

living MOMENTS

A NEW MALL
OPENS

FUND RAISING
FOR
HOPE
PLACE

X'MAS
PARTY HIGHLIGHTS



THE FIRST ISSUE

Magazine of HSL Properties



ICONIC LUXURY LIVING

IN KUCHING, SARAWAK

- 3-Storey Designer Bungalows
- Innovative Duplexes
- Resort Standard Clubhouse
- Lush Landscape with Playgrounds
- Gated & Guarded



hsl.com.my

PRECINCT GRONDE

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HOCK SENG LEE CONSTRUCTION SENDIRIAN BERHAD 199401042966 (328654-W)
No. 1, HSL Tower, Lorong La Promenade 2, La Promenade, Kuching-Samarahan Expressway, 94300 Kota Samarahan, Sarawak, Malaysia.

Project Address: La Promenade - Precinct Grande, Lot 1689 (Part of Lot 893), Block 14, Muara Tuang Land District, Kuching-Samarahan Expressway, Samarahan | House Units: Three-Storey Detach (9 units), Three-Storey Duplex (32 units) | Developer's License No.: L1605/KP/HD/09/160-R7 | Validity: 16.03.2019 - 15.03.2021 | Advertisement and Sales Permit No.: P2257/KP/HD/09/160-R3-7 | Validity: 16.11.2020 - 15.03.2021 | Expected Date of Completion: 32 months from date of S&P | Tenure of Land: 99 years leasehold (Mixed Zone Land) | Building Plan No.: (Three-Storey Detach) MPKS/PB/57/2018, MPKS/PB/56/2018, MPKS/PB/59/2018, MPKS/PB/60/2018, MPKS/PB/61/2018; (Three-Storey Duplex) MPKS/PB/71/2018, MPKS/PB/81/2018, MPKS/PB/44/2020, MPKS/PB/45/2020 | Approval Authority: Majlis Perbandaran Kota Samarahan | SPA Approval No.: PRED115-16 | Selling Price: Designer Bungalow from RM43,390,000- RM4,350,888, Bungalow Majestic (from RM3,580,000-RM4,350,888), Bungalow Elegant (from RM3,150,000- RM4,350,888), Duplex Modern (from RM1,850,000-RM2,200,000), Duplex Classic (from RM1,850,000-RM2,200,000) | SHEDA Membership: SHEDA/179/00
La Promenade - Precinct Luxe, Lot 1600 (Part of Lot 893), Block 14, Muara Tuang Land District, Kuching-Samarahan Expressway, Samarahan | House Units: Super-Link Homes (112 units) | Developer's License No.: L1605/KP/HD/09/160-R7 | Validity: 16.03.2019 - 15.03.2021 | Advertisement and Sales Permit No.: P2257/KP/HD/09/160-R3-7 | Validity: 16.11.2020 - 15.03.2021 | Expected Date of Completion: 24 months from date of S&P | Tenure of Land: 99 years leasehold (Mixed Zone Land) | Building Plan No.: MPKS/PB/137/2013, MPKS/PB/138/2013, MPKS/PB/139/2013, MPKS/PB/140/2013 | Approval Authority: Majlis Perbandaran Kota Samarahan | SPA Approval No.: P/BD/780-15 | Selling Price: Double-Storey Terrace (Super-Link Homes) (Type 1) from RM955,388 - RM1,186,110; (Type 2A) from RM955,388 - RM1,470,110; (Type 2B) from RM955,388 - RM1,199,999 | SHEDA Membership: SHEDA/179/00



Disclaimer Note: Illustrations are an artist's impression only. The information and plans are subject to change as maybe required by the authorities or architect and cannot form part of an offer or contract. While every care has been taken in the preparation of this advertisement, the developer or agent cannot be held responsible for any inaccuracy.

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EDITOR'S *note*

First and foremost, greetings to our beloved readers. A warm welcome to our first born issue of Living Moments, where we feature latest insights on Hock Seng Lee's properties and our new mall.

HSL's core business since inception is infrastructure construction, and about 20 years ago, we ventured into the real estate industry.

This year, finally, we're launching our first-ever shopping mall. Our excitements are hardly contained. La Promenade Mall will open in late January with a strong line-up of eateries and cafes, as well as Choice Supermarket. A huge fitness centre on level four is almost ready.

In this issue, you will read about our "Support Local" policy in tenancy selection, our Green Building Index certified mall, and also a fund-raising animation for Hope Place.

Looking ahead in 2021, we will continue to expand Samariang Aman 3 with more affordable options.

Till the next edition, lots of love.



