



# **SUSTAINABLE ASSETS**

REAL ESTATE & HOSPITALITY

## 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.

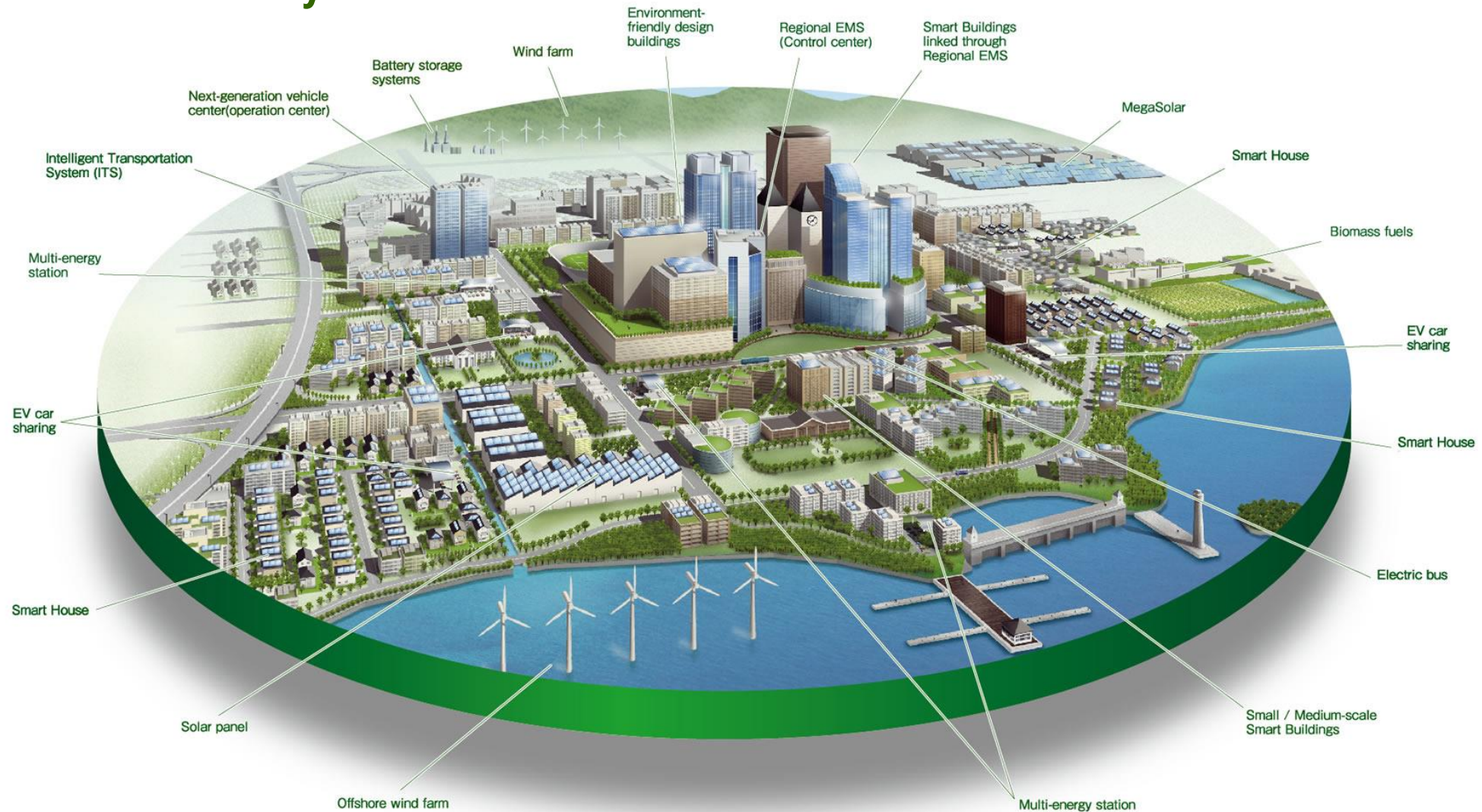
In real estate, a circular economy signifies a sustainable model advocating recycling, repurposing, and regeneration. It aims to create structures that are environmentally friendly, functionally efficient, and adaptable to future changes.

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.



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## The Sustainable Ecosystem

