



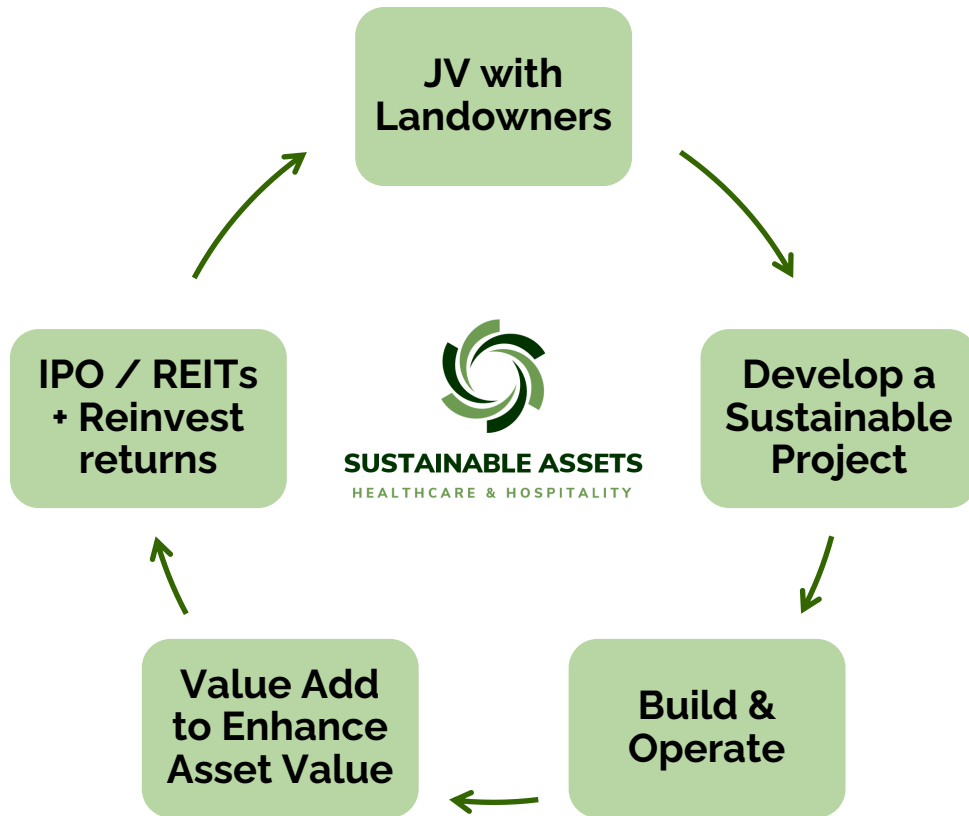
SUSTAINABLE ASSETS

HEALTHCARE & HOSPITALITY

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2. **Wellness Village @ Medini Johor**
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About Sustainable Assets



Sustainable Assets Group (SAG) is a real estate development company, focusing on **healthcare and hospitality development**.

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 wellness destinations**. Through a disciplined focus on sustainability, innovation, and ESG compliance, we future-proof our developments while generating strong, resilient returns.

Our Philosophy: Longevity + Vitality = Quality of Life



Sustainable Assets is an integrated healthcare developer, focusing in developing Wellness Hub (the Hub) designed to enhance **Longevity, Vitality, and Quality of Life**.

The Hub promotes preventive care, active ageing, community wellbeing, and environmental responsibility, creating a resilient healthcare-led destination that supports healthier, longer, and more fulfilling lives.

At its core, the hub features a comprehensive medical hub anchored by a state-of-the-art **Specialist Medical Center**, providing Preventive & Regenerative Healthcare and an integrated **Wellness Centre** offering Rehabilitation and Longevity programs.

Complementing this is a thoughtfully designed **Senior Living** precinct, encompassing independent living, assisted living, and professional elderly care, enabling residents to age with dignity, security, and continuous access to medical support.

The 3 Pillars of Sustainable Wellness Hub

We aim to generate sustainable, multi-sector revenue streams at Wellness village. The **3 Pillars** positioning the hub as a holistic destination for wellness, designed to enhance **Longevity, Vitality and Quality of Life** for its community.



Medical

Featuring **Medical Center** or **Ambulatory Care Center (ACC)**, with specialist centers, diagnostic services, and advanced wellness therapies, designed to capture rising demand for quality private healthcare in Malaysia & the region.



Wellness

Senior Living with aged-care and assisted-living residences, complemented by geriatric care, regenerative stem-cell & other wellness services, targeting Malaysia's and Asia's rapidly growing silver economy & retirees seeking comfort, safety & community.



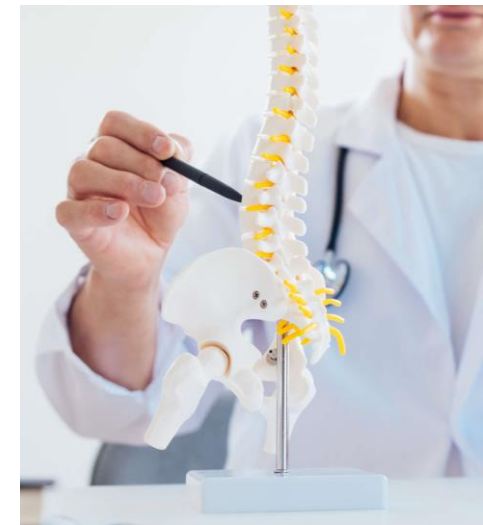
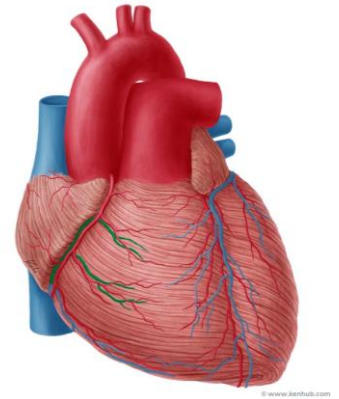
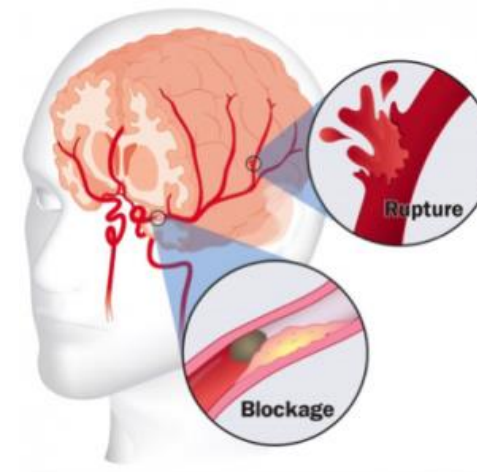
Hospitality

Luxury Residences, built for wellness retreats with lifestyle amenities, enhancing medical tourism traffic and supporting long-term commercial viability.