- Lisa Ikram, Editor

AROUND *The* CORNER



Here are our current tenants that will be opening their stores with us. More to come, stay tuned!

Occupying a massive 9,700sqft is our anchor tenant **Choice Supermarket**. Designed by Australian firm BHO Interiors, this Choice premium outlet will have a food kiosk, a corner for health products and a combination of serviced cashiers and self-checkout aisles.

For the health junkies, there will be **Sweat Factory** for you. This 6,500sqft gym is on a corner lot on level four, boasting magnificent sunrise and sunset views. You'll have to see it to believe how good it looks.

One of Kuching's favourite eateries, **NOMS** is gearing up their third outlet here. Whether it's burgers or chicken wings you crave, NOMS will fill you up throughout the day.

Rice King's interior design will be among the most impressive of our tenants. Designed to resemble 'Bian Dang' — traditional Taiwanese bento boxes sold at train stations — Rice King offers premium food in an elegantly designed space.

We're also excited about **Authentic Chicken Rice** as it is Hock King's first full restaurant in a mall. Those who loves good chicken rice can head over here and satisfy your cravings.

CHOICE SUPERMARKET



SWEAT FACTORY



NOMS



RICE KING





 **CHOICE**



Noms
• GOOD GRUB ON THE BLOCK • EST 2015 •



正宗 飯
AUTHENTIC CHICKEN RICE

 **Saranut**

 **Taka Patisserie**

Mr. DOMUS
DOMUS GROUP

Who doesn't love a good coffee or tea? **Black Bean Coffee & Tea** will wow you with their world-famous Sarawak Liberica and nostalgic ambience. Interior designer Lucas Goh created the space using parts from real old kampung houses. Delicious drinks and Instagramable views? This café checks those boxes!

And of course, to complete the food course we have our very own **Taka Patisserie**. Good pastries and cakes are always good with coffees and teas.

Not to forget those with a more fancier tastebuds, probably craving a steak for lunch with a side of avocado salad, **Mr Domus** has you covered as they are next to join the food and beverage line-up of this mall.

AUTHENTIC CHICKEN RICE

BLACK BEAN COFFEE & TEA

TAKA PATISSERIE

LA PROMENADE MALL — HSL'S SECOND GREEN BUILDING

*The Mall That Connects To HSL Tower Will
Also Be Green Building Index Certified.*

The HSL Tower complex comprises two major components: a 10-storey office block and this four-storey commercial podium.

From inception, the office block was designed to serve as HSL's signpost, a leading construction innovator. To date, it remains the only privately built Green Building Index (GBI) office building in the state.

Its key feature is the glass curtain wall, made of 3,700 triple-glazed panels that lets in lights but not heat. Bright and cooling, our office enjoys the best of both comforts. We have demonstrated a reduced energy consumption of about 25%.

More recently, we received delightful news that our mall also complies to the latest green standards.

A GBI compliant mall has many advantages to different parties. As a builder, we stay ahead of the competition. To our tenants, they will enjoy more natural light but less air-con usage. For the public, they will shop, dine and play in a comfortable environment.

When you visit La Promenade Mall, be sure to check out the 'light shafts' that go into our basement carpark. They help reduce the need for electric lighting underground. Even the staircases to the basement are glass canopies.

Our mall is also surrounded by amazing landscaping. The first tree was planted in La Promenade over eight years ago and we continually add about 100 trees to the 200-acre site yearly.

We hope La Promenade Mall will be your preferred shopping and community destination.

THIS MALL SUPPORTS SARAWAKIAN BUSINESSES



We Are Proud Of Sarawak's 'Can Do!' Attitude

We are taking a 'Support Local' approach in our mall's tenancy selection. Almost every potential tenant we have invited is Sarawak based.

We are immensely proud of our local business entrepreneurs. Our mall's ground floor is presently 100% tenanted by local brands.

They range from proven brands like Choice Supermarket, Black Bean Coffee and Tea, and Taka Patisserie. These are brands that have been around for over 20 years.

We also have Hock King Authentic Chicken Rice by the highly capable Nicholas Choo, who is opening his 13th outlet at our mall. Inviting Hock King was a no brainer for us. Choo reciprocated our faith in him, signing up with our mall within a day of discussions.

Hock Seng Lee is also proud to support young business developers such as NOMS. The NOMS eatery is one of the best emerging brands in Sarawak's food scene. Founders — brothers Ardeles and Avertino Phua, and their friend Kelvin Chong — work immensely hard and are constant innovators. Their menu is frequently refreshed and their marketing is daring.

