



THE PEARL WITHIN A PEARL





BREATHING NEW LIFE INTO THE Pearl Of The Orient

Flanked proudly by the Penang Bridge to the east, and the bustling Straits of Malacca to the west, Penang is a modern city nestled harmoniously along the natural beauty of the hills, lush green forests, gardens and scenic beaches.

A fascinating fusion of east and west, Penang embraces modernity while retaining its traditions and old world charm. Long regarded as the food capital of Malaysia, Penang also entices visitors with its beautiful coasts and scrumptious cuisines.

For over 300 years, the bustling island has been the choice location for traders and expatriates from all corners of the world. A glorious melting pot of multi-faceted cultures and disciplines, it is no wonder why it remains a leading tourist attraction, and inscribed by UNESCO as a World Heritage Site.

Southbay, a monumental development saga in the Southern tip of Penang, is perfectly poised to become the "next big thing" and a new attraction on the Island.

Its location amidst major landmarks like the Penang Bridge, Second Link Bridge and historical venues like the Cheng Ho Footprint Temple make it a truly special development, one that will ultimately breathe new life into this amazing Pearl Of The Orient.



A VIBRANT Waterfront Landmark

A landmark is described as an object or feature of a landscape or town that is easily seen and recognised from a distance. And even from the Penang Bridge, the distinct structure of Southbay in its entirety is visible and recognisable.

AN AWARD-WINNING Lifestyle Development

Southbay, a new iconic development in Southern Penang, is a multiple award-winning masterpiece made up of 3 all-encompassing parcels – Southbay City, Legenda@Southbay and Residence@Southbay.

Poised to emerge as the most vibrant lifestyle hub in Penang, Southbay will feature a comprehensive mix of residential and commercial components, all within an address boasting superior accessibility, convenient amenities, a wealth of Asian heritage and a picturesque backdrop.

Tourist Attractions

- A Cheng Ho Footprint Temple
- B Penang War Museum
- C Penang Aquarium
- D WorldFish Center

Amenities

- E Post Office
- F Police Station
- G Penang International Airport

Accessibility

- H Jalan Permatang Damar Laut
- I Jalan Batu Maung
- J Tun Dr Lim Chong Eu Expressway





Highly Commended
Mixed-Use Development Malaysia
for Southbay City, Penang Island



Best Architecture
Malaysia (Multiple Units)
for Legenda@Southbay,
Penang Island



Best Developer
Waterfront Development
(Future)
Southbay, Penang Island

Even in this early stage, Southbay has already garnered numerous awards; a true testimony to its immense potential.

- Asia Pacific International Property Awards 2011 in association with Bloomberg Television
- Highly Commended Mixed-Use Development Malaysia
- Asia Pacific Residential Property Awards 2010 in association with Bloomberg Television
- Best Architecture Malaysia (Multiple Units) for Legenda@Southbay, Penang Island
- Cityscape Asia Real Estate Award 2010
- Best Developer, Waterfront Development (Future) Southbay, Penang Island



COMPLETED

RESIDENCE @ 南湾
SOUTHBAY
3-storey superlink homes

A MASTERPLAN Poised For Greatness

As an award-winning creator of a plethora of established developments within Peninsular Malaysia, Mah Sing's achievements speak for themselves. And in line with our constant pursuit of excellence, we have furthered our ventures on the bustling lands of Penang Island in the form of these 3 premier components:



Set to be the new metropolis in the South of Penang Island, Southbay City is poised to realise its potential as a vibrant waterfront landmark, where colours of a rich variety explode on life's canvas.

With the introduction of Southbay Plaza, a luxurious residential cum commercial address, Southbay City has taken its first step into its brilliant future. Imagine residential suites, cafés, restaurants, a luxury hotel and resort, and lifestyle retail outlets that ignite from the first light of day continuing its vibrancy deep into the night.



Legenda@Southbay, awarded the Best Architecture Malaysia (Multiple Units) for Residential Property, is an elegant low-density gated & guarded bungalow development built upon a resort-inspired environment. Aiming to conserve the ambience and tranquility on a naturally forested neighbourhood, the 76 bungalows make truly unique and precious homes, with a contemporary residents' clubhouse with a 2-acre rejuvenating park complementing the holistic lifestyles exclusively for the privileged few.