Key Medical Specialization

Key Features:

- **Orthopedics & Spine:** Joint replacements (knees/hips) to keep seniors mobile.
- **Cardio-Metabolic:** Heart health & Diabetes management.
- **Neuro:** Stroke prevention & memory care.
- Medical suites (day procedures, diagnostics)
- Rehabilitation & physiotherapy centre.
- Longevity & preventive medicine clinics.
- Wellness spa, hydrotherapy, nutrition & lifestyle medicine.
- Regenerative medicine, orthopaedics, cardiology, oncology support.





The Hub is a thoughtfully designed community where seniors can live fully, comfortably, and with peace of mind, knowing that care is always close at hand.

- **Aging in Place:** Residents can receive specialized medical, emotional, and spiritual support in their familiar environment rather than moving to a hospital.
- **Reduced Hospitalizations:** Proactive symptom management often prevents the need for stressful emergency room visits or burdensome end-of-life transitions.
- **Holistic Support:** Services extend beyond the resident to provide grief counseling and emotional support for family members.
- **Coordinated Care:** Hospice teams work directly with the senior living staff to create personalized care plans.



WELLNESS VILLAGE

@ MEDINI JOHOR

ASIA'S INTEGRATED HEALTHY AGEING
& LONGEVITY DESTINATION

A holistic ecosystem that integrates
wellness, ambulatory care and
luxury senior living in a lush,
sustainable environment.



6.02 ACRES
Prime Corner Land



~1.05 MILLION SQ FT GFA
Plot Ratio 4.0



3 ROAD FRONTAGES
Excellent Visibility
& Accessibility



5 MINS to Legoland
10 MINS to Singapore Tuas
3 MINS to Puteri Harbour



MEDINI SPECIAL ZONE
Tax Incentives & Foreign
Ownership Benefits

TOWER A
LUXURY WELLNESS
RESIDENCES

TOWER B
SENIOR LIVING
RESIDENCES

**WELLNESS HUB
& ACC CENTRE**

6 ACRES CORNER LAND WITH 3 ROAD FRONTAGES

ACCESS ROAD

MAIN ROAD (LBUH KOTA ISKANDAR)

SECONDARY ROAD



Wellness Village @ Medini Johor is a integrated Healthy Ageing and Longevity destination strategically located in **Medini, Iskandar Puteri**, within the **Johor-Singapore Special Economic Zone (JS-SEZ)**.

Leveraging its prime location just minutes from Singapore, Wellness Village is poised to become a regional hub for healthcare, wellness tourism and sustainable living.



AN INTEGRATED ECOSYSTEM FOR HEALTHY LIVING

ONE DESTINATION. COMPLETE WELLNESS. LIFELONG WELLBEING.



WELLNESS HUB (PUBLIC)

A holistic wellness destination promoting prevention, healing and healthier lifestyles.

- ✓ Holistic Wellness
- ✓ TCM & Chiropractic
- ✓ Physiotherapy & Rehabilitation
- ✓ Nutrition & Functional Medicine
- ✓ Mental Wellness
- ✓ Yoga & Meditation
- ✓ Spa & Hydrotherapy
- ✓ Healthy F&B & Retail



ACC (AMBULATORY CARE CENTRE)

Specialist outpatient care with a focus on geriatric medicine, rehabilitation and preventive care.

- | | |
|----------------------------|-----------------------------|
| ✓ Geriatric Medicine | ✓ Day Surgery |
| ✓ Orthopaedics | ✓ Pain Management |
| ✓ Rehabilitation | ✓ Diabetes & Metabolic Care |
| ✓ Memory & Dementia Clinic | ✓ Cancer Screening |
| ✓ Parkinson's Centre | ✓ Health Screening |
| ✓ Stroke Recovery | ✓ Dialysis |
| ✓ Heart & Diabetes Care | ✓ More Specialists |



LUXURY WELLNESS RESIDENCES

Premium residences for independent, assisted and active senior living with personalised care.

- ✓ Independent Living
- ✓ Assisted Living
- ✓ Active Senior Living
- ✓ Memory Care
- ✓ Wellness Suites
- ✓ Concierge Services
- ✓ 24/7 Care Support
- ✓ Healthy Dining



COMMUNITY
FOCUSED



PERSONALISED
WELLNESS



SUSTAINABLE
LIVING



SMART LIVING
& TECHNOLOGY



SAFETY &
SECURITY

PROPOSED PROJECT BREAKDOWN



A Total Gross Floor Area (GFA) of **1,048,925 sq ft** across 7 key components

	COMPONENT	APPROX. GFA (SQ FT)	ALLOCATION
1	 LUXURY WELLNESS RESIDENCES Premium serviced residences designed for healthy, active and independent living.	420,000	40%
2	 SENIOR LIVING RESIDENCES Independent living, assisted living and memory care residences.	210,000	20%
3	 AMBULATORY CARE CENTRE (ACC) Specialist outpatient centre focusing on healthy ageing, rehabilitation and preventive care.	160,000	15%
4	 WELLNESS HUB Holistic wellness hub offering preventive care, TCM, physiotherapy, spa, wellness therapies and lifestyle programmes.	105,000	10%
5	 RETAIL & HEALTHY F&B Retail outlets, healthy food & beverage and essential services.	75,000	7%
6	 HOSPITALITY / WELLNESS SUITES Wellness hotel and suites for medical tourism, recovery stays and short-term wellness retreats.	55,000	5%
7	 COMMUNITY FACILITIES & CLUBHOUSE Clubhouse, community spaces, event halls, administration and back-of-house facilities.	23,925	3%
TOTAL GFA		1,048,925	100%



SUSTAINABLE ASSETS
HEALTHCARE & HOSPITALITY

PRELIMINARY PROJECT FINANCIALS

Integrated Healthcare, Wellness & Hospitality Development
Wellness Village @ Medini Johor



PROJECT SUMMARY

	Land Size	6.02 acres
	Plot Ratio	~ 4.0
	Gross Floor Area (GFA)	1,048,925 sq ft
	Net Saleable Area (NSA)	~ 75% of GFA (786,000 sq ft)
	Development Period	5 – 6 years
	Sales Period	4 – 5 years

GROSS DEVELOPMENT VALUE (GDV)

**RM 2.60
BILLION**



GROSS DEVELOPMENT COST (GDC)

**RM 1.56
BILLION**



GROSS DEVELOPMENT PROFIT

**RM 1.04
BILLION**



* Land is contributed by the landowner under a Joint Venture arrangement
and is excluded from the cash development cost.

GROSS DEVELOPMENT VALUE (GDV) BREAKDOWN

COMPONENT	ESTIMATED GDV (RM MILLION)	% OF GDV
Luxury Wellness Residences	1,300	50%
Senior Living Residences	500	19%
Ambulatory Care Centre (ACC)	250	10%
Wellness Hub	150	6%
Retail & Commercial (Healthy F&B)	250	10%
Hospitality / Wellness Suites	150	5%
TOTAL GDV	2,600	100%

Note: GDV includes property sales as well as long-term value of income-producing components.