Rice King's Peter Chieng is another impressive Sarawakian. To start a Taiwanese food franchise, Chieng's team learnt from experts in Taipei. The branch at La Promenade is his second under the brand, and Chieng is busy readying his third

outlet in Sibiu. Chieng worked tirelessly over the MCO, using Zoom to exchange knowledge with Taiwanese chefs and his team.

HSL's leasing senior manager Trish Lui is overjoyed with the management's 'Support Local' policy.

"We are a company proud of our roots. As a property developer, we feature local arts in our showhouses, and at this mall, we made sure to prioritise local businesses," Lui said.

"There is a real 'can do' spirit among Sarawakians. We take on challenges, we plan well, and we're often successful. There is a lot we can be proud of. When we wanted burgers, we approached NOMS; when we wanted a supermarket, we talked to Choice; when we wanted coffee, we spoke to Black Bean. We really hope this mall inspires more Sarawakians into the business field."

HSL would not be where it is now had it not been for the collective hard work and enthusiasm of all Sarawakians.

" We are a company proud of our roots. As a property developer, we feature local arts in our showhouses, and at this mall, we made sure to prioritise local businesses, " Lui said.



HSL staff in a group photo after renovating a Hope Place recipient's home in a Corporate Social Responsibility event last year.



Hope Place provides food and necessities to society's needy.



The animated video hand-drawn by a team of young talented Sarawakian graduate is sponsored by HSL.

HOPE FOR THE NEEDY

Hope Place Aims To Raise RM100,000 Through Animated Short Film

Persatuan Kebajikan Harapan Kuching



hope.place

HOPE Place, the charity that provides food and necessities to society's neediest, has launched a fundraising animated short.

Sponsored by HSL and created by Pixbugs Studio, every frame of the four-minute animation is hand drawn. It took lead animator Ray Lee a painstaking and tedious seven months, from story-boarding to the completed piece.

Hope Place founder Kelvin Wan said he was deeply touched upon viewing the finished animated short.

"The story is about helping an old lady, as seen from the point-of-view of a young girl. This animation captures both the sadness of those in need and also the joys of collective help. There's a sense of youthful optimism and camaraderie. It really moved me," Wan said.

The animation is being launched at a time when the NGO is at its busiest helping families hit hard by the pandemic. It is common knowledge that the poorest are affected the most, Wan said, adding that fund raising now is crucial.

" We have hundreds of families on our lists. We

help as many as we can but there is much more that needs to be done. It's also the year-end monsoon season and we're preparing to help during times of disasters."

HSL is one of Hope Place's biggest donors.

Besides sponsoring this video, HSL also gives Hope Place grants and recently provided two shoplots at Eden Centre 3, opposite JPJ at Mile 12, free-of-rental for Hope Place to set up a "Kedai Bajet".

The unveiling of the fundraiser was at the new HSL Tower and La Promenade Mall's level five auditorium.

Hope Place was founded in 2013.

To view the video, check hsl.com.my, or visit [@hslcn](https://www.facebook.com/hslcn) on Facebook and Instagram

To learn more about the charity, visit hopeplace.org.my or call **013 5672 775 / 082 505 987**

“

We have hundreds of families on our lists. We help as many as we can but there is much more that needs to be done. It's also the year-end monsoon season and we're preparing to help during times of disasters.

”

Wan said.

DONATIONS

Bank: Maybank

Account No: 5112 8900 1160

Recipient: Persatuan Kebajikan

Harapan Kuching

Swift Code: MBBEMYKL

MBB Branch No: 11289

TO LEASE
019 816 8866

Pharmacy | Medical Clinic | Dentist |
Optometrist | Hair & Beauty Salon

La Promenade
MALL



Black Bean Coffee & Tea

World's Best Sarawak Liberica

If you can name one good coffee place in Sarawak, this brand may be in your list of choice.

What first started as a small kopitiam at Ewe Hai Street (also known as Carpenter Street) back in 2000, Black Bean Coffee & Tea now has become one of the famous coffee spots for avid coffee drinkers.

Known for using local grown Liberica coffee, Black Bean earned their fame internationally thanks to travelling journalists and tourists as they are listed in Lonely Planet back in May 2018 as **"one of the world's best coffee experiences"**.

"It was a true achievement and honour to be ranked among the world's best," said co-founder Han Pi Chin.

We are proud to have Black Bean on board at La Promenade Mall as this is their largest outlet yet.

Lucas Goh, the interior designer responsible for the café's layout, envisioned a place that would be nostalgic to the community.

As such, he used upcycling doors, window panels, and frames as partitions with woven baskets and coffee gunny sacks turned into hanging lights.

This atmosphere will surely bring customers back to their childhoods.

“

It was a true achievement and honour to be ranked among the world's best.