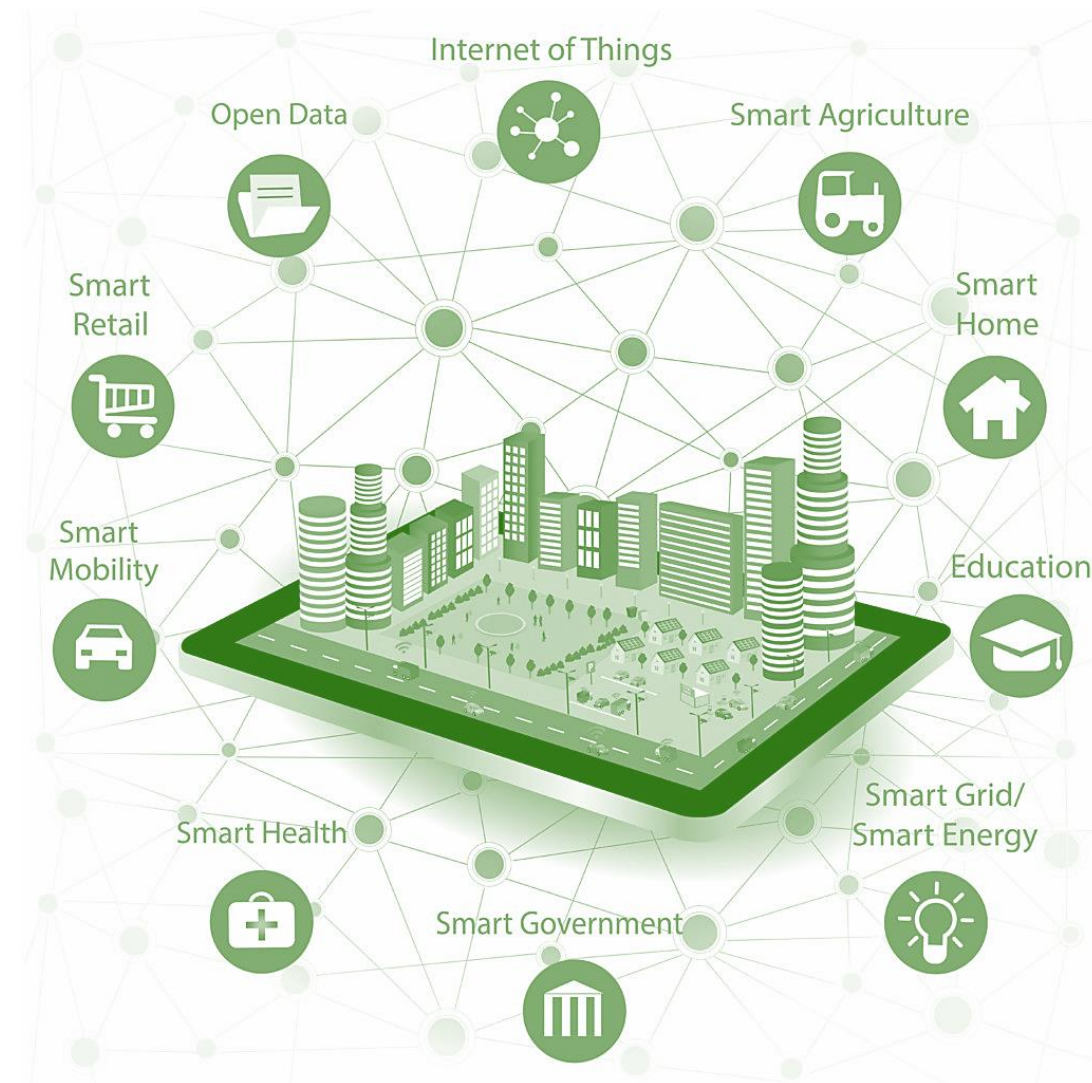


## Smart City Technology

Our innovative developments integrate green building principles and cutting-edge smart city technologies, fostering seamless connectivity, enriching lifestyles, and raising community living standards.

Our projects will be the growth catalyst for community building, as it stimulate value creation for all stakeholders:

- Enhanced property value and ensuring returns for investors.
- Supporting environmental stewardship through energy-efficient systems, waste reduction initiatives, and renewable energy integration.
- Establishing vibrant, resilient communities with smart infrastructure that adapts to future needs.