GROSS DEVELOPMENT COST (GDC) BREAKDOWN

COST COMPONENT	RM MILLION	% OF GDC
Main Construction Works	980	62.8%
Mechanical & Electrical Services	140	9.0%
Infrastructure & External Works	70	4.5%
Professional Fees	95	6.1%
Authority Contributions & Statutory Charges	40	2.6%
Marketing & Sales	60	3.8%
Financing Costs	85	5.4%
Contingency	85	3.5%
Developer Overheads & Project Management	55	3.5%
	35	2.3%
TOTAL GDC	1,560	100%



SUSTAINABLE ASSETS
HEALTHCARE & HOSPITALITY

TARGET MARKET

Wellness Village @ Medini Johor



An Integrated Destination for Healthy Ageing, Wellness Living & Medical Excellence

Strategically located in Medini, Johor – Minutes from Singapore, Connected to the World

1 SINGAPORE Primary Target Market



- Rapidly ageing population and rising healthcare costs
- Limited land availability for integrated senior living
- Attractive alternative close to home with premium healthcare & wellness at lower cost
- Target: Retirees, HNWIs, expatriates, families caring for ageing parents

2 MALAYSIA Domestic Market



- Growing awareness of healthy ageing and preventive healthcare
- Strong demand from Klang Valley, Johor, Penang and other major urban centres
- Target affluent families, professionals, retirees, property investors

3 SOUTHEAST ASIA Regional Growth Market



- Rising disposable incomes and expanding middle class
- Increasing demand for quality healthcare and wellness
- Well-positioned to capture cross-border medical tourism
- Target: Middle to high-income individuals, families, medical tourists

4 INTERNATIONAL MEDICAL & WELLNESS TOURISM



- Premium healthcare, specialist treatments and wellness retreats
- Safe, accessible and cost-competitive destination
- Long-stay accommodation with hospitality and lifestyle offerings
- Target: International patients, wellness travellers, long-stay visitors

KEY DEMAND DRIVERS



AGEING POPULATION

Rising proportion of seniors across Singapore, Malaysia and the region



HEALTH & WELLNESS AWARENESS

Growing focus on preventive care, healthy living and longevity



RISING HEALTHCARE COSTS

Seek quality care at competitive cost close to home



MEDICAL TOURISM GROWTH

Increasing cross-border demand for specialist treatments and wellness



STRATEGIC LOCATION

Medini – gateway to Singapore and the region with excellent connectivity

TARGET CUSTOMER SEGMENTS



Active Retirees & Senior Citizens

Seeking quality care, comfortable living and active lifestyle



High-Net-Worth Individuals & Second-Home Buyers

Looking for luxury living, privacy and long-term wellness



Healthcare-Conscious Professionals

Prioritising preventive healthcare and work-life balance



Familial Caring for Ageing Parents

Seeking integrated care, safety and peace of mind



Medical Tourists

Requiring specialist treatment, rehabilitation and recovery



Wellness Travellers

Pursuing preventive care, wellness programmes and longevity



Property Investors

Seeking sustainable, healthcare-backed real estate assets

OUR REACH



Singapore

Malaysia

Indonesia

Thailand

Vietnam

Philippines

Brunei



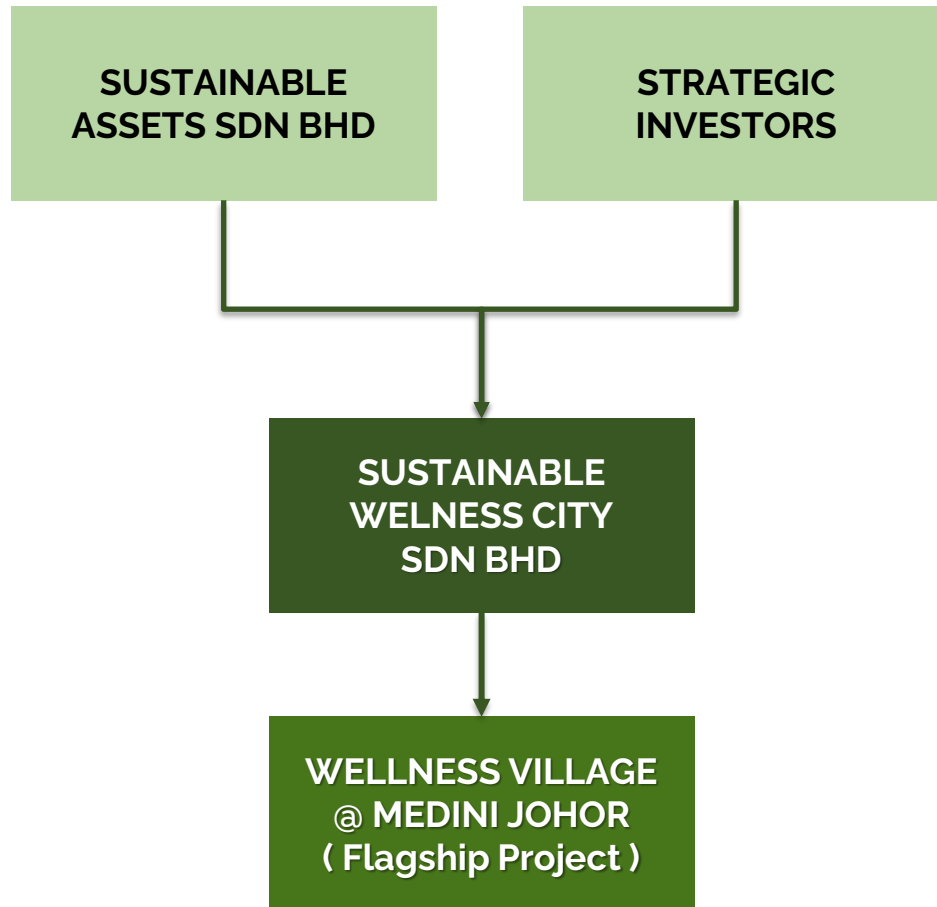
SUSTAINABLE ASSETS
HEALTHCARE & HOSPITALITY

JV & Capital Raising

JV Partnership with Landowner

Partner	Role & Contribution
Sustainable Assets Sdn Bhd (SASB)	Masterplan development, project financing, design & construction management, ESG compliance, investor relations, branding, and hospitality management. Medical operations, branding & accreditation, clinical governance, specialist recruitment, and integration of medical technologies & standards.
Landowner	Provide land and support SASB in obtaining all approval necessary for the development.
Joint Venture Vehicle (SPV)	80:20 – SASB : Landowner 20% of Equity of the SPV, or to receive in kind of properties.
Estimated Gross Development Value	Up to RM 2.6 billion

Term Sheet



Issuer	SUSTAINABLE WELLNESS CITY SDN BHD
Instrument	Ordinary Shares and/or Redeemable Cumulative Convertible Preference Shares ("RCCPS"): OS + RCCPS A: Working Capital – RM 5 million. RCCPS B: Project Financing – RM 1.6 billion.
OS Issue Size	Up to RM 5 million (Seed Capital)
Valuation	RM 25 million (post-money)
Equity %	Up to 20% Ordinary Shares
RCCPS	- Cumulative Cash coupon of 10% annum. - Redemption/Conversion at the end of 5 years.