”

said co-founder Han Pi Chin.



Fun Fact!

Historical records found that Arabica and Robusta, another coffee species famous nationwide could not withstand the climate and environment of Sarawak as compared to Liberica.

First planted in 1890s, Liberica thrived well until today and is known locally as kopi Dayak when the first crop was harvested by the Iban community.





VISTA INDUSTRIAL PARK – A TREND SETTER

Near Ports, City Centre And High-Tech Park, VIP Also Boasts A Big Central Park

Vista Industrial Park (VIP) is an ideal location for all types of businesses, from central kitchens to retail, warehouses and even offices.

HSL has released 195 light industrial units for sale with newer phases in the pipeline. Most units are double-storey semi-detached units with large compounds.

VIP at 200 acres is the largest business park by a private developer in Sarawak. It is strategically located within Sarawak's established industrial zone, approximately 10 minutes to the city centre, airport, seaports of Pending and Sejingkat.

It is also adjacent to the highly successful Sama Jaya High Tech Park, which has an annual export valued at nearly RM3bil, and the iconic Borneo Convention Centre Kuching.

Accessibility is excellent via a newly built double dual-carriageway from Jalan Setia Raja, a major highway linking Samarahan, Pending and Petrajaya. A network of new internal roads wrap neatly around the business estate.

Befitting its name, a 3.3-acre landscaped park is a key component of VIP.

"Units facing the park are higher in demand. We are happy business owners have responded positively to this design element. It shows businesses want a better working environment and quality masterplanning," property development general manager Tay Chiok Kee said.

The main selling point is the oversized premises. All units are 8m to 8.8m in width, 17.5m to 21m in length. Ground floor entrances and ceilings are extra tall to accommodate heavy machinery. Separate entrances with stairways have been created for upper floors, which are similarly wide, airy and multi-use friendly.

Unit sizes are from 3,053 sqft with land areas from 13.84 points. The largest, a detached unit under construction in a new phase, has a floor space of 5,658 sqft and 32.37 points of land.

"VIP is suitable for a wide range of operations, including those needing a clean, quality-controlled environment. A popular food and beverage franchise has set up its central kitchen at VIP," Tay said. A unit at VIP has also been turned into a testing lab for a utilities provider.

VIP is one of HSL's most important long-term real estate projects.

Portions of the 200-acre site is earmarked for HSL's own usage. Although plans are under wraps, HSL's own developments within VIP are expected to be significant and ensure investor confidence.

Search **#VIPHSL** on Facebook, Instagram and Youtube to view photos and informative videos on this ideal business location.



A 3.3-acre park is a key feature.

Events

MONTHLY



COLOUR & WIN

Our Samariang Aman 3 colouring contest has been ongoing since August and it received so much love from the community. Too many beautiful, creative entries submitted every month. Due to its popularity, we are extending the contest to 2021!

2-3

JAN

TIME
9am - 5pm



FAMILY DAY

Celebrate the new year with us at our Family Day at Precinct Luxe event on January 2 & 3.

Fun activities include colouring contests, cookies decoration competitions, batik coloring, bike riding, kite flying, bubble playing and balloon giveaways. We welcome everyone to join in the fun.

30-31

JAN

TIME
10am - 4pm



V.I.P SALES

Come and explore our V.I.P estate on January 30-31. Experience for yourself what makes V.I.P stand out as a versatile Light Industrial Park.

22

JAN

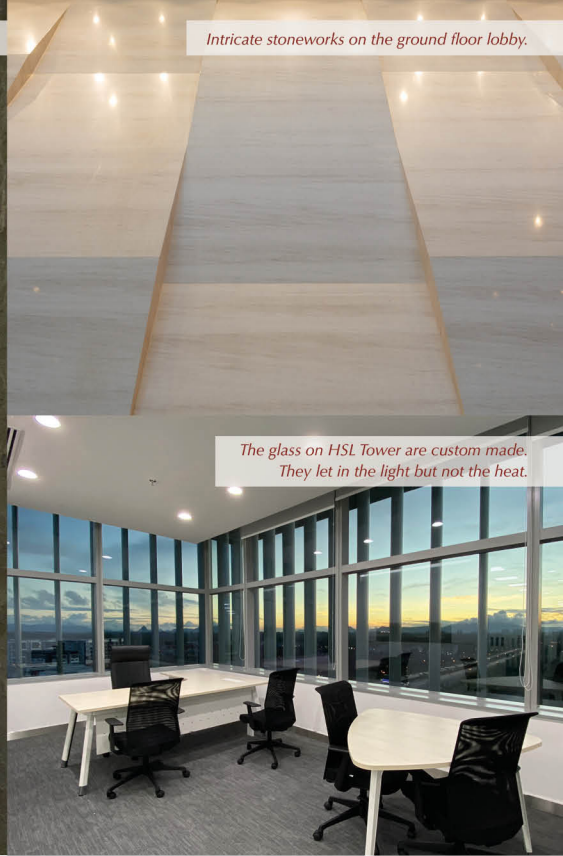


OPENING

Savour new food and beverage options at La Promenade Mall. Eateries and cafes on the ground floor have begun operating. The flagship Choice Supermarket will open before Chinese New Year.

