

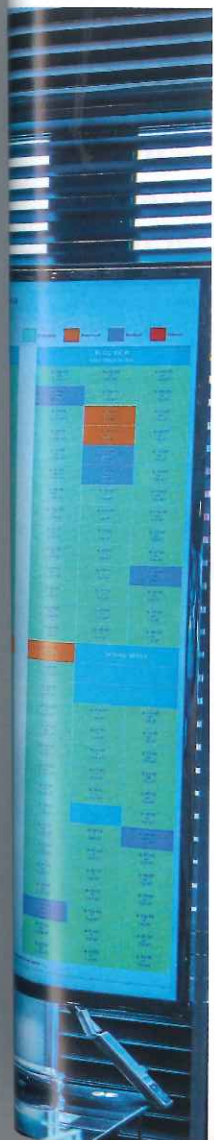


**“We are moving step-by-step in a cautious and meticulous manner while being aware of the economic considerations of the region and how that will affect the project.”**

*– Puan Hajah Noraida Mohd Yusof,  
General Manager of Selangor State Development Corporation (PKNS)*

**Bottom right:** A building model of Datum Jelatek.

**Below:** Potential buyers discussing the design of Datum Jelatek building model.



DatumCorp International, the premium arm of the Selangor State Development Corporation (PKNS), has been commanding the attention of the nation with the launch of Datum Jelatek. They recently celebrated the launch of their new Sales Gallery, known as Datum Galleria, in Taman Uthant. Noraida Mohd Yusof, General Manager of PKNS, addressed an excited and full room of VIPs and luxury property buyers, saying that the Datum Jelatek from the Datum Series will present a collection of mid- to high-end commercial, residential, retail and mixed property developments. The development of this property will also act as a potential socio-economic catalyst for the surrounding community of Keramat. Datum Galleria, an investment of RM4.5 million, is a milestone for DatumCorp that is targeted to increase their sales as well as raise the confidence of their property buyers and investors. So far, they are well on their way to achieving this goal.

Noraida reports that so far, Daneeya, the first tower, has gotten a staggering response where almost 90% of the units available were already booked and registered. This prompted the opening of the second tower, Ayaana, to open early in the first quarter of 2017. She added that with the success of these projects, they are not rushing to open the

rest of the towers for booking yet. “We are moving step-by-step in a cautious and meticulous manner while being aware of the economic considerations of the region and how that will affect the project.”

Munirah Mohammad, Director of Homefield – the exclusive marketing consultant for the project, observed that despite slower property market, quality and strategic developments are still encouraging. She also noted that Datum Jelatek is a potential migration residential place for expatriates, cabin crews, and tourists from the Middle East; majority of the tenants in the surrounding condominiums are expatriates that have stayed there for more than 10