# 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.

# Business Model & Strategies

## Our Business Model

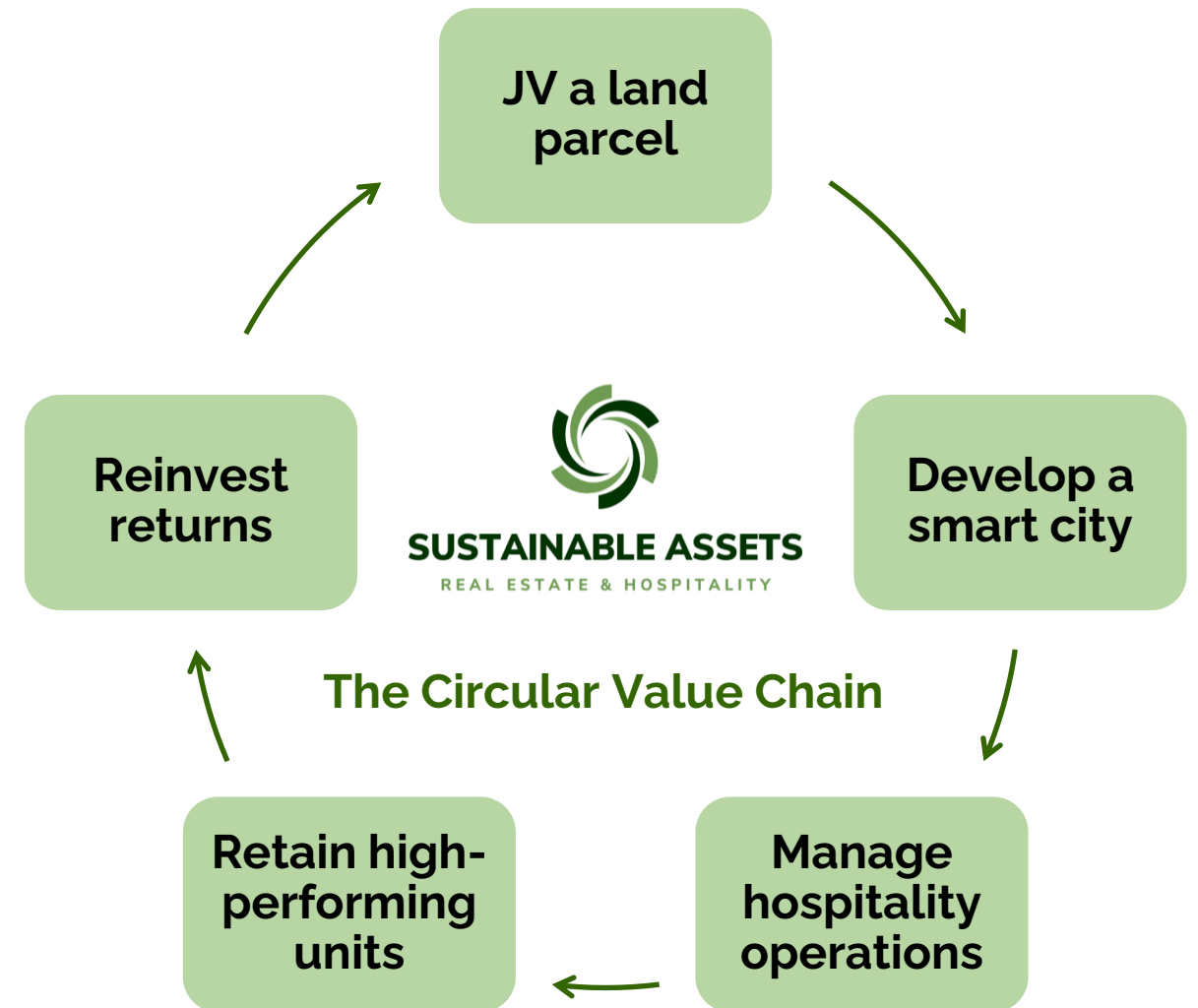
### Our Mission:

**“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.



# Upcoming Projects



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## An Illustration of Sustainable SME Park