ROI for Investors

Revenue Model:

- Real estate development: Sale of inventories (one-off).
- Healthcare & 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.



Why Invest in SAG? - Sustainable & Value Creation



High-Growth Market: Growing global demand for healthcare, aged care, senior living, wellness and ESG-compliant investments.

Asset Upside: Proven ability to transform unutilised 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.



SUSTAINABLE ASSETS
HEALTHCARE & HOSPITALITY

Our Team

Advisory Board



**Datuk Dr.
Mukundan
Sugunan Pillay**

**Healthcare
Advisor**

Datuk Dr. Mukundan Sugunan Pillay is a highly respected healthcare systems expert with more than three decades of leadership experience in public health policy, healthcare infrastructure, regulatory systems, and international health development. He served the Government of Malaysia for 32 years, rising to the position of Deputy Director General of Health (Research & Technical Support), and continues to play an active role in shaping healthcare policy and system improvement both nationally and globally.

Datuk Dr. Pillay is widely recognised for his leadership in medical device regulation and harmonisation. His work bridged healthcare delivery, medical research, hospital engineering, and regulatory frameworks, positioning him as a rare authority with both technical engineering depth and public health mastery, a pivotal role in aligning regulatory standards across Asia and strengthening patient safety, innovation, and cross-border healthcare collaboration.

Throughout his distinguished career, Datuk Dr. Pillay held numerous senior leadership roles, including Independent Healthcare Adviser, Adviser to The Minister of Health, Malaysia, Senior Health Specialist for World Bank Group, Senior Health Adviser with The WHO Office in China, Adviser to the Supreme Council of Health of the Kingdom of Bahrain, Director of The National Institutes of Health, Malaysia, Director of Engineering Services in the Ministry of Health, Director of Technical Services in the Ministry of Housing and Local Government, Chairman of The ASEAN Medical Devices Consultative Committee, Chairman of the Asian Harmonization Working party (AHWP) for Medical Devices.

Academically, Datuk Dr. Mukundan began his professional journey as a Civil Engineer, graduating from the Indian Institute of Technology (IIT), Chennai. He later obtained a Master of Public Health (M.P.H.) from the University of Minnesota, USA, and completed his Ph.D. in Preventive Medicine and Environmental Health at the University of Iowa, USA. This unique blend of engineering, public health, and preventive medicine underpins his holistic approach to healthcare system design, sustainability, and governance.

Advisory Board



Datuk Michael Kang
Corporate Advisor

Datuk Michael Kang is the Managing Director of SMB Connection Sdn Bhd, and has been involving in the ICT industry, hardware manufacturing, distribution and retail including software business, e-commerce and international trade business since 1985.

A keen promoter of Malaysia's SME sector, and as the former National President of the SME Association of Malaysia, Datuk Kang has worked tirelessly to develop the SME landscape. He was a member of the digital economic task force where he served to bridge the communication between SMEs and the authorities.

Amongst his current roles include the board member of SME Corp Malaysia, Council Member of Council of Federal Datuks Malaysia, member of the National Council for Occupational Safety and Health under the Ministry of Human Resource (since 2013-2018), board member of HRDF (2014 – 2019) and member of the incubator program DRIVERS under the Ministry of Science Technology and Innovation (since 2013), China Asean SME Development Council Co-chair (since 2017), ASEAN SME Chapter Co-chair, BNM FX sub-committee (since 2017), Advisory Panel for Dong Jiao Zong Higher Learning Centre (2018-2022), Vice President of Machinery & Engineering Industries Federation (MEIF) and Malaysia – Fosan Chamber of commercial.

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



Dr. Eddy Chiew

Medical Director

Healthcare & Medical
Management

Dr. Eddy Chiew provides strategic medical, regulatory, and operational leadership across SAG's healthcare developments. A qualified medical doctor with an MBA in Healthcare Management, he combines clinical expertise with strategic, financial, and operational insight to translate medical requirements into commercially viable healthcare assets.

Dr. Eddy has advised and led the development of a wide range of healthcare facilities, including private hospitals, specialist and chain clinics, ambulatory care centres, haemodialysis units, and palliative and nursing care facilities. His experience covers the full project lifecycle, from concept design and feasibility assessment to Ministry of Health (MOH) licensing, commissioning, and go-live operations, ensuring timely delivery and regulatory compliance.

Dr. Eddy's prior engagement with the MOH Private Medical Practice Control Division (CKAPS) provides SAG with insider-level understanding of regulatory expectations, approval pathways, and compliance risk mitigation, enabling efficient first-submission approvals and accelerated timelines. His scope includes functional and clinical planning, healthcare facility zoning, clinical workflow optimisation, infection control and patient safety standards, medical equipment planning, and accreditation readiness (MSQH, JCI, ISO).

Management Team



Kareem Cherian

Project Director

Kareem Cherian is the Founder of a medical planning and healthcare engineering consultancy, with over 20 years of professional experience in mechanical engineering and healthcare infrastructure development. He specializes in the planning, design, and delivery of complex healthcare facilities and hospital systems, bringing deep technical expertise together with practical, solution-driven execution. Driven by a passion for innovation in healthcare environments, Kareem focuses on integrating advanced technology, sustainability, and patient-centric design into modern medical facilities.

Kareem began his career in 2004 as a Senior Mechanical Engineer and later expanded into engineering and environmental consultancy, building a strong foundation in building services and healthcare systems. From 2006 to 2014, his tenure at Vamed, an international consultancy firm allowed him to lead and contribute to high-profile commercial, retail, and hospitality projects, including developments for Fortune 500 clients.

Kareem holds a Bachelor of Engineering (Hons) in Mechanical Engineering from Universiti Tenaga Nasional (UNITEN), complemented by a Diploma in Mechanical Engineering from Institut Teknologi Pertama (ITP). In 2018, he further strengthened his leadership and delivery capabilities through an International Project Management Program (PMP) at the University of Applied Sciences Krems, Austria. He is a registered professional with the Board of Engineers Malaysia (BEM) and an active member of IEM, ACEM, and CIDB Malaysia.

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.



