



**YOUR REASONS  
TO INVEST ARE HERE.  
RIGHT AT THE HEART  
OF KUALA LUMPUR.**

# KL SENTRAL IS AT THE CENTRE OF EVERYTHING.

In the heart of Kuala Lumpur lies the bustling business district of KL Sentral, filled with growth opportunities because of its Connectivity, Cosmopolitan Convenience, Heritage and Culture. For the past 10 years, KL Sentral has proven to be a high-yielding property hotspot for many investors, verified by independent research reports by JLL Research & Consultancy and Savills Malaysia.

## WHAT MAKES KL SENTRAL A PRIME LOCATION FOR HIGH CAPITAL GROWTH AND RENTAL YIELDS?

### Reason 1: Fast-Growing Capital Value Against Other Established Submarkets

AVERAGE PRICE GROWTH (2007-2017)

<b>KL Sentral</b>	<b>7.6%</b>	<b>↑</b>
KLCC (Immediate Vicinity)	2.2%	↑
Mid Valley City	5.5%	↑
Mont Kiara	2.4%	↑

Source: Savills Malaysia Independent Research Report

FORECAST OF CAPITAL VALUE (2018 - 2022)

Compound Annual Growth Rate of capital values between 2018 and 2022

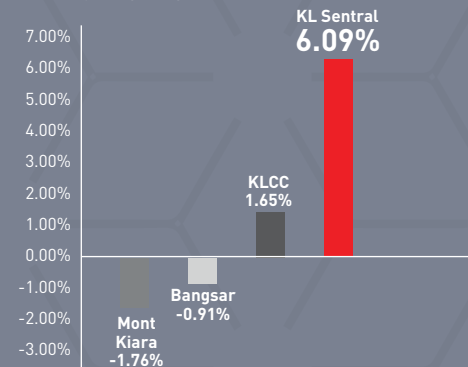
<b>KL Sentral</b>	<b>6.38%</b>	KLCC	6.37%	Bangsar	5.07%	Mont Kiara	3.11%
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Source: JLL Research & Consultancy Independent Research Report

- KL Sentral has evolved to a well-balanced integrated development over the last 10 years, primarily attributed to its unique advantage as the largest transportation hub for Greater KL.
- Furthermore, it has diverse offerings of Grade-A office spaces, renowned hotel operators and retail malls.
- KL Sentral's residential component has benefited from this unique master plan registering an average price growth of 7.6%, which is noticeably higher than other established submarkets in Greater KL.
- The average residential price psf in KL Sentral has increased from RM470 in 2007 to RM1,024 in 2017 and is continuing to grow.
- The capital values of residential properties in KL Sentral are expected to continue growing at a faster rate compared to other established submarkets.
- It is anticipated that the capital value growth will be accelerated by the limited lands left for development.

### Reason 2: KL Sentral Rents Remain Resilient

10-YEAR AVERAGE ANNUAL GROWTH (CAGR) OF RENTS FOR PRIME HIGH-RISE RESIDENTIAL

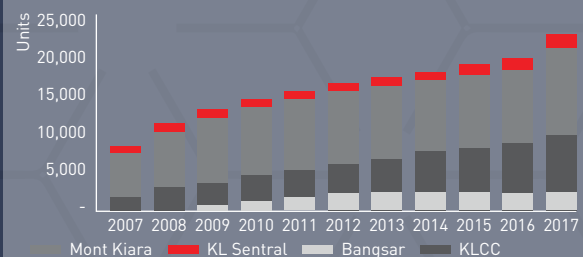


Source: JLL Research & Consultancy Independent Research Report

- KL Sentral is the leading location that registered positive residential rent growth in correlation with increased capital value for the past 10 years as compared to other established markets.
- The demand for residential units in KL Sentral is mainly driven by professionals working around the vicinity and frequent travellers.
- In comparison, rent has been declining in the past decade across other submarkets indicated by the graph above.

### Reason 3: Limited Supply Is Met with High Demand in KL Sentral

PRIME HIGH RISE RESIDENTIAL STOCK IN KL SENTRAL AND OTHER LOCATIONS



Total residential stock in 2017

KL Sentral	1,912	KLCC	8,041	Bangsar	1,407	Mont Kiara	11,712
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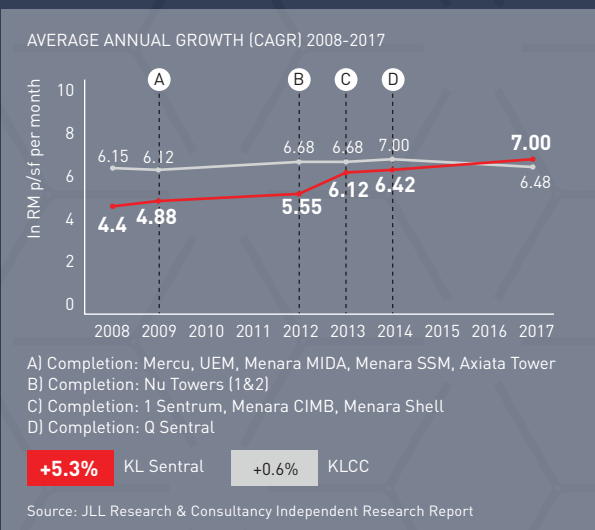
Source: JLL Research & Consultancy Independent Research Report