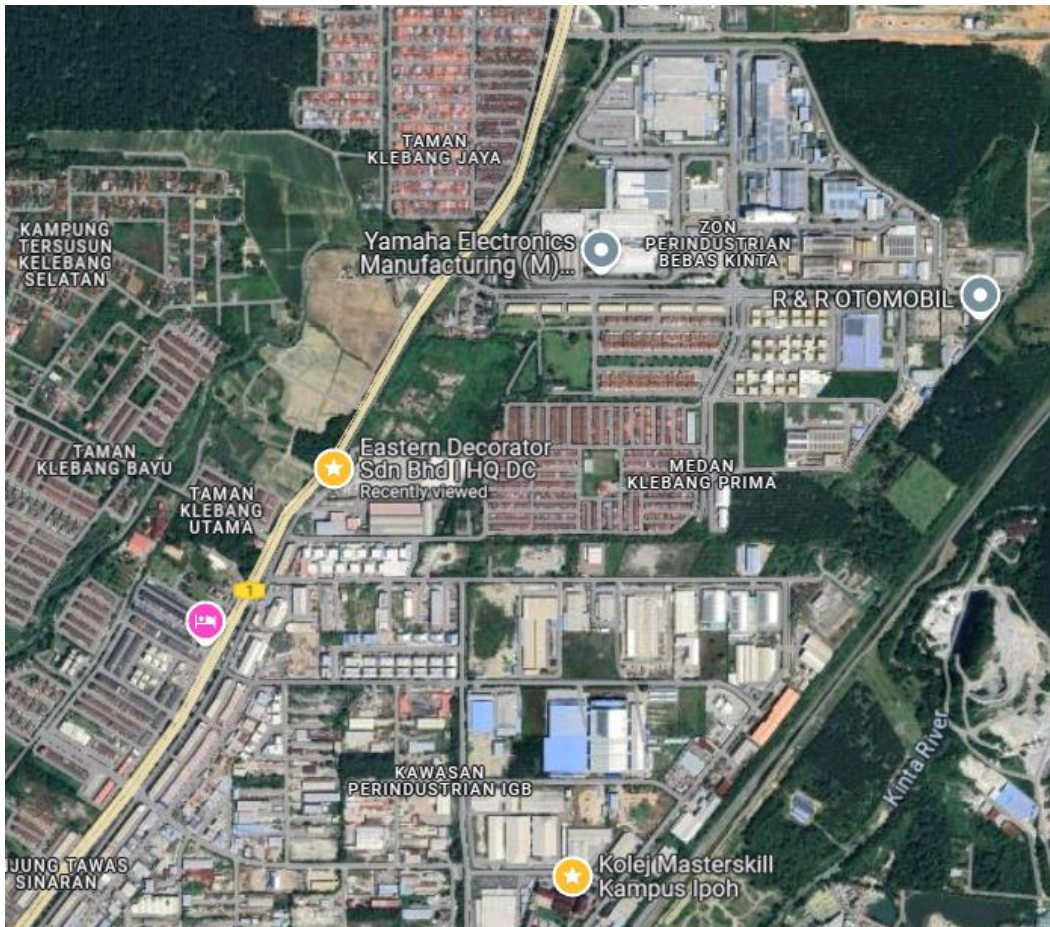


### **KLEBANG PARK @ KUALA KANGSAR, IPOH**

Proposed Industry Planning Concept Design in Jln Kuala Kangsar, Kawasan Perindustrian LGB, 30010 Ipoh, Perak  
For Sustainable Assets Sdn Bhd



## Industrial Project: Klebang Industrial Park, Ipoh



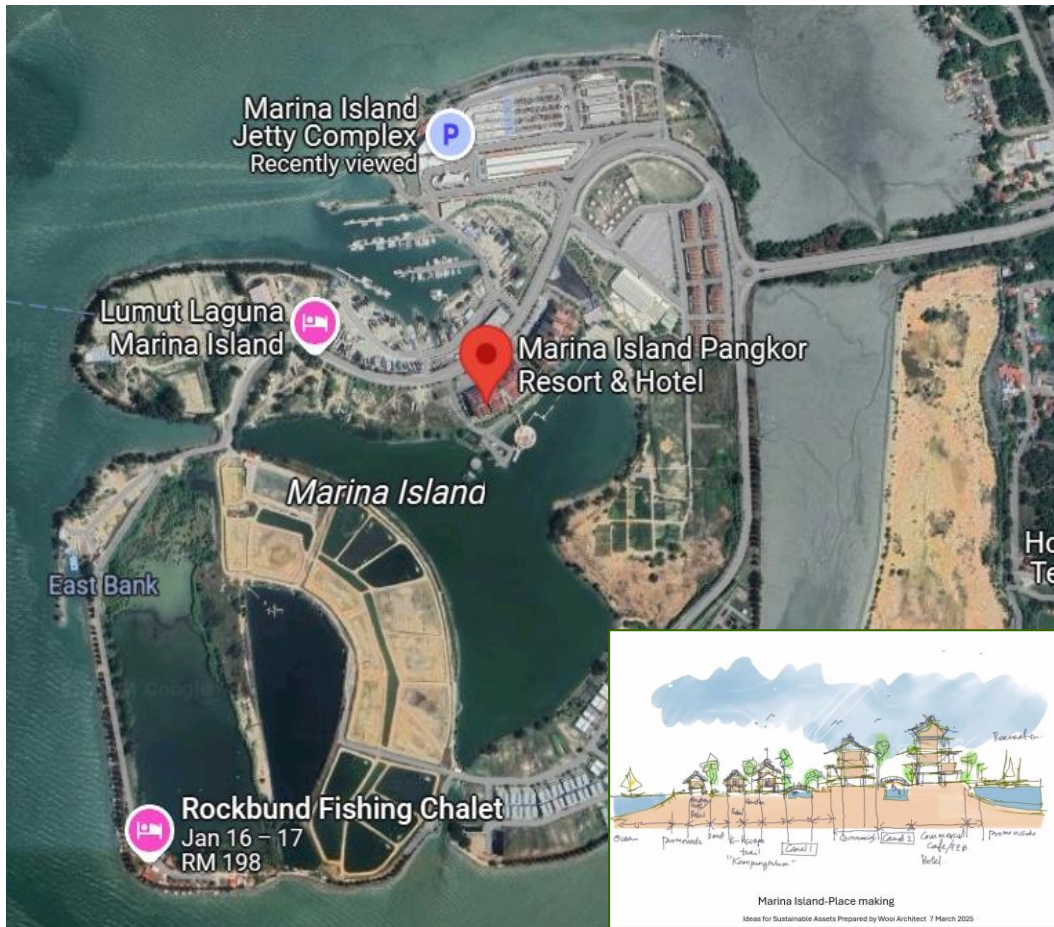
Location	<b>Klebang, Ipoh</b>
Land Size	<b>23 Acres</b>
Project	<b>Industrial Land:</b> - Hi Tech Business Park - SME Industrial Park
Est. GDV	<b>RM 400 – 450 million</b>
Completion	<b>Q1 2028</b>
Status	<b>JV, feasibility study stage</b>

## Industrial Project: Industrial Park, Kota Tinggi, Johor



Location	<b>Ulu Tiram, Johor Bahru</b>
Land Size	<b>39 Acres</b>
Project	<b>Industrial Land:</b> - Hi Tech Business Park - SME Industrial Park
Est. GDV	<b>Up to RM 500 million</b>
Completion	<b>Q1 2028</b>
Status	<b>JV, feasibility study stage</b>

