



Cheringin Wellness Resort: Nature, Reimagined

Collaboration: Sustainable Assets + Cheringin Hills Resort



We are pleased to announce that we have officially commenced the collaboration with Cheringin Hills Resort in Janda Baik, effective 1st August 2025.

Nestled in the cool highlands of Bentong, just 45 minutes from Kuala Lumpur, Cheringin Hills Resort spans a beautiful 20 acres site surrounded by pristine nature, rolling hills, and cool mountain air.

Under our collaboration, we aim to transform this serene setting into a world-class wellness resort and eco-retreat, incorporating sustainable design, nature-based experiences, and high-value tourism offerings.

Cheringin Hills Resort



Location	Janda Baik, Bentong 45 mins from Kuala Lumpur
Land Size	19.5 Acres
Project	Convention & Wellness Resort
Est. GDV	Up to RM 250 million
Completion	Stages till 2029
Scope	Hotel Management & Resort Development
Status	JV, Masterplan

Development Plans



Artist impression only

The development masterplan includes:

- Upgrading existing resort infrastructure and hospitality offerings.
- Introducing wellness villas, forest spa, glamping pods, and farm-to-table dining.
- Creating nature trails, event spaces, and curated retreat programs.
- Enhancing overall land value and long-term recurring income potential.
- Developing the 15 acres surrounding the Hotel, with an estimated GDV of RM250 million. The new development includes extension to the existing hotel infrastructures, new sustainable buildings, glamping sites, villas, and wellness center.

Business & Collaboration Opportunities



We are now inviting partners to join us in this exciting transformation journey.

Business & Collaboration Opportunities:

- Event management companies.
- Wedding planners.
- Outdoor activities providers.
- Food & beverage operators.
- Training & development companies.
- Wellness programs.

Current Infrastructure





Capital Raising

Capital Requirements

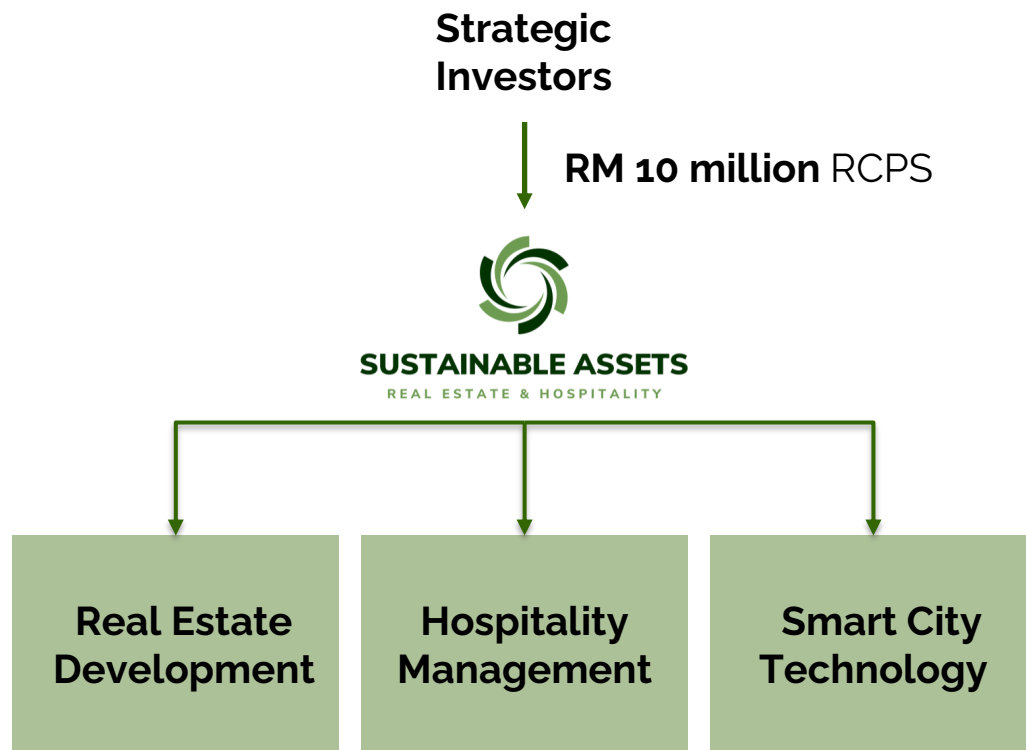


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We are seeking investors to participate in the first phase of refurbishment and development, with a target raise of up to **RM10 million**, to be deployed towards:

- Renovation of existing rooms and facilities.
- Building wellness-centric amenities.
- Upgrading F&B offerings with wellness menus.
- Marketing and branding campaigns.
- Commencing the masterplan of the 15 acres development.