SUSTAINABLE ASSETS
HEALTHCARE & HOSPITALITY

Industry & Market Overview



SUSTAINABLE ASSETS
HEALTHCARE & HOSPITALITY

ASEAN'S GROWING MEDICAL AND HEALTHCARE INDUSTRY



620
million people
in ASEAN
The world's 3rd largest workforce

3rd

\$2.4
trillion USD in GDP
The 7th largest
in the world

125
million households
Middle-income status
by 2025

↑ INCREASING

- Public intervention
- Health Policies
- Healthcare investment

THAILAND
THE LEADER IN ASEAN MEDICAL TOURISM

Source: Malaysia Healthcare Travel Council and
Singapore Tourism Board

Thailand **\$4.3 billion**
Estimated earnings
2.5 million
No. of foreign patients

Singapore **\$3.5 billion**
Estimated earnings
850,000
No. of foreign patients

Malaysia **\$158 million**
Estimated earnings
583,000
No. of foreign patients

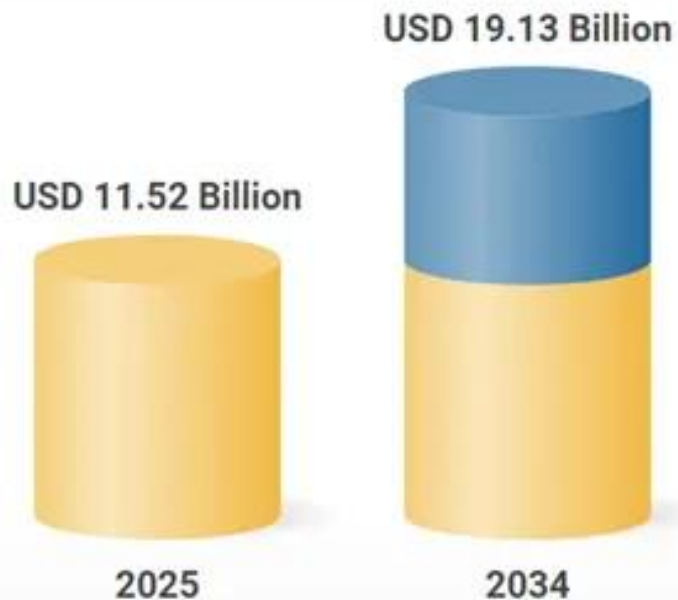


Ipsos Business Consulting
Build • Compete • Grow

healthcare.bc@ipsos.com

Malaysian Hospital Market

Market forecast to grow at a CAGR of 5.2%



<https://www.researchandmarkets.com/reports/5855119>

RESEARCH AND MARKETS
THE WORLD'S LARGEST MARKET RESEARCH STORE



HEALTHCARE INDUSTRY TO CONTRIBUTE US\$4.19 BLN TO ECONOMY

2024

2023 PERFORMANCE

- The medical device sector is expected to contribute **US\$4.19 billion**
 - Pharmaceutical segment added over **US\$1.26 billion** to the national GDP
- *US\$1=RM4.69

▪ Malaysia's total trade: **US\$11.1 billion**

▪ Healthcare products:

Exports **US\$6.81 billion**

Imports **US\$4.29 billion**

Malaysia's medical device industry employs over **13,000** individuals



Pharmaceutical industry provides jobs for almost **30,000** people

Malaysia is actively participating in 16 FTAs including the RCEP & CPTPP to strengthen its position in the healthcare industry



DID YOU KNOW?

▪ Malaysia is a leading global producer of rubber-based medical consumables, recognised among the best nations in the world for healthcare

▪ The largest market for medical devices in ASEAN

GDP - gross domestic product
FTAs - free trade agreements
RCEP - Regional Comprehensive Economic Partnership
CPTPP - Comprehensive and Progressive Agreement for Trans-Pacific Partnership
MATRADE - Malaysia External Trade Development Corporation

Source: MATRADE chairman Datuk Seri Reezal Merican Naina Merican

Published: July 12, 2024
Bernama Infographic

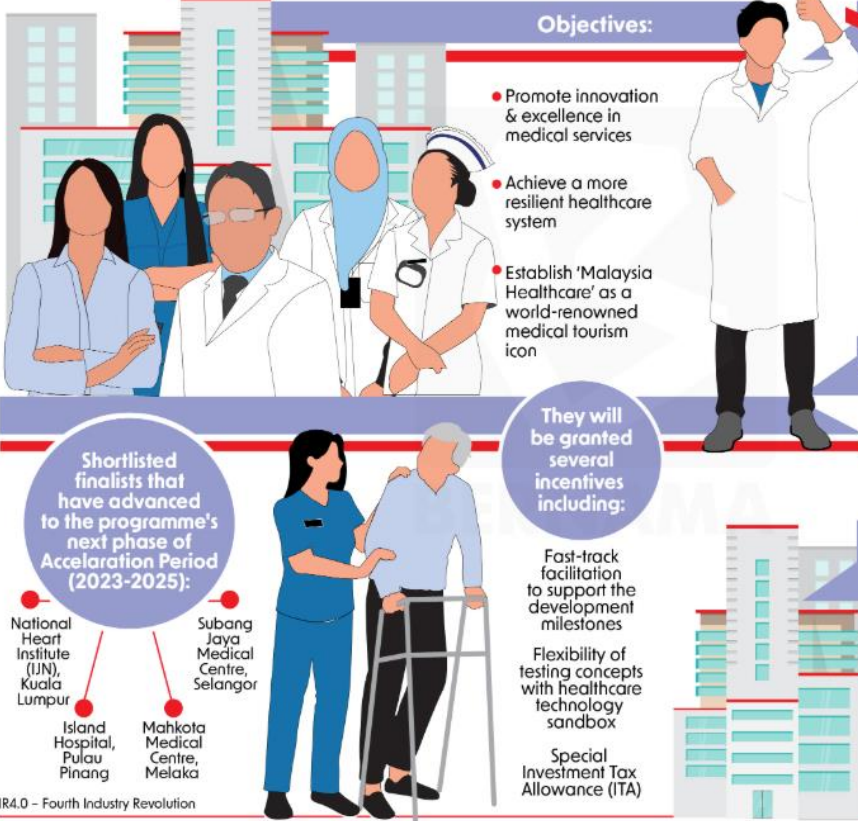


SUSTAINABLE ASSETS
HEALTHCARE & HOSPITALITY

Malaysia is the Favorite Medical Tourism Destination

MALAYSIA INTRODUCES FLAGSHIP MEDICAL TOURISM HOSPITAL PROGRAMME

THIS INITIATIVES WILL SEE THE COUNTRY'S TOP HOSPITALS INTENSIFY THEIR COMMITMENT TO RAISE THE BAR IN DELIVERING EXCEPTIONAL END-TO-END SERVICES TO THEIR PATIENTS



Objectives:

- Promote innovation & excellence in medical services
- Achieve a more resilient healthcare system
- Establish 'Malaysia Healthcare' as a world-renowned medical tourism icon

The Special ITA will:

- Enable finalists with the resources to make qualifying capital expenditures to support their growth plans
- Include technology investments aimed at driving digital transformation in healthcare, in line with Malaysia's IR4.0 aspiration