## Smart Tourism City Development: Marina Island, Perak



Location	Lumut, Perak
Land Size	Up to 150 acres
Projects	Resort & Hotels Assisted Living & Nursing Care Commercial & business centres Marine & Wellness College & University Student Hostels
Est. GDV	RM 3 - 5 billion
Completion	Phase 1 2028, 2025 – 2035
Status	JV, feasibility study stage

## Commercial Project: Laguna Heights Mix-Development

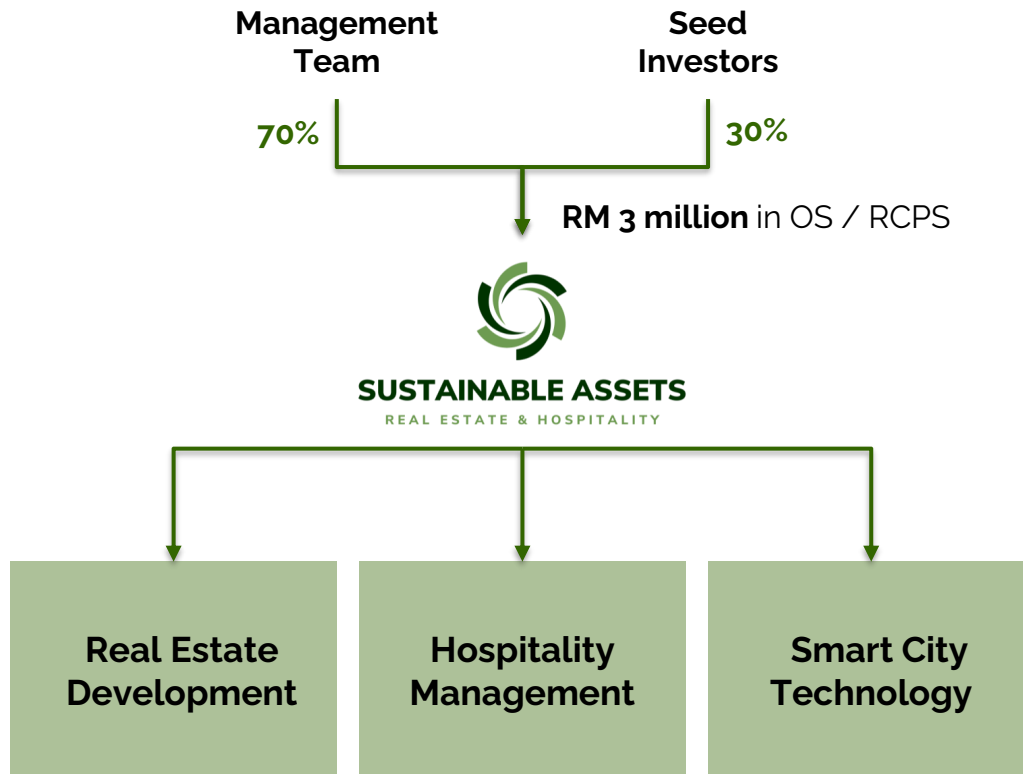


Location	<b>Laguna Height, Johor Bahru</b>
Land Size	<b>1.6 acres</b>
Project	<b>Commercial Land:</b> <ul style="list-style-type: none"><li>- Mix-Development</li><li>- Retail/Shop Lots</li><li>- Kindergarten &amp; Day Care</li></ul>
Est. GDV	<b>Up to RM 120 million</b>
Completion	<b>Q4 2027</b>
Status	<b>JV, feasibility study stage</b>



# Capital Raising

## Term Sheet



Issuer	SUSTAINABLE ASSETS SDN BHD
Instrument	Ordinary Shares and/or Redeemable Convertible Preference Shares ("RCPS"): <b>RCPS A:</b> Working Capital – <b>RM 3 million</b> . <b>RCPS B:</b> Project Financing – <b>RM 97 million</b> . <b>RCPS C:</b> Acquisition Financing – <b>RM 500 million</b> .
Issue Size	Up to <b>RM 3 million</b> (Seed Capital)
Valuation	<b>RM 10 million</b> (post-money)
Equity %	Up to 30% Ordinary Shares
RCPS	<ul style="list-style-type: none"> <li>Cash coupon of 10% annum.</li> <li>Redemption at the end of 5 years.</li> <li>RCPS A: Conversion to 0% equity on liquidity event</li> </ul>

## ROI for Investors

### Revenue Model:

- Real estate development: Sale of inventories (one-off).
- Hospitality management: Management fee & performance bonus (recurring)
- Smart City Technology: Set up fees and maintenance fee (recurring)
- Rental income: from surplus inventories (recurring).

### Capital Gains:

- Gain from sale of surplus inventories.
- Gain from holding of assets for future sale.

### Exit Strategies:

- IPO or trade sale.
- Estimated 10X to 20X for Seed Investors.



## Sustainable & Value Creation: Why Invest in SAG?



**High-Growth Market:** Growing global demand for sustainable real estate and ESG-compliant investments.

**Asset Upside:** Proven ability to revitalize undervalued assets and deliver superior returns.

**Impact-Driven:** Investments that create measurable environmental and social benefits.

**Future-Ready:** Portfolio aligned with net-zero targets, green certifications, and next-gen hospitality trends.

**Experienced Team:** Led by industry professionals with a track record in sustainable development and capital markets.

We invite visionary investors to join us in creating enduring impact while capitalizing on one of the most compelling shifts in the global investment landscape.

