our residential property developments. We have a long standing reputation of developing quality, themed projects. Every project is unique and we take pride in going beyond limits to give homeowners the added touch. We have moved the bar higher, from selling of houses to homes and now, Defining Lifestyle.”

Launched in April 2009, the Fiorenza was inspired by passionate Italian culture with its bold artistic tastes, unrestrained luxury and a free-spirited lifestyle. Located at Florence Road, the development which received its TOP in June 2011, broke new grounds on many fronts, including space optimisation features and fittings and state-of-the-art entertainment technology to exult understated luxury. ***(Please see Factsheet for more details of Concept Home).***

About Koh Brothers Group Limited

Listed on SGX Mainboard in August 1994, Koh Brothers Group is a well-established construction, property development and specialist engineering solutions provider, which was started as a sole proprietorship in 1966 by Mr Koh Tiat Meng. Today, the Group has more than 40 subsidiaries, joint venture companies and associated companies spread over Singapore, PRC, Indonesia, and Malaysia.

Over the years, the Group has undertaken numerous construction and infrastructure projects with its A1 grading by the Building and Construction Authority (“BCA”). It is currently the highest grade for contractors’ registration in this category, and allows the Group to tender for public sector construction projects of unlimited value. In addition, the Group has developed a name for itself as a niche real estate developer, with an established reputation for quality and innovation.

Koh Brothers Group’s diversified businesses present them with multiple revenue streams from three core areas:

- Construction and Building Materials;
- Real Estate; and
- Leisure & Hospitality.

Construction and Building Materials

This division leads in providing a complete and diverse range of infrastructure project management, products, services and solutions for the construction industry.

One of its major projects is the iconic Marina Barrage which was successfully completed in October 2008. In November 2010, the Group announced it was awarded PUB’s Geylang River Makeover Project worth S\$37.8 million.

Most recently in March 2011, Koh Brothers announced the award of a new contract worth S\$63.2 million from Phileap Pte Ltd, for the construction of Lincoln Suites – a luxurious condominium project at Kiang Guan Avenue, off Newton Road, in District 11.

Ongoing projects include the Downtown Line 1 Bugis Station, Punggol Waterway Parts One and Two, the Common Service Tunnel at the Business Financial Centre, and public housing at Choa Chu Kang.

The Building Materials division provides total ready-mix concrete solutions to the construction industry. The supply chain includes cement, ready-mix concrete, equipment rental and various types of products such as pre-cast elements and interlocking concrete blocks.

Real Estate

The Group's Real Estate division provides quality property developments with specialised themes at choice locations. Koh Brothers Development Pte Ltd ("KBD"), established in 1993, a wholly-owned subsidiary of Koh Brothers Group, is our flagship company for the Group's Real Estate division.

KBD is noted for its 'lifestyle-and-theme' developments. For example, its Starville project was the first to introduce a star-gazing observatory, complete with an astronomy theme. Launched in June 2003, this project is a joint venture between KBD and AIG Lengkong Investment Limited, a member of American International Group Inc. Earlier projects include The Montana, in which KBD became the first developer to introduce state-of-the-art home automation features, broadband cable and an infinity pool. The Montana, launched in November 1999, is a 108-unit luxury freehold apartment located off River Valley Road. In October 2006, it also launched its four-units-only luxurious, freehold bungalow project, "Bungalows @ Caldecott", uniquely designed with a number of firsts in Singapore such as bathrooms studded with Swarovski wall crystals, Avant-Garde sanitary fittings incorporating luxury brand names like Visentin, and a specially-designed Water Conservation System.

In April 2006, it announced the acquisition of Hilton Tower, located in the prime freehold Leonie Hill area, for S\$79.2 million together with Heeton Land Pte Ltd. It is now the site for the premium condominium, The Lumos.

In June 2007, Koh Brothers Group Limited, Heeton Holdings Ltd, KSH Holdings Limited and Lian Beng Group Ltd formed a consortium with equal shares each and were successfully awarded the prime Lincoln Lodge site at 1/3 Khiang Guan Avenue, off Newton Road in District 11. The site has been redeveloped to the luxurious condominium project, Lincoln Suites, which features sky-high elevated gyms, wireless multi – room music systems and thematic communal dining facilities. Lincoln Suites was launched in October 2009.

Fiorenza, another prized freehold development by KBD, was launched in April 2009. Inspired by the passionate Italian culture with its bold artistic tastes, unrestrained luxury and a free-spirited lifestyle, this Avant-Garde development, located at Florence Road, received its TOP in June 2011.

Other completed projects include:

- The highly successful Sun Plaza, located next to Sembawang MRT station, which introduced a sunflower theme. The residential block in Sun Plaza has been fully sold and the retail mall is currently held as an investment with high occupancy;
- The Capri, an 18-unit residential development, is situated along the prime Stevens Road; and
- The Sierra, an 18-storey residential development comprising 60 units located in the established and popular enclave of Mount Sinai.

Leisure & Hospitality

This division provides ‘no-frills’ hospitality services through its Oxford Hotel brand name with more than 130 hotel rooms.

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