- The supply of residential stock in KL Sentral has been limited and this has contributed positively to the demand for residential properties in KL Sentral.
- This is in contrast to other established areas such as KLCC, Mont Kiara, and Bangsar.
- KL Sentral has a working to residents population ratio of 5:2 which drives demand for sales and rent within the KL Sentral submarkets.
- Presently, the total supply of residential units in KL Sentral is only 1912 units.

# WHAT SUPPORTS THE 3 FINDINGS?

## A CONSTANT RISE IN KL SENTRAL OFFICE RENTS AND OCCUPANCY RATE

### Historical Average of Gross Rents



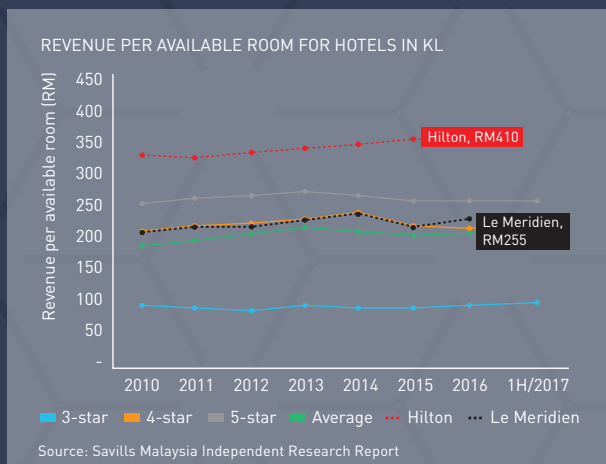
- Despite the completion of new office buildings since 2008, KL Sentral's average gross office rent has continued to rise.
- The average gross office rent in KL Sentral has increased from RM4.40 psf per month in 2008 to RM7.00 psf per month in 2017, registering an average annual growth (CAGR) of +5.3%.
- Since 2016, the average gross office rent in KL Sentral had surpassed KLCC.

### Historical Average Occupancy Rate



- In addition, the occupancy rate in KL Sentral has registered a higher level than in KLCC on average, due to its stronger office space demand.
- KL Sentral's average occupied space increased by an average annual growth (CAGR) of 12.7% between 2008 and 2017 compared to 4.5% in KLCC within the same period.
- Some of the world's top multinational companies now reside in KL Sentral including – Google, Facebook, Shell, Cisco, General Electric (GE), and PricewaterhouseCoopers (PwC).

## HOTELS IN KL SENTRAL OUTPERFORMED KUALA LUMPUR'S AVERAGE



### Revenue Per Available Room (RevPAR) for Hotels in KL

- Demand for short-term accommodation in KL Sentral for the business travellers and tourists has proved to be overwhelming as it is the main transport hub in Greater KL.
- Business travellers looking for long-term accommodation will look for residential units to rent as it's more cost-efficient.
- The high hotel occupancy and room rates are driving demands for residential units and serviced residences in KL Sentral. This is evident by the high demand of serviced residences in KL Sentral namely Ascott Sentral which now commands a daily rate up to RM428 per night and a monthly rent of approximately RM12,037.50.

# THE KEY OUTLOOK OF KL SENTRAL

## KL Sentral Remains Malaysia's Largest Transportation Hub

- 1) KL Sentral is the gateway to Kuala Lumpur from KLIA, KLIA2, and Subang Skypark.
- 2) The seamless connectivity in KL Sentral includes a closed walkway connected to multiple transit systems – KTM, LRT, ETS, KLIA Ekspres, KLIA Transit, MRT, and Monorail.

## Increasing Demand for Transport Oriented Developments (TOD)

- 1) Transport Oriented Developments (TOD) are in high demand in the market. With the expansion of MRT and LRT lines, the demand for both office and residential units in KL Sentral will continue to increase substantially.
- 2) As KL Sentral is Greater KL's largest transportation hub, it has created an address for the elite class of Kuala Lumpur by offering high quality residential and commercial spaces.

**The residential projects are well sought after by locals and foreigners who work in the vicinity, making KL Sentral the ideal place to live, work and play.**

Envisioned by:



Developer:

COUNTRY ANNEXE SDN BHD (439669-X)  
Level 30, Menara Allianz Sentral,  
No. 203, Jalan Tun Sambanthan,  
Kuala Lumpur Sentral, 50470,  
Kuala Lumpur, Malaysia.

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[www.sentralsuites.com.my](http://www.sentralsuites.com.my)

For more info,  
please call:

**+603-2727 7510**