# Industry & Market Overview

## Malaysia Real Estate Market

### Malaysia Real Estate Market

Market Size in USD Billion

CAGR 6.64%



Source : Mordor Intelligence



Study Period 2019 - 2030

Base Year For Estimation 2024

Forecast Data Period 2025 - 2030

Market Size (2025) USD 39.20 Billion

Market Size (2030) USD 54.06 Billion

CAGR (2025 - 2030) 6.64 %

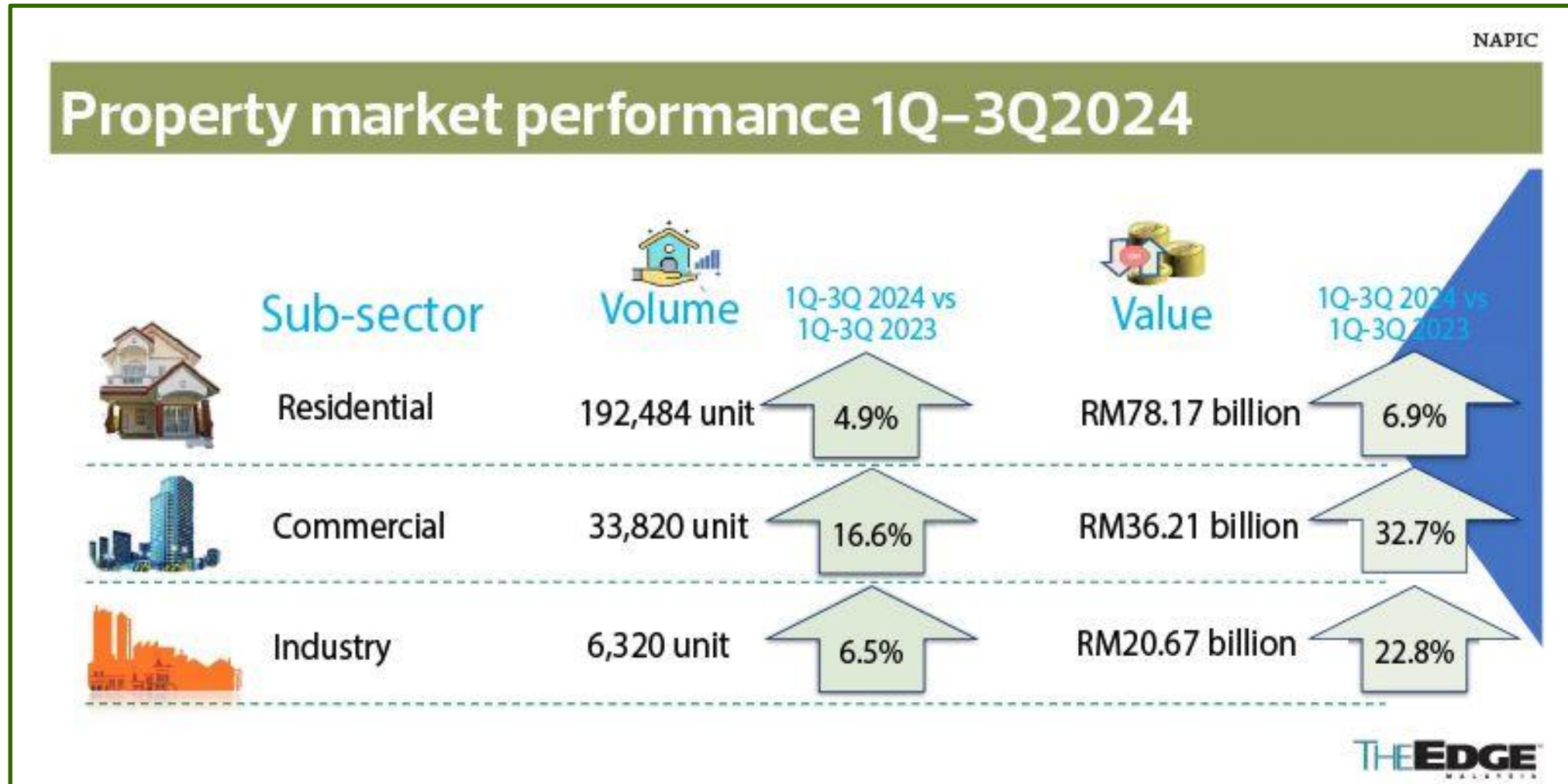
Market Concentration Low

#### Major Players

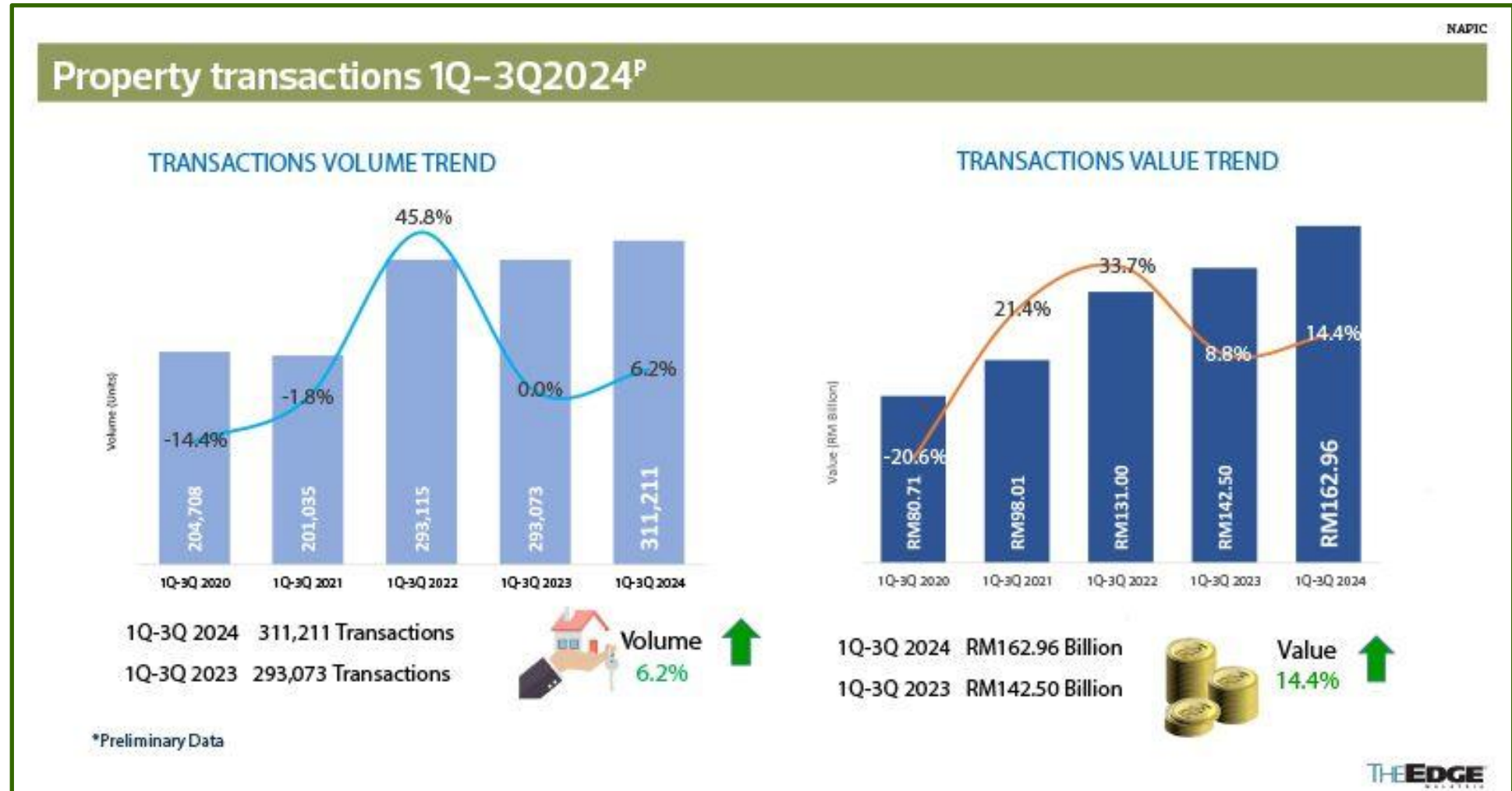


\*Disclaimer: Major Players sorted in no particular order

## Market Performance by Sector



## Property Transactions in Malaysia

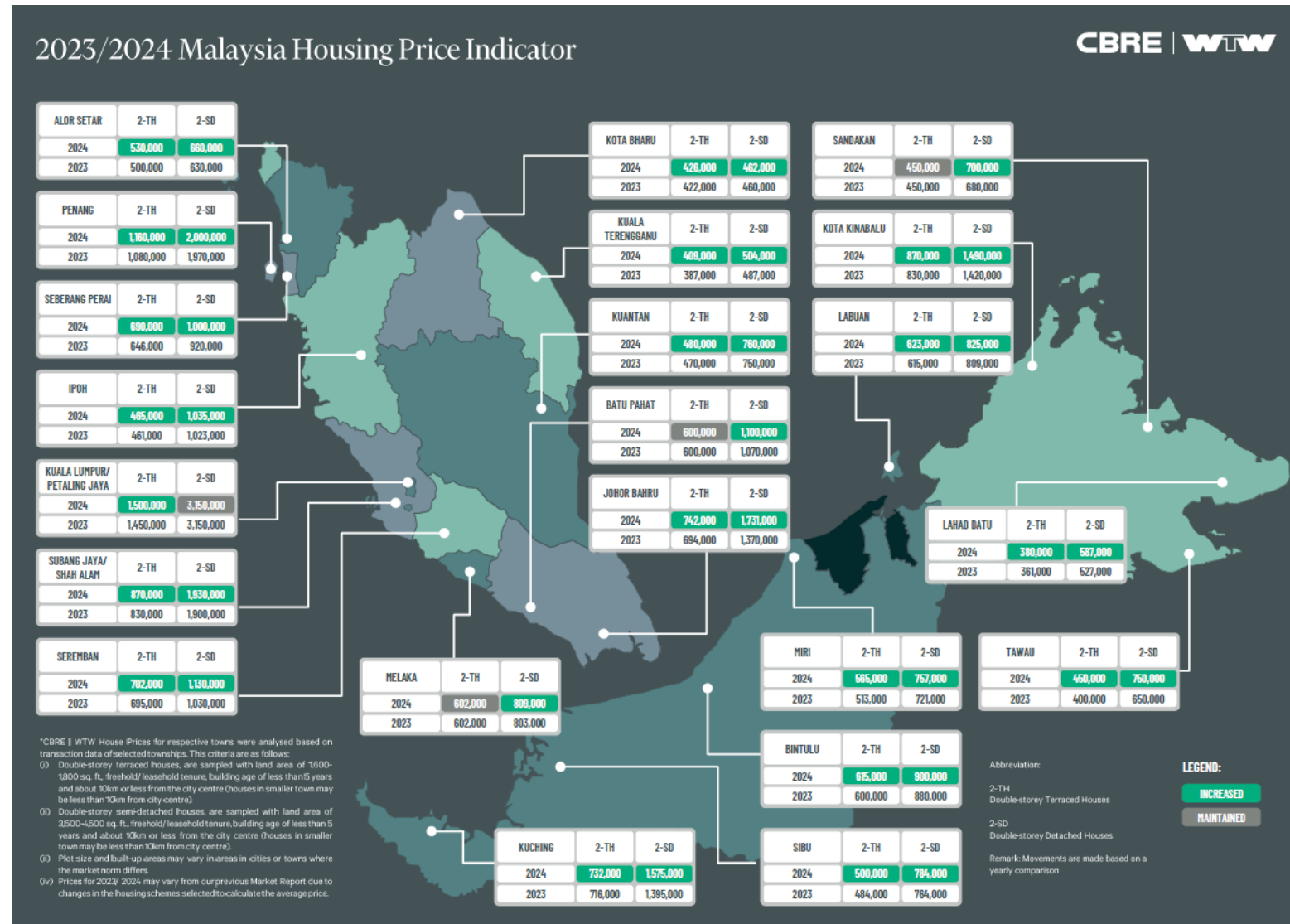