Infused into these homes are a slew of features such as a personal pool, a private lift and a home automation system to ensure comfort, class and convenience.



The superlink homes at Residence@Southbay have been built around the concept of offering a true community living experience. The first of its kind within the gated & guarded development in Penang, Residence@Southbay is complemented by a residents' clubhouse consisting of a modern gym, swimming pool and other lifestyle offerings culminating in the perfect modern resort home.

It hasn't been long since its introduction, yet each and every home of Residence@Southbay has already been completely sold out – a sign that this addition to the Southbay masterplan has fully lived up to its potential.

RESIDENCE @ 南珍湾
SOUTHBAY
 COMPLETED & 100% SOLD

SOUTHBAY PLAZA
 CPS Coordinates:
 N5°17'7" E100°17'18"



- Total length of 24km
- Connecting Batu Maung & Batu Kawan in 20 minutes
- Expected completion by September 2013

Source : Wikipedia.org

7KM TO PENANG INTERNATIONAL AIRPORT



- Ranked 3rd busiest airport in Malaysia
- Awarded Airport of The Year in 2009 by Frost & Sullivan
- Upgrading work in progress. Expected completion in 2013

Source : Wikipedia.org

南珍湾
SOUTHBAY CITY
 OPEN FOR REGISTRATION

LEGENDA @ 南珍湾
SOUTHBAY
 UNDER CONSTRUCTION & EXPECTED COMPLETION BY 2013







A True Venue Of Life And Leisure

Created primarily as a contemporary lifestyle landmark, Southbay Plaza features a diverse range of lifestyle offerings on its commercial floors that include restaurants, bars, boutiques, cafés and retail outlets – all poised to be tenanted by a perfect mixture of brands.

Its residential suites have been designed to accommodate the needs of today's discerning homeowners with layouts spanning from 2 bedroom to 3+1 bedroom suites, and even duplexes.

Lifestyle retail offerings are poised to be diverse, with some of the most renowned brands including both small and large retailers, operating from a variety of 1-storey to 3-storey outlets.

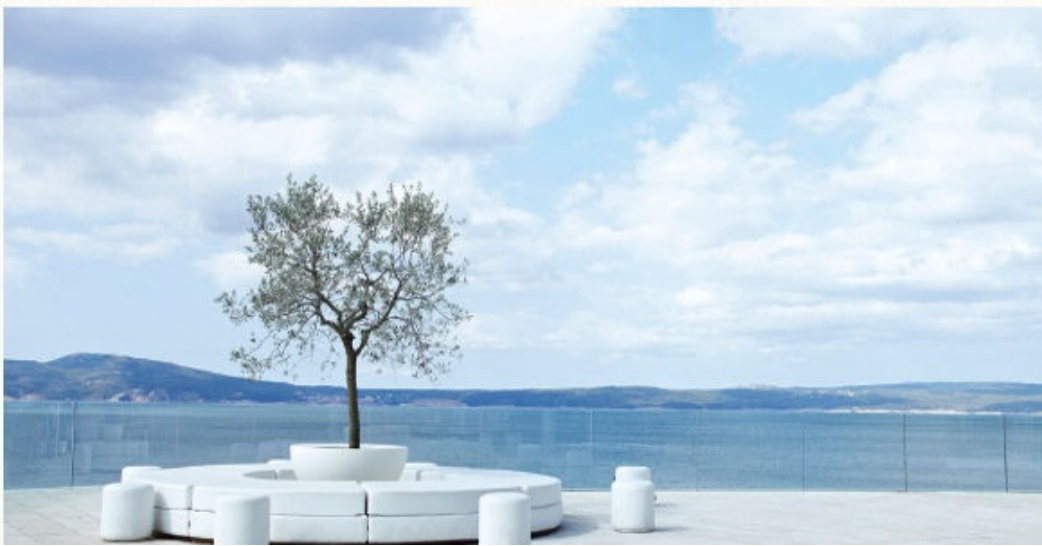
Southbay Plaza is, on a whole, an expression of high stature, and along with its status as the most architecturally distinct high-rise building in Batu Maung, it is also set to be a true attraction of the area.