Level 10's skylights are beautiful, mimicking the night sky.

Intricate stoneworks on the ground floor lobby.



The glass on HSL Tower are custom made. They let in the light but not the heat.



TOWER

A Look Back At Our First Six Months Here

Half a year has passed since we moved into our new building on July 20, and finally we get the chance to introduce our brand-new headquarters, the HSL Tower.

It is a demonstration of our advanced capabilities — from planning a Green Building Index certified office space, to ensuring fine workmanship.

This 10-storey building is located at HSL's flagship La Promenade, between the established city centre and fast developing smart township of Samarahan.

This new address puts us closer to the airport, two public universities, a golf course and the highly reputable heart centre compared to before when we were located at Pending.

HSL Tower is the first component in La Promenade's commercial zone, which is 40 acres big. This office building complements the 160 acres of La Promenade's gated residences beyond the main lake and guardhouse.

Our office is also environmentally friendly, sharing the same feature of our La Promenade Mall glass curtain walls.

Sunlight can even enter the underground car park for further electric savings, with all our furniture including carpets and cabinets are from responsible sources.

HSL Tower is extremely high-tech with

fully fibre optic Internet as this is efficient for our staff.

Our lifts are among the fastest in Sarawak, boasting a travelling speed of 2.5 meters every second, yet nowhere still feels more high-tech than the entrance.

Every staff, every visitor is greeted with face scanners, which not only detects body temperatures, but also checks for masks usage. These futuristic devices set the tone for the rest of the building.

Other movie-like areas include the sliding glass doors, auto sanitiser dispensers and wraparound sky terraces on levels five, nine and 10.

Our building is beautifully landscaped. Viewing platforms overlook the busy expressway and have commanding views towards Kuching, Santubong, Gunung Serapi and the Penrissen ranges in the distance.

"What else can we say, we love the new office."





HSL Quiz:

- NEW YEAR EDITION -

1. On what year was HSL listed on the Bursa Malaysia Stock Exchange?
 - A. 1986
 - B. 1996
 - C. 2000
 - D. 2006
2. How many car parking bays are there at the basement of HSL Tower?
 - A. 211
 - B. 221
 - C. 231
 - D. 241
3. Which of the following project is completed by Hock Seng Lee Berhad?
 - A. Third Mile Flyover
 - B. Jalan Song Flyover
 - C. Mukah Steel Arch Bridge
 - D. All of the above
4. Which of the following is not at La Promenade residential development?
 - A. Precinct Grande
 - B. Precinct Luxe
 - C. Precinct Premiere
 - D. The Leaf
5. Which of the following machinery is the HSL logo design connected to?
 - A. Excavator
 - B. Mixer Truck
 - C. Shovel
 - D. Road Paver
6. How many levels are there at HSL Tower?
 - A. 9
 - B. 10
 - C. 11
 - D. 12
7. What is the total land area of the entire La Promenade development?
 - A. 150 acres
 - B. 200 acres
 - C. 250 acres
 - D. 300 acres
8. HSL has projects in which of the following division?
 - A. Sibul
 - B. Miri
 - C. Bintulu
 - D. All the above
9. What is the approximate number of employees in the whole HSL Group?
 - A. 1300
 - B. 1500
 - C. 1800
 - D. 2100
10. Hock Seng Lee Berhad is involved in which of the following area of works?
 - A. Land reclamation
 - B. Building construction
 - C. Underground tunneling
 - D. All of the above

We included a special quiz segment for our readers for this welcoming edition. Winners will receive food vouchers from one of our food tenants, so give it a shot and good luck!

Submit your answers through the QR Code before 28 February 2021.



WE'RE BUILDING YOUR FUTURE TODAY.



@lapromenademall

LA PROMENADE MALL

Daily 9:30am - 9:30pm

+6019 816 8866



@hslcn

HSL HQ

Mon-Fri 8:30am - 5:30pm

Sat 8:30am - 12:30pm

+6082 502 299

HSL SALES GALLERY

Daily 10am - 5pm

+6013 836 5566