## Market Indicator by Cities

Regions/ Sub Offices	Overall		Landed Residential		High-Rise Residential		Purpose-Built Office		Shop Offices		Purpose-Built Retail		Industrial		Hotel	
	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025
KLANG VALLEY	▲	●	▲	●	▲	●	●	●	●	●	●	▲	▲	▲	▲	▲
SEREMBAN	●	●	▲	●	●	●	NA	NA	●	●	●	●	●	●	●	●
PENANG	▲	▲	●	●	●	●	▲	▲	▲	▲	▲	●	●	▲	▲	●
ALOR SETAR	▲	▲	▲	▲	▼	▼	NA	NA	●	▲	▼	▼	●	●	▲	▲
IPOH	●	●	●	▲	●	●	NA	NA	●	▲	●	●	●	●	●	●
ISKANDAR MALAYSIA	▲	▲	▲	▲	▲	▲	●	▲	▲	▲	▲	▲	▲	▲	▲	▲
BATU PAHAT	●	●	▲	▲	●	●	NA	NA	●	●	●	●	▲	▲	●	●
MELAKA	●	●	▲	●	●	●	●	●	●	●	●	●	●	●	●	●
KUANTAN	●	●	▲	▲	●	●	●	●	●	●	●	●	▲	▲	▲	▲
KOTA BHARU	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
KUALA TERENGGANU	●	●	▲	●	●	●	●	●	●	●	●	●	●	●	●	●
KOTA KINABALU	●	●	▲	▲	●	●	●	●	●	●	●	●	●	●	▲	▲
LABUAN	●	●	▲	●	●	●	●	●	●	●	●	●	●	●	●	●
LAHAD DATU	●	●	●	●	NA	NA	NA	NA	●	●	●	●	●	●	NA	NA
SANDAKAN	●	●	●	●	●	●	●	●	●	●	●	●	●	●	▲	▲
TAWAU	●	●	●	●	●	●	NA	NA	●	●	●	●	●	●	▼	●
KUCHING	●	●	▲	▲	●	●	●	●	●	▲	●	●	▲	●	▲	▲
BINTULU	●	●	●	●	▲	▲	●	●	●	●	●	●	●	●	●	●
MIRI	●	●	●	▲	●	●	●	●	▲	●	●	●	●	●	●	●
SIBU	●	●	▲	●	●	●	●	●	●	●	●	●	●	●	●	●

Abbreviation: NA – not available  
Market indicator arrows are based on a yearly projection.  
Source: CBRE | WTW Research & Consulting

## Price Indicator



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