Waterfront Residences

The residences at Southbay Plaza set a new standard for sustainable luxury real estate in Bayan Lepas. These units are complemented by a blend of essential amenities with resort-inspired facilities.

- Breathtaking views of the sea and hills, Second Link Bridge and Penang International Airport
- Low density with 5 to 6 units per floor, served by 3 dedicated lifts
- Open-plan layout and high ceiling
- Approximately 2.5-acre leisure facilities deck





Recreational Features

Southbay Plaza comes furnished with an abundance of opportunities that promote vibrant lifestyles to its inhabitants, while its location on the coast presents an ideal backdrop for relaxation.

- Infinity pool
- Gymnasium
- Reading corner
- Party deck
- BBQ area
- Children's playground
- Lush gardens





Dining Venues

It is a known fact that the gastronomical offerings of Penang are the key attractions of the Island. This passion for food is one that will be present within Southbay Plaza, where a host of chic dining venues will be available with a vista of the ocean as a backdrop.

- Alfresco cafés
- Bars
- Lounges
- Coffee houses
- Fine dining restaurants





Retail Outlets

Southbay Plaza's lifestyle retail combines a rich business and retail experience with one of the most diversified, colourful and vibrant lifestyles in Penang.

- Astonishing hotspot for mix of tenants
- Diverse retail spaces from 1-storey to 3-storey
- Superbly visible outlets fronting a main road
- 12-foot walkways and corridors
- 26-foot wide shop frontages



Southbay Plaza is situated in a true centre of life, with a population catchment of approximately 200,000 and an estimated traffic volume of 18,000 pcu per day. This vibrant location is also arguably the most accessible hotspot in Penang, easily accessible via sea, land and air.

- Close proximity to the Penang Bridge and Second Link Bridge
- Connected with the Tun Dr Lim Chong Eu Expressway leading towards Georgetown
- A short drive away from the Penang International Airport
- Part of the Rapid Penang transport service route
- To be linked via a future network of water taxis along the Penang Strait



