



## **MEDIA RELEASE**

### **MRCB partners with MIEA to enhance branding of its property projects**

**Kuala Lumpur Sentral CBD, 23 August 2016** – Malaysian Resources Corporation Berhad (MRCB) wishes to announce it has signed an agreement with the Malaysian Institute of Estate Agency (MIEA) today to be its official brand partner in a move to enhance the promotion of MRCB's property products.

The agreement, which signals the start of a strategic partnership between MRCB and MIEA, grants MRCB exclusive rights to profile its brand alongside MIEA's in marketing collaterals and promotional items during events.

The agreement provides MRCB with a direct channel to MIEA's real estate and property events including its 2000 Real Estate Agents and 20,000 Registered Real Estate Negotiators nationwide. Other events comprise the National Real Estate Awards (NREA); the Malaysian Annual Real Estate Convention (MAREC); the Malaysian Secondary Property Exhibition (MASPEX); the Negotiators Certification Course (NCC); and the Real Estate Professional Series (REPS). Exhibition booths and a one-hour slot for MRCB's speaker will also be provided during the highly anticipated MASPEX. Other brand exposure opportunities include regular media reports on the sponsorship, a web banner on MIEA's website and recognition as MIEA's official brand partner in all press conferences and activities, including advertisements in its magazine, D'REAM, and souvenir programmes published for MAREC, NREA and MASPEX members.

Signing the agreement for MRCB was its Executive Director, Encik Mohd Imran Tan Sri Mohamad Salim, while MIEA was represented by its President, Mr Erick Y.T. Kho and their chairman of sponsorship, Mr. Siva Shanker.

Sharing his thoughts on the signing, Tan Sri Mohamad Salim said, "This smart partnership will enable MRCB to showcase its exciting and upcoming developments such as KL Sentral CBD, PJ Sentral Garden City, Kwasa Sentral, Cyberjaya City Centre, Bukit Jalil via MIEA and foster a closer working relationship with MIEA's members. This will also be a win-win partnership that would accelerate and widen our product presence in the market and create new opportunities for MIEA members who will benefit from MRCB's large stable of exciting and promising property developments available for sale to their clients."

Mr Erick Y.T. Kho added that the partnership signified another milestone for MIEA as a professional body. "We would like to thank MRCB for entrusting and supporting MIEA programmes which focus on providing its members business opportunities, education and training to be a successful real estate service provider.

"We are working towards an international network in a changing and challenging borderless global market. In support of the Malaysian Government AEC (ASEAN Economic Community) initiatives which was launched this year, MIEA will be signing a MOU with 7 ASEAN Countries through a regional platform called ARENA (ASEAN Real Estate Network Alliance) in August, 2016 and participation in an international network platform named IRC (International Realtors Conference) in Incheon, South Korea in September, 2016.



The logo for MRCB consists of the letters 'MRCB' in a bold, blue, sans-serif font. The letter 'R' is uniquely styled, with its vertical stem in red and its top curve in blue.

“It is our fervent hope that all these initiatives will be supported by all related trades in real estate, particularly Property Developers to stay competitive and relevant. We would like to thank MRCB and Maybank Berhad who are key partners of MIEA today. ”

It is the vision of both parties to jointly showcase some of our nation’s most prominent real estate developments not only in Malaysia but in overseas market such as Singapore, Japan, Indonesia and China.

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### **About MRCB**

MRCB is a leading urban property and construction company, which has been listed on the Main Board of Bursa Malaysia since 1971.

The Group’s activities span four areas: Property Development & Investment, Engineering, Construction & Environment, Facilities Management and Infrastructure & Concession.

As the developer of the iconic RM18.4 billion Kuala Lumpur Sentral CBD, MRCB pioneered Transport Oriented Development (TOD) in Malaysia and is setting the standard for future fully integrated TOD projects. MRCB’s property development revenues are underpinned by its 410 acre urban land bank which has an estimated GDV of RM50.0 billion. Its property investment activity is conducted through its 31.2% stake in MRCB-Quill REIT.

Apart from constructing world class commercial and residential developments, MRCB’s Engineering, Construction & Environment division also has an enviable track record in highways, rail infrastructure, high voltage power transmission projects and the rehabilitation of rivers and coastal areas. The division currently has an external order book of RM6.6 billion.

MRCB’s largest shareholder is the Employees Provident Fund which has a 38.9% stake in the company.

Visit [www.mrcb.com](http://www.mrcb.com) for more information.

### **About MIEA**

Malaysian Institute of Estate Agents (MIEA) is the recognized body representing all registered estate agents in Malaysia. Registered with the registrar of society in 1977 with 37 founding members as the Malaysian Association of Real Estate Agents (MAREA), this body began using its current name in 1989 to reflect its stature as a professional institute. The MIEA currently has about 20,000 members from among Malaysia’s real estate practitioners. It has progressed from its initial role as a local trade association to the country’s representative in the regional and international realtor fraternity, forging alliances with its counterparts in Philippines, Singapore, Thailand, Indonesia, USA and Australia.



**MRCB**

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