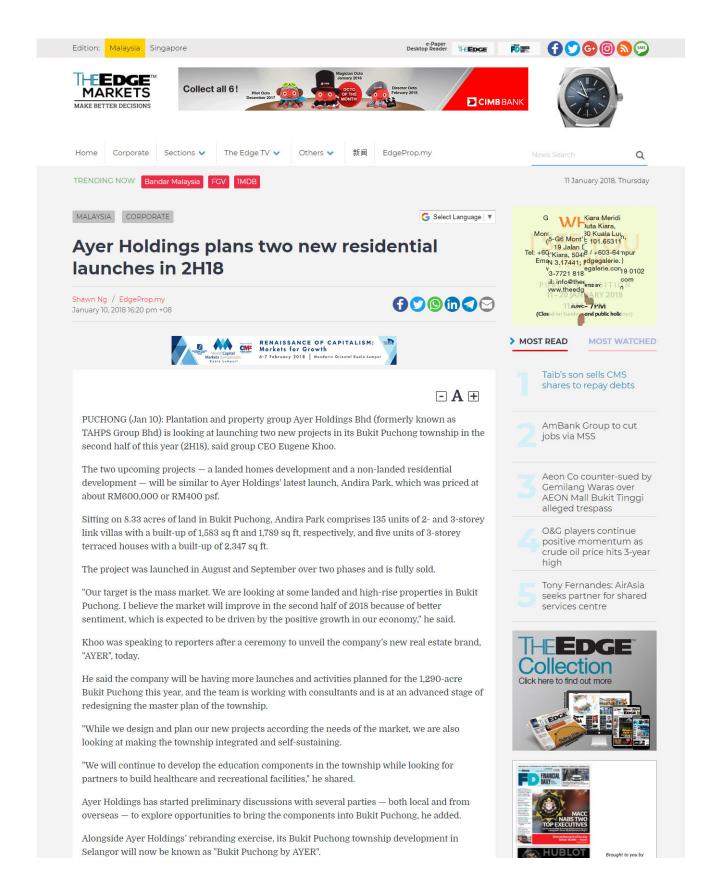
## 10 January 2018 @ The Edge Markets



"When we reached our centennial year 11 years ago in 2007, we changed our name (from The Ayer Hitam Planting Syndicate Bhd) to TAHPS Group as the original name was quite a mouthful. Since then, we realised we needed greater clarity as many continued to call us Ayer Hitam or Bukit Hitam, which is our subsidiary and developer of Bukit Puchong.

"When we reached 110 years as a corporation last year, we decided to re-brand ourselves into a brand which all stakeholders can immediately identify and for us to differentiate ourselves further," he said.

He added that AYER was a real estate group with a track record of delivering on time and on budget, with a history of solid, steady growth.

"We want people to know that. So, we needed a brand to signal to the world that, yes, we are a reputable, trusted developer and one which has been around since 1907!"

Khoo expressed hope that the thousands of satisfied customers who have supported the group over the years would now continue to choose its future offerings under AYER.

"The AYER team will continue to deliver quality homes," he added.

At Bukit Puchong alone, the company has built about 7,000 homes, commercial units and industrial buildings to date.

The remaining lands available for development stand at about 600 acres.



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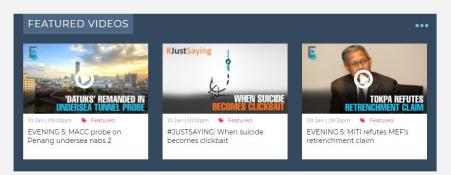
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