Term Sheet



Issuer	SUSTAINABLE ASSETS SDN BHD
Instrument	Redeemable Convertible Preference Shares ("RCPS")
Issue Size	Up to RM 10 million
RCPS	<ul style="list-style-type: none"> Cash coupon of 10% annum. Redemption at the end of 5 years. Conversion to equity on liquidity event

Investment Opportunity



Artist impression only

Why Invest?

- **Asset-backed investment:** Existing hotel infrastructure already in place, with 15 acres of surrounding land for development.
- **Strong upside potential:** Room rates and occupancy can increase significantly through repositioning.
- **First-mover advantage:** Limited dedicated wellness resorts in the Klang Valley region.
- **Experienced team:** Our team brings deep expertise in sustainable real estate development, hospitality management, and investor relations.
- **Quick activation:** Hotel is operational and will transition to our management on 1 August; early enhancement works can begin immediately.

Investor Benefits



Artist impression only

Investor Benefits:

- Attractive returns from operational profit and asset value appreciation.
- Optional stay privileges and usage rights.
- Equity participation in the overall project.
- Opportunity to be part of a meaningful, impact-driven investment aligned with ESG principles.

Next Steps: We invite aligned investors and partners to join us on this journey to create **Malaysia's premier forest wellness retreat.**

Let's reconnect people with nature, purpose, and balance — and deliver strong financial returns and upside in both capital appreciation and income yield.



About Us

Executive Overview



Sustainable Assets Group (SAG) is a visionary real estate development and hospitality management company at the forefront of sustainable transformation.

Our mission is to unlock hidden value in **unutilized and underperforming assets** — be it land, hotels, or commercial properties — by repurposing them into high-performing, eco-conscious spaces that meet the evolving demands of today's investors, travelers, and communities.

At SAG, we don't just develop properties — we create **purpose-driven destinations**. Through a disciplined focus on sustainability, innovation, and ESG compliance, we future-proof our developments while generating strong, resilient returns.

What is a Circular Economy in Real Estate?



Our projects are aligned with global environmental benchmarks and regulatory standards, positioning us as an early mover in a growing green asset class.

In real estate, a circular economy signifies a sustainable model advocating recycling, repurposing, and regeneration. It aims to create structures that are environmentally friendly, functionally efficient, and adaptable to future changes.

We bring together deep expertise in real estate, hospitality, finance, and environmental design to identify overlooked opportunities and transform them into thriving, socially impactful ecosystems. Each project is guided by our commitment to responsible development, circular economy principles, and long-term stakeholder value.

Our Business Model

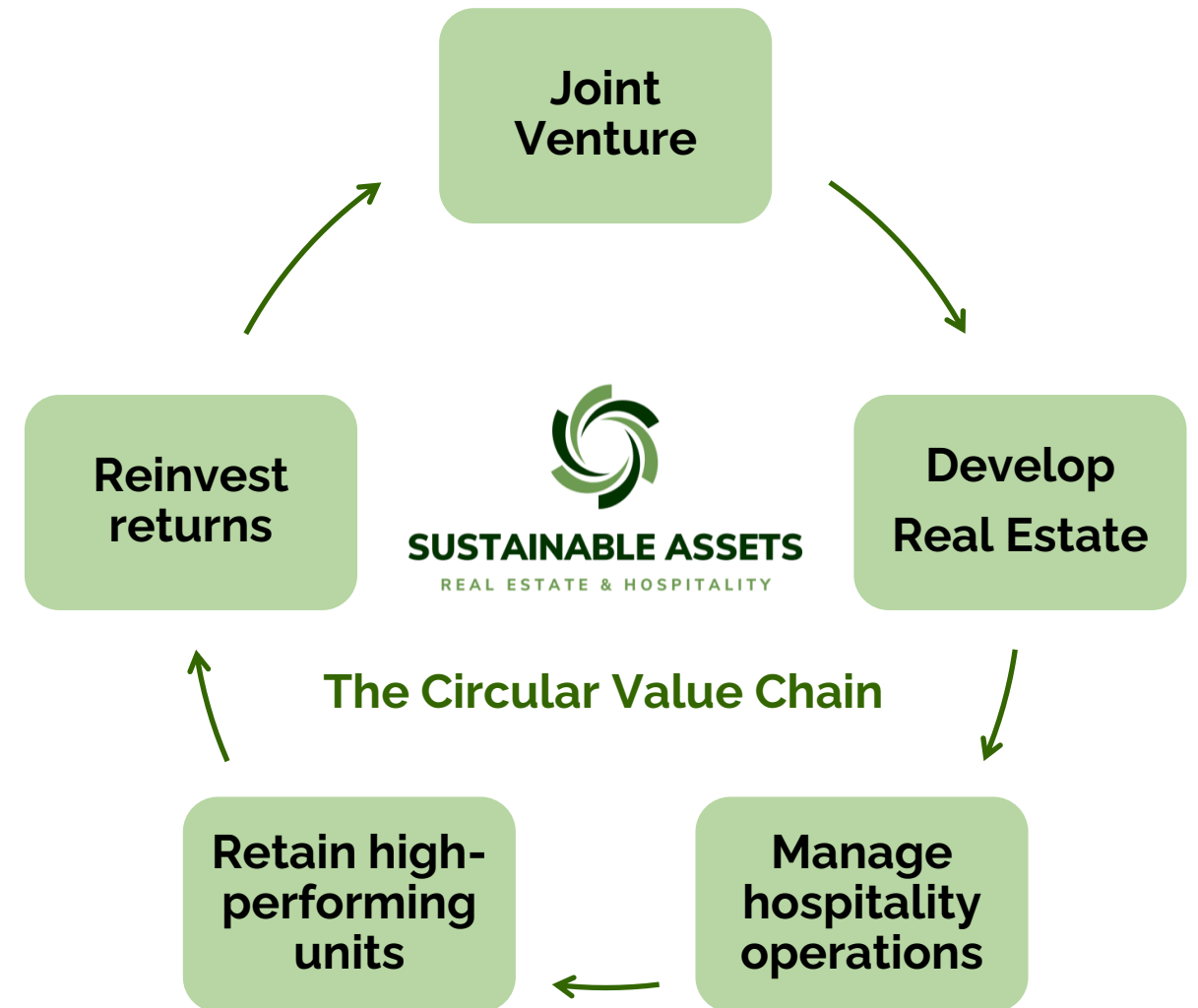
Our Mission:

“Unlock Hidden Value in Unutilized & Underperforming Assets through Integration, Innovation, and Impact”



Benefits of the Circular Value Chain

- Diversified revenue streams: **Sales, Rental Income, Management Fees, Capital Gain.**
- Risk mitigation through operational control and vertical integration.
- Flexibility to adapt to market dynamics (e.g. hold vs. sell strategies).
- Efficient capital recycling to fuel future growth.
- Rapid scalability, reduced capital risk, and strengthened market position in high-growth corridors.





Our Team

Management Team



William Du

***Chief Executive
Officer***

Licensed Realtor:
REN 75083

William Du is an experienced asset manager, corporate advisor & venture builder focused on helping entrepreneurs grow and create value. He is passionate about sustainable business, with active involvement in green finance, farming, and renewable energy.

He is the Founder and CEO of Ingenious Haus Group, a boutique financial firm offering corporate finance, private equity, and wealth management services since 2004. William has extensive experience in asset management, IPOs, M&As, and corporate restructuring.

William serves as a Non-Executive Director of a NASDAQ-listed SPAC and was previously Chairman of a London Stock Exchange-listed investment firm. Besides,

William holds an MBA and a First-Class Honours degree in Accounting from University of Hertfordshire.

Management Team



Jason Chow

***Chief Operating
Officer***

Property Development

Jason Chow is a seasoned entrepreneur and business strategist with over 25 years of experience across real estate, construction, banking, telecom, and consulting.

Jason is the Founder & CEO of Whitespace International, serving over 500 SMEs with serviced and virtual office solutions since 2009.

Jason has held leadership roles in business development, project execution, and financial governance. He was involved in regenerative medicine, promoted medical tourism, and managed luxury real estate projects like Ruyi Residence in KLCC. Previously, he oversaw regional growth at Yamako Pacific and led a USD 100 million infrastructure financing program at Citibank.

Jason holds an MBA from the University of Bath and a Civil Engineering degree from Monash University.

Management Team



Sandeep Grewal

**Chief Operating
Officer**

Hospitality
Management

Sandeep Grewal is a seasoned entrepreneur and hospitality innovator with over 20 years of experience in property investment, hotel management, and business automation. He has developed successful hospitality ventures, from home-sharing networks to luxury resorts, with many properties earning top ratings on major booking platforms.

As CEO of Alia Hotels, he introduced the "Results as a Service (RaaS)" model, driving operational efficiency and revenue growth through tech-enabled solutions. Previously, he co-founded SubHome Management, Malaysia's largest home-sharing platform, and led the rebranding of an international hotel chain.

With an Information Technology & Project Management degree from Middlesex University, Sandeep continues to lead innovation in the hospitality industry, focused on guest-centric strategies and operational excellence.



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