

B Operational Review

Southern Region, Malaysia

Growth in Johor was driven by continued development in Iskandar Puteri across integrated township, commercial and emerging industrial segments, centred on Gerbang Nusajaya and Puteri Harbour. This unfolded against a backdrop of stronger regional connectivity, including the ongoing development of the Johor Bahru-Singapore Rapid Transit System (“RTS”), industrial policy direction under NIMP 2030 and JS-SEZ as well as a sustained focus on infrastructure and sustainability priorities.



Gerbang Nusajaya Interchange.



Ongoing Projects

14



Total Ongoing Launched GDV

RM15.5
billion



Remaining GDV

RM58.6
billion



Remaining Land Area

4,516.7
acres



Who We Are and What We Do

Integrated townships form the foundation of UEM Sunrise's presence in Iskandar Puteri, Johor, where we hold the largest land bank. Alongside these townships, our portfolio includes high-rise residential, commercial and industrial developments. In the Southern region, projects such as Gerbang Nusajaya and Puteri Harbour are part of a broader and expanding commercial portfolio that contributes to Iskandar Puteri's development as a vibrant and sustainable urban centre.

Business Environment

Growth momentum in Iskandar Puteri within the Iskandar Malaysia economic corridor has been sustained by continued cross-border capital inflows, improvements in infrastructure and steady demand across lifestyle-oriented and industrial developments. This segment has continued to perform amid rising costs and global uncertainties, driven by the scale of the strategic land bank, strong brand equity and improved cross-border access.

2025 Achievements

Key Financial and Business Highlights

- RM652 million in GDV from townships launched.
- Secured RM492 million in sales, supported by strong demand from Aspira Hills, Aspira LakeHomes and DiReka Square in Iskandar Puteri.
- 13% of total sales were contributed by new launches, supported by steady sales conversion and organic demand across attainable and commercial products.
- Reduced completed inventories via effective marketing campaigns and strong sales performance in East Ledang and Almas in Iskandar Puteri.

Sustainability Highlights

- Launched the ECO Link Bridge and operationalised an environmental education hub at SIREH Park, Malaysia's largest urban community green recreational park, under the Iskandar Puteri Low Carbon Initiative.
- Planted 2,280 native trees in 2025 (2024: 913), contributing to a cumulative total of 12,510 trees planted at SIREH Park, including IUCN-listed threatened species.
- Established KAWAN@SIREH PARK, enabling community participation in tree planting, trail maintenance and biodiversity monitoring.
- Launched the Belia OKU Lestari Empowerment Hub ("BOLEH") to provide opportunities for people with disabilities within the park.
- SIREH Park was recognised as the Largest Urban Community Green Recreational Park in Malaysia by the Malaysian Book of Records.
- Continued to uphold quality, safety and construction standards across developments, as reflected in the following SHASSIC and QCLASSIC scores:

SHASSIC

100.0%	Aspira Hills Section 1
100.0%	Aspira Hills Section 2
99.9%	Aspira LakeHomes Phase 4
98.1%	Aspira LakeHomes - Phase 5a and 5b
97.6%	Senadi Hills Phase 2B
95.8%	Senadi Hills RMBJ-C

QCLASSIC

86%	Aspira Garden Phase 2
86%	Senadi Hills Phase 2A
86%	Senadi Hills Phase 2B
78%	Aspira LakeHomes Phase 4



SIREH Park, Iskandar Puteri.

Business Performance Review

Key Initiatives

Township

- Gerbang Nusajaya: Officially launched new UEM Sunrise Gallery in February 2025.
- Aspira Hills Phase 2, 3 and 4: Launched between June and December 2025, comprising 448 double-storey terrace homes with built-ups ranging from 1,743 sq ft to 1,987 sq ft and prices from RM739,500 to RM1.2 million.
- Estuari ParkHomes Phase 2C1 and Estuari Greens Phase 1B1: Comprising 144 double-storey terrace homes with built-ups of 2,300 sq ft and 46 double-storey semi-detached homes with built-ups of 3,100 sq ft. Priced from RM1.15 million to RM2.11 million, these launches addressed spillover demand from Senadi Hills and low-density residential preferences in the vicinity of Puteri Harbour.
- Gerbang Nusajaya: Officially launched of Gerbang Nusajaya Interchange, strengthening regional connectivity and supporting long-term value creation for surrounding communities.

Industrial

- Gerbang Nusajaya Industrial Park ("GNIP"): Obtained approvals for industrial rezoning for the Precinct 2 industrial development and was included in the draft Rancangan Tempatan Iskandar Puteri ("RTIP") 2035, pending completion of remaining statutory processes and gazettement by 2026.

Achievements

- Completed 80 units of Aspira Gardens Phase 2 with Vacant Possession ("VP") issued on 14 February 2025, while at Senadi Hills, 75 units in Phase 2A were issued VP on 9 June 2025 and 91 units in Phase 2B were issued VP on 9 December 2025.
- Achieved full take-up for Aspira Hills 2A1, 2A2 and 3A while all non-Bumiputra units in Phases 3B and 4 were fully booked within an hour via the HomeClick platform.

Challenges and Mitigation Actions

Challenges

- Stricter regulatory enforcement contributed to project delays and higher material costs.
- Low footfall and underdeveloped commercial developments.

Mitigation Actions

- Strengthened cost management through targeted operational measures.
- Improved logistics and sourcing efficiency by ensuring regulatory compliance and closer coordination with suppliers.
- Enhanced retail leasing and placemaking initiatives to support tenant mix, destination appeal and community engagement.

Results

- Mitigated SST cost impact to preserve product affordability, market competitiveness and stable project margins.
- Minimised construction delays through regulatory compliance, stable material supply and control of logistics and material cost pressures.
- Increased footfall and retail occupancy to enhance Puteri Harbour's vibrancy and visibility.

Outlook and Prospects

Short-term (1-3 years)

Township

- Conduct township launches across Estuari and Aspira, covering residential, commercial and mixed-use components to sustain development momentum.

Industrial

- Secure outstanding planning approvals and finalise the industrial blueprint for GNIP to support phased industrial development.
- Commence the phased rollout of GNIP Phase 1, beginning with ready-built factories and industrial land plots with a GDV of RM441 million, targeted for launch by September 2027.

Medium-term (3-5 years)

Township

- Implement the retail strategy in Puteri Harbour, focusing on commercial and retail leasing.

Industrial

- Target a GDV or revenue of RM3.5 billion by 2032, exceeding the U2030 industrial growth benchmark.
- Expand industrial development footprint beyond the Group's existing landbank into selected regions across central, northern and eastern Malaysia.

Long-term (> 5 years)

Township

- Transform Puteri Harbour into a vibrant and economically resilient waterfront destination by unlocking its full development and maximising land value. This will be backed by an integrated, future-proof masterplan, a commercially vibrant waterfront precinct, an enhanced placemaking strategy, the optimisation of remaining land parcels and phased execution roadmap to drive value creation.

Industrial

- Position UEM Sunrise as a leading industrial developer in Malaysia and across ASEAN.