



FOR IMMEDIATE RELEASE

**KSK LAND OFFICIALLY LAUNCHES TOWER B OF YOO8 SERVICED BY
KEMPINSKI AT 8 CONLAY WITH OVER 20 PERCENT OF UNITS SOLD**

Kuala Lumpur, 13 May 2019 – The lifestyle property developer KSK Land has officially launched Tower B of the branded residences component at 8 Conlay, the company’s maiden project. Called YOO8 serviced by Kempinski, the residential tower’s interiors were designed by Kelly Hoppen for YOO to craft a modern urban oasis of luxury, one that reaches new heights in meeting the market’s increasingly sophisticated demand for branded residences.

The project leads the way in the revitalization of the property scene in Malaysia, defining the future of luxury branded residences here and throughout Southeast Asia while delivering on the KSK Land promise to create a one-of-a-kind lifestyle development.

With interiors designed to reflect Kelly Hoppen’s two exclusive concepts, Spring and Urban, YOO8 Tower B’s 498 serviced residences range in size from 705 sq. ft. to 1,328 sq. ft. across 56 floors, setting a retail benchmark of RM3,300 per sq. ft.

Best known for her clean lines, neutral tones and an unmistakable tactile opulence, Kelly Hoppen MBE has curated the Spring concept suites to embody both harmony and calm. With soothing swathes of green set against a fresh, naturally hued backdrop, these spaces make the most of weathered surfaces, unbleached fabrics, deep pile carpets and milky glass, gently bringing to mind long, leisurely days spent in a luxurious country hideaway.

Exuding timeless elegance, the Urban concept suites will come as a positive delight to fans of classic Hoppen style. Appealing to the inner cosmopolitan, linear muted tones and repeated motifs inspire a feeling of understated glamour, resulting in a sophisticated space enhanced with the aesthetic harmony of ambient lighting, taupe stone and dark timber flooring.

“Our branded residences are a level above five-star luxury,” said Managing Director of KSK Land, Joanne Kua. “For YOO8 serviced by Kempinski, we have worked closely and collaboratively with our design partners YOO to disrupt traditional property development in an age of high customer expectation and the on-demand economy.”



Conveniently situated on nearly four acres of freehold land between the prestigious KLCC area and the bustling Golden Triangle in Kuala Lumpur, 8 Conlay is an integrated development comprised of two towers devoted exclusively to branded serviced residences called YOO8 serviced by Kempinski, one tower encompassing the five-star 8 Conlay Kempinski Hotel Kuala Lumpur, and a four-storey lifestyle retail podium. The property has a gross floor area (GFA) of 3,297,425 sq. ft. and a gross development value (GDV) of RM5.4 billion.

Since construction of the property's five-floor basement car park began in 2015, followed by the superstructure in 2017, the development of 8 Conlay has been progressing rapidly and on schedule. YOO8 Tower A, which was designed by the Hong Kong-based design collective Steve Leung & YOO, has seen a take-up rate of over 75 percent of its 564 units.

The lifestyle retail podium is expected to be completed in mid-2020, followed by Tower A in late 2020 and Tower B thereafter, while the five-star luxury Kempinski Hotel is planned to open in 2021. As of May 2019, YOO8 Towers A and B have received GreenRE certification, whilst the upcoming hotel has been LEED certified.

KSK Land continues to add value for its customers, having recently launched the 8 Conlay mobile app for on-the-go YOO8 Owners who want to check on the progress of their residence wherever they may be. Other features include virtual tours of the branded residences and facilities floor and a live in-app chat with Kempinski's 'Lady in Red' for a range of personalised concierge services. The app also provides access to each YOO8 Owner's complimentary Kempinski Discovery Card, the hotel's worldwide loyalty programme.

In addition to the app, YOO8 Owners will also have daily access to The Lounge at Bangunan KSK. The Lounge provides an exclusive space for YOO8 Owners and their guests to meet in comfort, with a carefully selected menu of handcrafted coffee beverages, fresh juices and the finest locally sourced teas, in addition to an assortment of fine wine and spirits.

"At KSK Land, we believe our job as a property developer is to be a stage maker," said Joanne Kua. "With that vision, we are singled-minded in our commitment to redefine the way we live, work and play with ground-breaking, meticulously designed lifestyle concepts."



“8 Conlay is an authentic and financially viable project dedicated to the highest standards of design excellence and the finest traditions of European hospitality in the end-to-end delivery of our customer experience,” Kua added. “This unique project serves as a trailblazer for the positive outlook and appetite for luxury branded serviced residences in Malaysia.”

The show units for YOO8 Tower B design by Kelly Hoppen for YOO are now available for private previews at Kelly Hoppen Place inside the 8 Conlay Sales Gallery located at Bangunan KSK, 32, Jalan Yap Ah Shak, 50300 Kuala Lumpur, Malaysia.

For private viewings, book your appointment at +603 2698 0788 or 8conlay@kskgroup.com.

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NOTE TO EDITORS:

About KSK Land

Founded in 2013, KSK Land Sdn Bhd is a wholly owned subsidiary of KSK Group Berhad, an established Malaysian investment holding company. With an existing presence in the general insurance business across Southeast Asia with KSK Insurance Indonesia and KSK Insurance (Thailand) Public Co. Ltd., KSK Group expanded into the property development market in Malaysia with KSK Land. A dynamic new player on the international property development scene, KSK Land's maiden project, 8 Conlay, reflects the company's aspirations in delivering bespoke properties that prioritise design, craftsmanship and lifestyle.

About 8 Conlay

Marking KSK Land's inaugural development, 8 Conlay encompasses three spiralled towers across 3.95 acres of freehold land on Jalan Conlay. Designed by architect Hud Bakar (of RSP Architects) with landscapes by designer Pok Kobkongsanti (of TROP Studio), the integrated development will welcome a new generation of the world's pioneers and trailblazers to the heart of Kuala Lumpur. Perfectly poised between nature and the city's leading attractions, 8 Conlay will elevate the art of living with a five-star Kempinski Hotel, lifestyle retail quarters and branded residences called YOO8 serviced by Kempinski and designed by Steve Leung & YOO (Tower A) and Kelly Hoppen for YOO (Tower B) – the first collaboration of its kind in Southeast Asia. Your Place. Your Story.

About YOO

8 Conlay's design partner for YOO8 branded residences, YOO is a global design group created by leading property developer, John Hitchcox, and the world's most celebrated designer, Philippe Starck. Founded in 1999 with a singular vision to enrich lives with extraordinary living spaces, YOO has since enlisted a revolutionary mix of visionary design talent – including Phillippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen, Steve Leung and YOO Studio – to design residential and hotel projects in over 36 countries throughout Asia, Australia, Europe, Africa, North and South America and the Middle East.

About Kempinski Hotels

Created in 1897, Kempinski Hotels is Europe's oldest luxury hotel group. Kempinski's rich heritage of impeccable personal service and superb hospitality is complemented by the exclusivity and individuality of its properties. Each of its properties in Europe, the Middle East, Africa, Asia and the Americas reflects the strength and success of the Kempinski brand without losing sight of its heritage. The portfolio comprises historic landmark properties, award-winning urban lifestyle hotels, outstanding resorts and prestigious residences. Kempinski is a founding member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands.



NOTE TO EDITORS:

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