Assessment For Finalists:

Their growth & development will be benchmarked against best practices in medical & service excellence, as well as international branding

Shortlisted finalists that have advanced to the programme's next phase of Acceleration Period (2023-2025):

- National Heart Institute (IIN), Kuala Lumpur
- Subang Jaya Medical Centre, Selangor
- Island Hospital, Pulau Pinang
- Mahkota Medical Centre, Melaka

They will be granted several incentives including:

- Fast-track facilitation to support the development milestones
- Flexibility of testing concepts with healthcare technology sandbox
- Special Investment Tax Allowance (ITA)

This flagship programme is a collaboration between:

- Malaysia Healthcare Travel Council (MHTC)
- Global medical accreditation bodies IQVIA
- Joint Commission International (JCI)

IR4.0 - Fourth Industry Revolution
Source: MHTC / Ministry of Health, Malaysia / Health Minister Dr Zaliha Mustafa
Published: March 18, 2023
Bernama Infographics

MALAYSIA RECOGNISED AS THE WORLD'S NO. 1 MEDICAL TOURISM DESTINATION



TOP 10 COUNTRIES

- 1 MALAYSIA** 🇲🇾
- 2 Singapore** 🇸🇬
- 3 Thailand** 🇹🇭
- 4 India** 🇮🇳
- 5 Turkiye** 🇹🇷
- 6 Czech Republic** 🇨🇪
- 7 Costa Rica** 🇨🇷
- 8 Panama** 🇵🇦
- 9 Mexico** 🇲🇽
- 10 Brazil** 🇧🇷

According to a ranking published by Nomad Capitalist, a global firm based in Dubai

The report highlights several factors behind Malaysia's appeal to medical tourists, including:

- Advanced national infrastructure
- Lower costs
- Services comparable to regional competitors
- Widespread use of English

Malaysia's medical tourism sector generated over RM2 billion in revenue in 2023

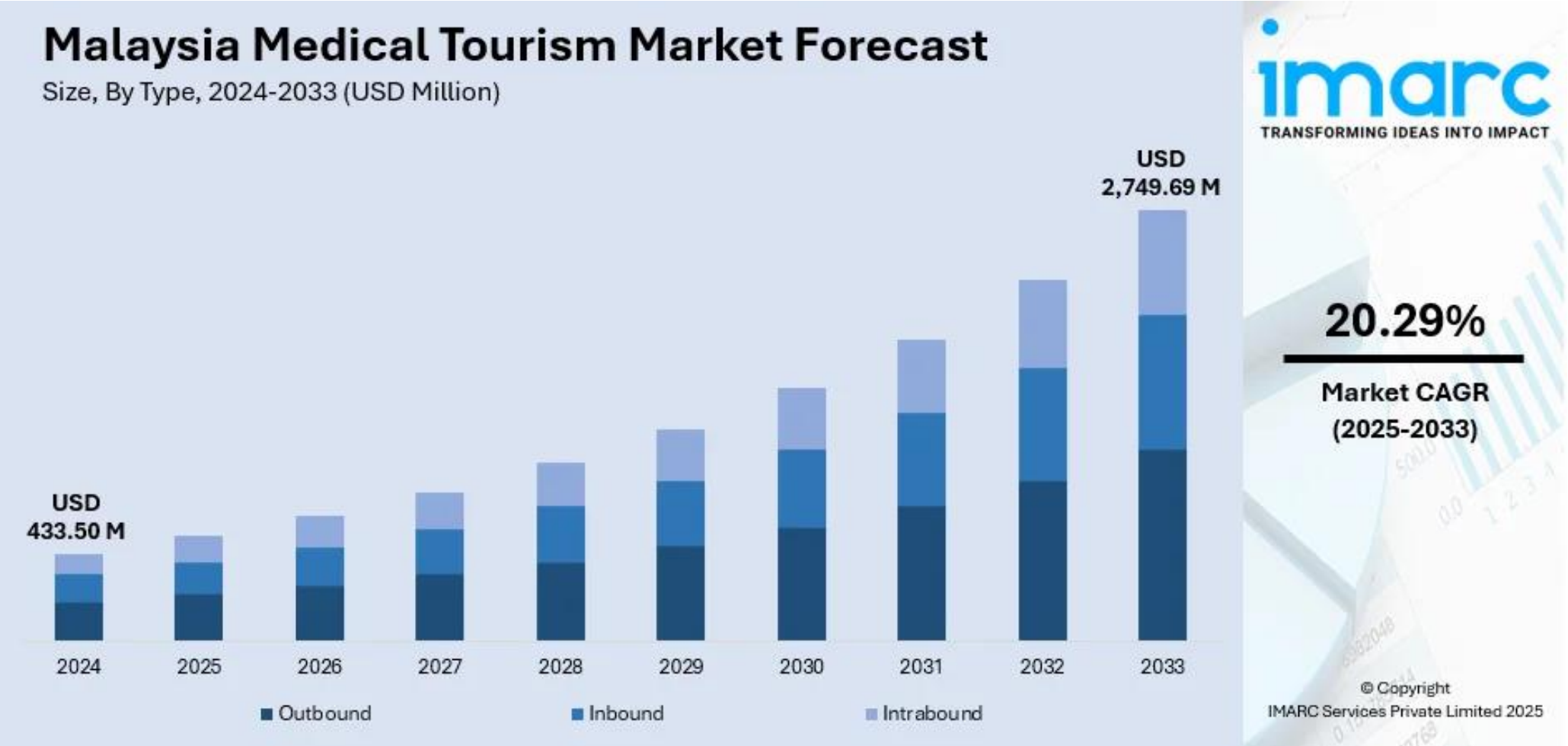
With the arrival of approximately 1.3 million health tourists from around the world

They come because they trust the expertise of our doctors and nurses, the high standard of healthcare, and the unique combination of modern treatment, warm Malaysian hospitality, and the noble values of Malaysian society.