Penang Bridge



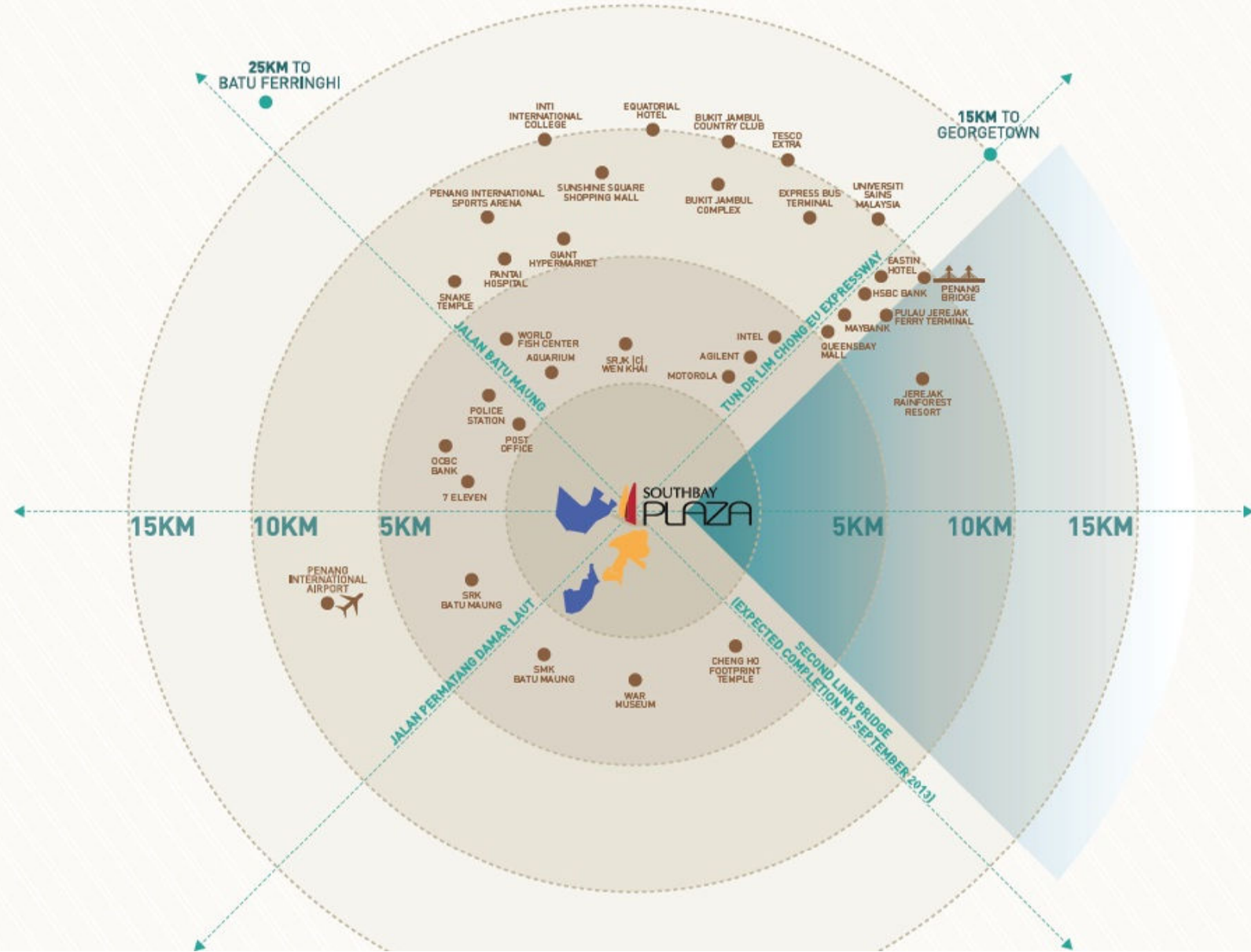
Penang International Airport



Expressway



Road Transportation





Listed on the Main Board of Bursa Malaysia, Mah Sing is one of Malaysia's premier lifestyle developers with 18 years of property development expertise. Mah Sing is a well diversified and versatile developer with a strong branding in medium to high-end landed residential properties, commercial projects including Grade-A office buildings, offices, shops, retail and SoHo as well as industrial projects. The Group's 37 lifestyle projects in Malaysia are focussed in prime & strategic locations in Kuala Lumpur, Klang Valley, Penang Island and Johor Bahru.

Over nearly 2 decades, the Group has made continuous efforts to improve the concepts, designs and also strived to create iconic buildings and developments. The Group has also worked hard on conceptualizing, designing and delivering quality projects to its buyers. A dedicated research team conducts in-depth study of market needs, and the ability to interpret and act on the information allows Mah Sing to identify and set new trends. The Group has also adopted various quality standards, and is gratified that Mah Sing's projects have won numerous property awards.

OPEN FOR SALE
 +604 6288 188
 www.southbay.com.my

A Premier Lifestyle Developer



Best Islamic Development Award 2010 for Masjid Al-Makmur, Johor Bahru



High Commended Masterplan Development Award for Southbay City, Penang Island



High Commended Best Development Award for The Avenue, 17101



Best Property Asia Pacific & Australasia for One Legends, Cheng



Best Office Development Malaysia for The Icon, Jalan Tun Razak, KL



Best Architecture Malaysia for The Icon, Jalan Tun Razak, Penang Island



Best Company Malaysia for Corporate Governance Award 2010



Best Developer Masterplan Development (Future) Southbay, Penang Island



The Brand Awards 2009-2011 2 consecutive years Category - Future



Best Developer Overall Malaysia and Developer of the Year Best Developer - Office/Business Developer



Top 7 - The Edge's Top Property Development Awards (2011)



The Edge Billion Ringgit Club Award 2011 for Highest Completed Returns to Shareholders Over 3 Years



TOPTEN Developer 2011

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