

**Miscellaneous**

\* Asterisks denote mandatory information

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**>> Announcement Details**

The details of the announcement start here ...

Announcement Title \* KOH BROTHERS AND HEETON COLLABORATE WITH TOP ITALIAN LUXURY BRANDS FOR PRIME LUMOS DEVELOPMENT

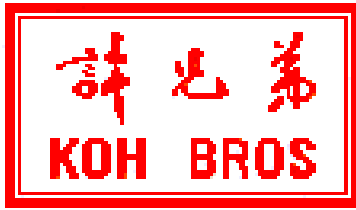
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**Attachments**

 [PrimeLumosDevelopment.pdf](#)

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## NEWS RELEASE

### KOH BROTHERS AND HEETON COLLABORATE WITH TOP ITALIAN LUXURY BRANDS FOR PRIME LUMOS DEVELOPMENT

**Singapore, April 25, 2012** – 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”), a wholly-owned subsidiary of Heeton Holdings Limited (“Heeton Holdings”) today announced their first collaboration with top, high-fashion, and global luxury brands, Fendi casa and Kenzo maison, to decorate and furnish selected units of The Lumos development, situated in the prime Leonie Hill enclave.

KBD and Heeton will be collaborating with Fendi casa and Kenzo maison to furnish a 2,433-square-foot, four-bedroom unit and a 1,755-square-foot, three-bedroom unit respectively. This includes interior design of the bedrooms, study rooms and living rooms with Fendi casa and Kenzo maison branded furniture and home essentials such as sofas, coffee tables and chairs, dining sets, bedroom sets, chandeliers etc.

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 themed developer to work with top Italian luxury brands, Fendi casa and Kenzo maison, to decorate two of our Lumos units. This is our commitment to bring lifestyle living to new heights for our luxury residential property developments.”

Mr Danny Low, Chief Operating Officer of Heeton Holdings, said, “The Lumos was designed with affluence in mind. The collaboration with iconic brands Fendi casa and Kenzo maison is in line with our practice of working with internationally renowned creative talents for our luxury developments to inject elements of high living that appeal to the well-heeled and well-travelled.”

A mere five-minute stroll from Orchard Road, The Lumos promises luxurious living in the very heart of the city. Rising 36 storeys, The Lumos is set to light up the Orchard Road skyline, heralding the future of luxurious living with its bold, iconic design 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” symbolising 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 three-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 echelons of Singapore’s most prestigious developments.

Mr Koh added, “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 home-owners the added touch. We have moved the bar higher, from selling of houses to homes and now, Lifestyle. We are committed to improving lifestyle and will be on a lookout for more avant garde ideas and strategic partnerships.”

## **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 Kiang 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.

## **About Heeton Holdings Limited**

Heeton Holdings is a niche developer of distinctive residential properties that are exquisite in architectural design and outstanding in quality.

Most of the Group's projects are situated in Singapore's prime districts. Among its completed projects are DLV at Dalvey Road, The Element@Stevens, detached and semi-detached houses along Holland Road, as well as a joint-venture project, The Lumos at Leonie Hill. Heeton has also joined hands with other local and regional developers to develop properties locally and in the region. Some of these include Lincoln Suites off Newton Road, Twins at Damansara Heights (Malaysia), The Boutiq at Killiney Road, current sites of MacPherson Green, along MacPherson Road, and Camay Court, along Telok Kurau Road.

Heeton prides itself on building exceptional and uniquely designed homes that measure up to international standards. As testament to its commitment to innovation and cutting-edge design, the Group brought in yoo, a world-renowned design company co-founded by designer Philippe Starck and British developer John Hitchcox, to design the interiors and landscaping of iLiv@Grange.

Heeton is also engaged in property investment. Its current portfolio of investment property includes Sun Plaza, El Centro, The Woodgrove and Tampines Mart. For more information, please visit [www.heeton.com](http://www.heeton.com).

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