Dr Dzulkefly Ahmad

Sumber: Source: Health Minister Dr Dzulkefly Ahmad, nomadcapitalist.com/global-citizen/freedom/top-countries-for-medical-tourism/
Published: May 29, 2025
Bernama Infographic

Malaysia Medical Tourism Market in Numbers





SUSTAINABLE ASSETS
HEALTHCARE & HOSPITALITY

Senior Living Market

Senior Living Market Size



Global Market Insights
Insights to Innovation

Geriatric Care Services Market

Global Forecast (2025 – 2034)

MARKET STATISTICS

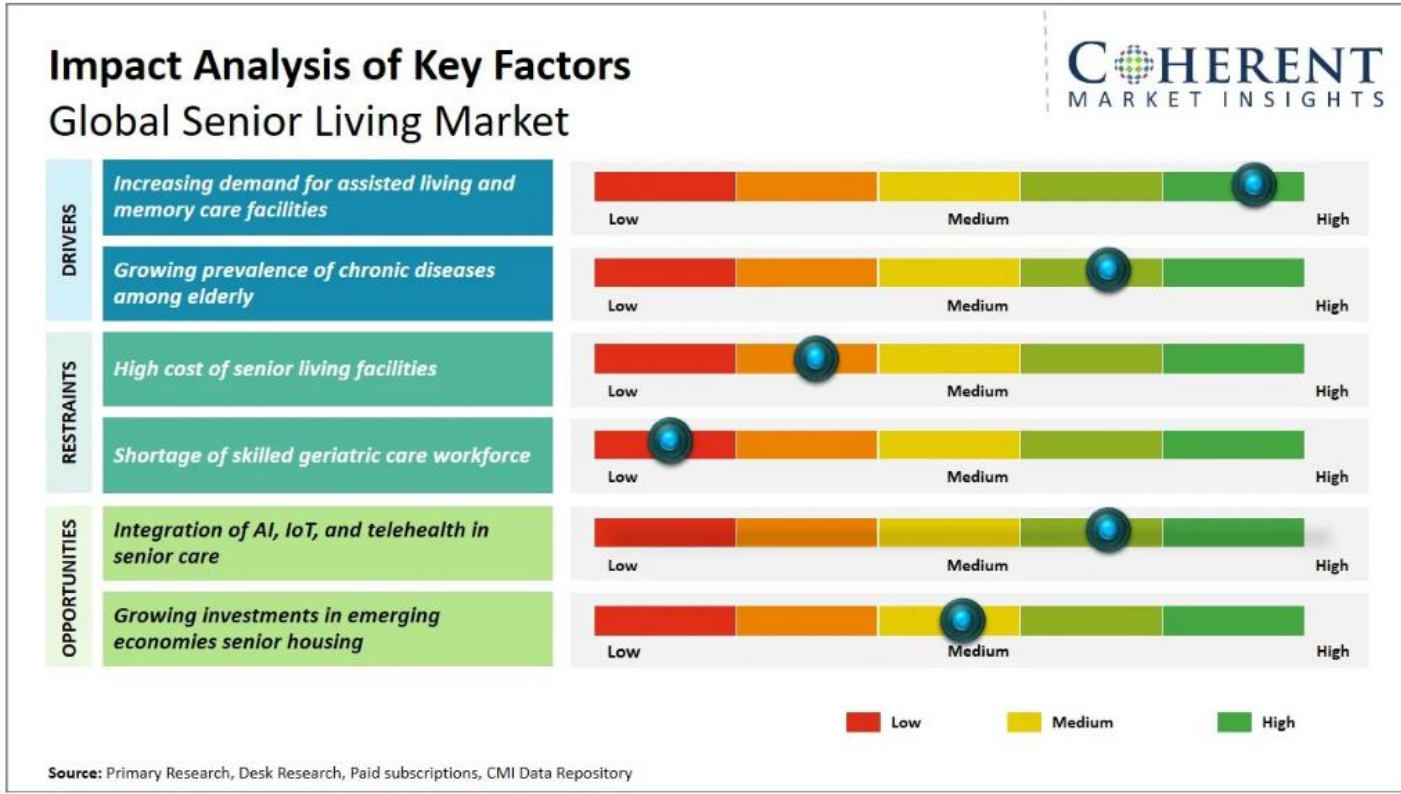
- 2024 Market Size: **\$1.3 TN**
- 2025 Market Size: **\$1.4 TN**
- 2034 Forecast Market Size: **\$2.1 TN**
- CAGR (2025-2034): **5.1%**

SEGMENT STATISTICS

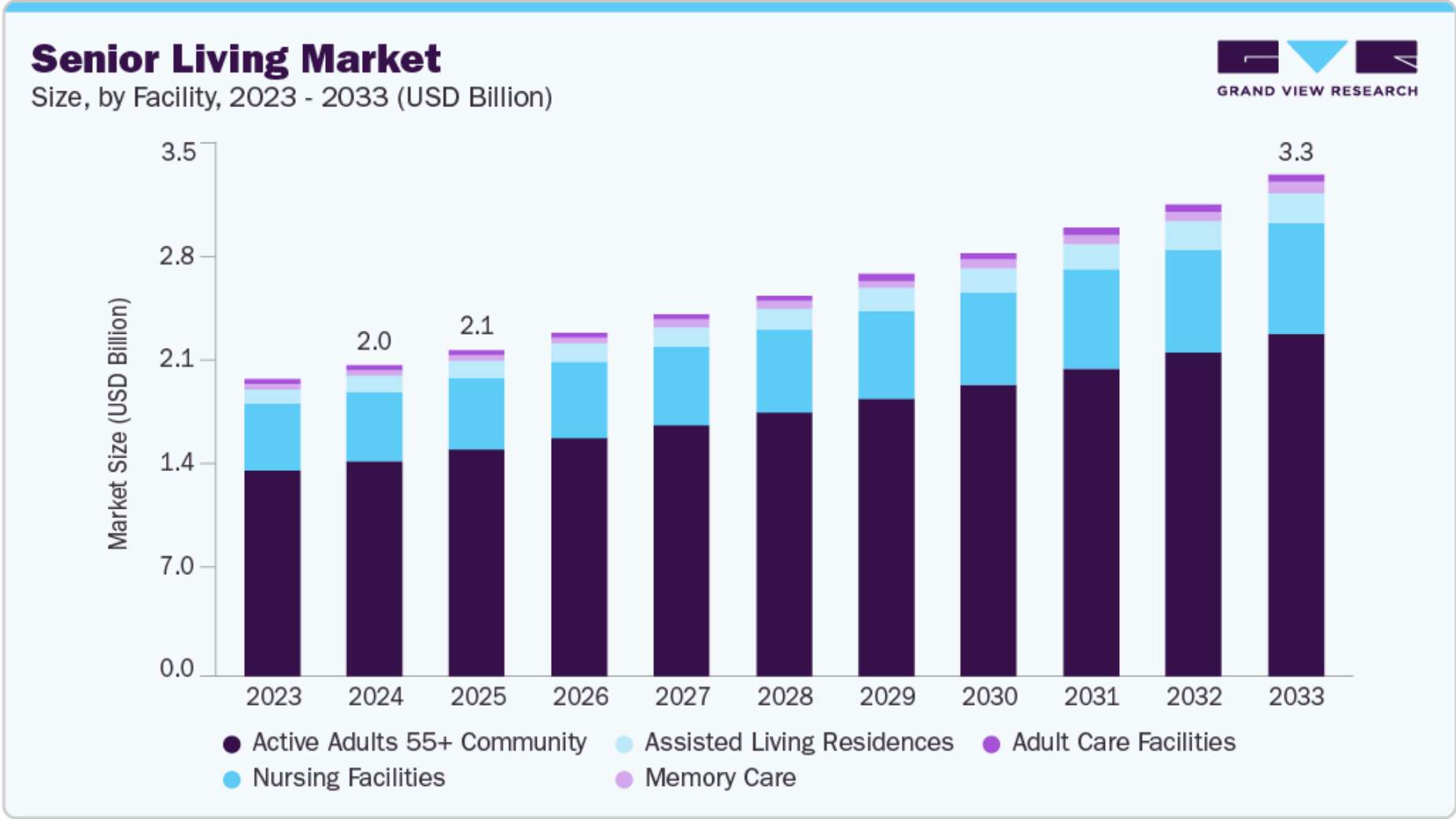
- Institutional care segment**
Market Size (2034): **>\$1.3 TN**
- Public segment**
Market Share (2024): **72%**
- Public insurance segment**
Market Size (2024): **\$916.4 BN**
- 86-90 years segment**
Market Size (2024): **\$455.1 BN**
- High blood pressure segment**
Market Share (2024): **32.6%**



