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## UOA Redefines Cross-Border Living and Investment Potential



Award-winning UOA Development Bhd, best known for its Bangsar South integrated city development in Kuala Lumpur, is now bringing its promise of quality, lifestyle and value to Johor Bahru.

Situated in the heart of the Ibrahim International Business District (IIBD), the company's upcoming launch in the southern region is poised to become one of the most sought-after addresses there, offering a rare combination of exceptional connectivity, premium living and strong rental prospects.

Strategic location, seamless lifestyle

Given its location, this serviced residence project enjoys excellent accessibility to major road networks and city infrastructure. And what makes this project truly stand out is its close proximity to the Bukit Chagar Rapid Transit System (RTS) station. Located at the very doorstep of the station, this new project proudly claims the distinction of being the closest residential address to this transformative cross-border gateway.

The much-anticipated cross-border rail link connecting Johor Bahru directly to Singapore's Woodlands North has also transformed the definition of the city's "egg yolk" concept — a term that previously referred to properties near the Customs, Immigration and Quarantine Complex (CIQ), which were considered the city's prime developments due to their proximity to the Singapore border — which has now shifted to "properties within walking distance of the Bukit Chagar RTS station".

The shift of the "egg yolk" has essentially elevated the address of UOA's latest project to premium, high-demand status.

For residents of this new UOA development, it is just a five-minute walk to the Bukit Chagar RTS station, making it just one stop away from Singapore and giving cross-border access in under 10 minutes.

Residents will benefit from freehold ownership. Offering units with sizes ranging from 650 to 2,200 sq ft, the development also features full luxury amenities such as a gymnasium, co-working space and rooftop deck with panoramic views of Johor Bahru and Singapore.

#### Strong rental and capital growth potential

The development's strategic location ensures that it will remain a preferred address for years to come. As Johor Bahru evolves into a key southern corridor, demand for these well-located, high-quality residences is expected to rise, fuelling both rental demand and long-term capital appreciation.

Investors will be able to enjoy the projected strong rental yield. With cross-border professionals and expats seeking quality accommodation within walking distance of the RTS station, rental rates are estimated to reach RM600 to RM1,000 per night.

With this development, which is located on a 1.21-acre parcel along Jalan Tun Abdul Razak, residents can live according to its tagline, “Live Within Reach of Two Dynamic Cities, Your Link to JB and Singapore’s Finest”.

A trusted developer with a proven track record

The name UOA Development Bhd is synonymous with integrated city living. The developer has been ranked among The Edge Malaysia’s Top 5 Property Developers for seven consecutive years and has received numerous industry accolades, a testament to its reputation for “quality products and long-term value”.

This recognition would not have been possible without the leadership of its managing director, who won The Edge Malaysia Outstanding Property Entrepreneur Award in 2019 and was named Property Man of the Year at the Malaysia Property Award™ 2024 by FIABCI Malaysia.

With these accolades and decades of experience in delivering value-added developments, buyers can expect high construction standards, efficient layouts, quality finishes and reliable after-sales service — all assurances of the UOA brand.

Whether you are looking for your next home, a high-yield investment or a future-proof property with seamless access to Singapore, UOA’s upcoming development offers an unparalleled proposition. Its strategic location, lifestyle offerings and cross-border convenience make it one of Johor Bahru’s most exciting launches to date.

With limited units available, this is an opportunity not to be missed.