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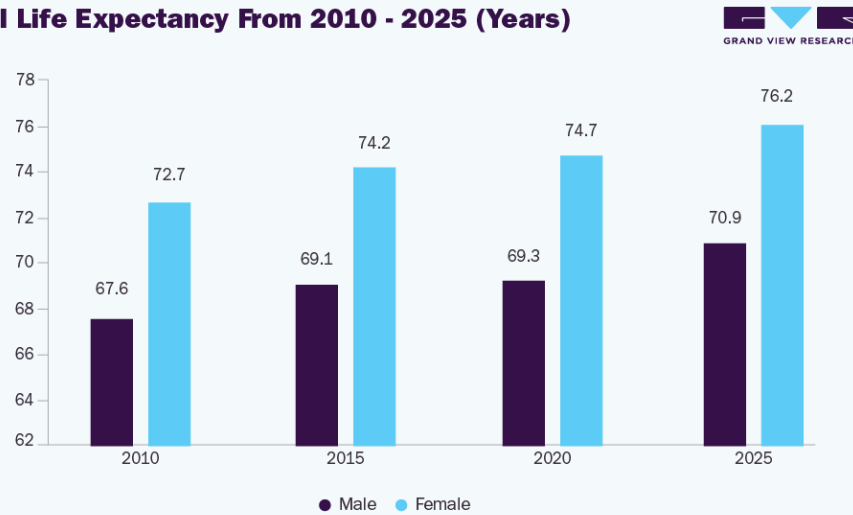
Senior Living Market Size



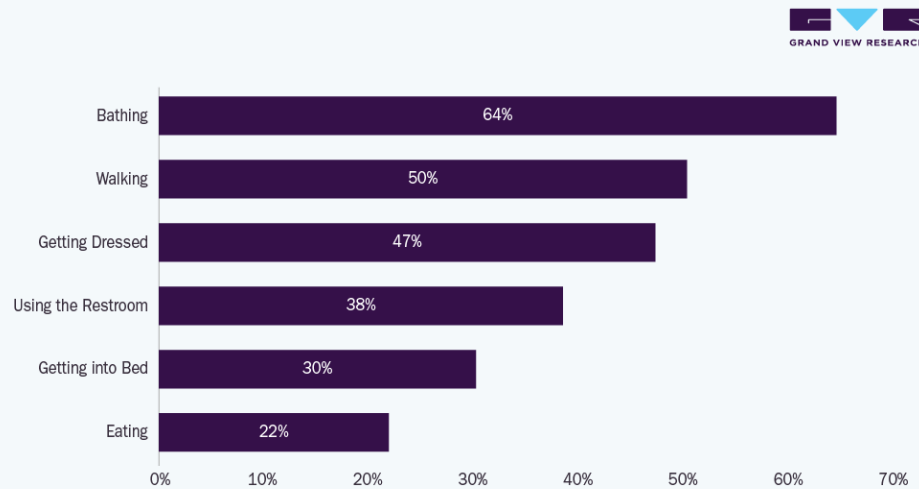
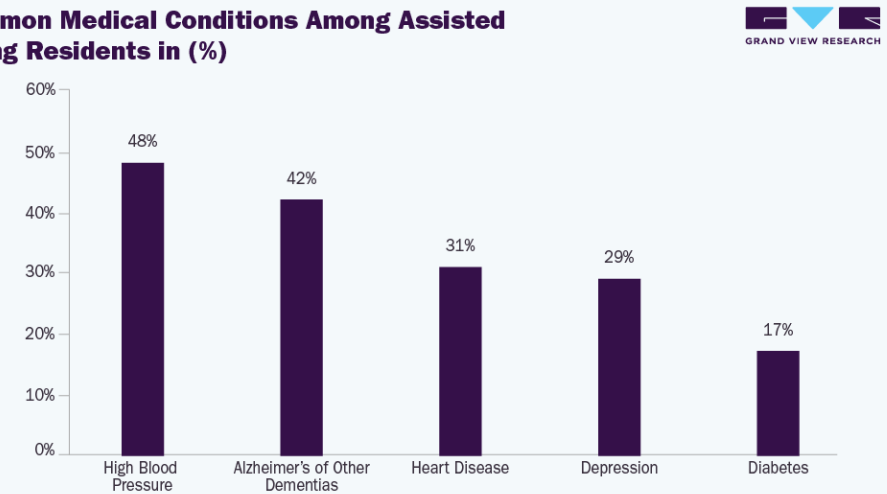


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Global Life Expectancy From 2010 - 2025 (Years)



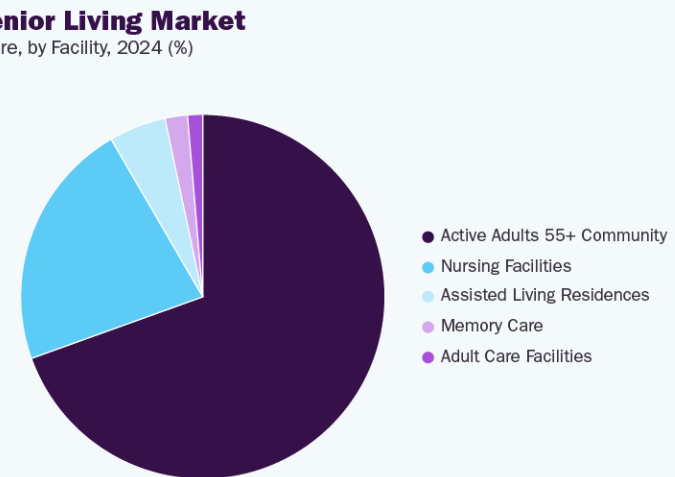
Common Medical Conditions Among Assisted Living Residents in (%)



Source: Secondary Research- RubyHome, Grand View Research

Senior Living Market

Share, by Facility, 2024 (%)



GRAND VIEW RESEARCH

\$2.0B
Global Market Size,
2024

Source:
www.grandviewresearch.com

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