

**PRESS RELEASE****FOR IMMEDIATE RELEASE**

## **PGB Launches First Flagship Sales Gallery, Marking New Milestone in Johor Bahru**

- Centralised, modern Experience Gallery to showcase future PGB projects.
- Calia Residences and The Iconic projects targeting GreenRe Gold certification, enhancing Johor Bahru's sustainable urban development.

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**JOHOR BAHRU, 27<sup>th</sup> APRIL 2025** – Bursa Malaysia Securities Berhad Main Market Listed Property Developer **Paragon Globe Berhad** (“PGB”) (KLSE:3611) (百丽环球) proudly announced the grand opening of its flagship **PGB Experience Gallery Property Showcase** today.

The ceremony was officiated by Tuan Mohd Hairi bin Mad Shah, Chairman of the Johor State Committee for Youth, Sports, Entrepreneur Development, and Cooperatives, and Dato' Haji Mohd Haffiz bin Haji Ahmad, Mayor of the Johor Bahru City Council (MBJB). Also in attendance were Dato' Ir. Haji Hasni bin Mohammad, Johor State Economic and Investment Advisor, and Mr. Ng Kuan Khai, Consul-General of Singapore in Johor Bahru.

They were accompanied by key representatives from PGB, including Dato' Sri Edwin Tan Pei Seng, Executive Chairman; Dato' Sri Godwin Tan Pei Poh, Group Executive Director; Dato' Haji Ismail bin Karim, Independent Non-Executive Director; and Dato' Jeffrey Lai Jiun Jye, Non-Independent Non-Executive Director.

Strategically located in Johor Bahru city centre, the gallery marks a significant milestone in PGB's growth journey and underscores the company's commitment to sustainable and innovative property developments.

Situated adjacent to the Grand Paragon Hotel Johor Bahru along Jalan Seladang, the two-storey PGB Experience Gallery occupies 0.55 acres of prime freehold land. Completed within six months at an investment of RM10 million, this contemporary gallery is thoughtfully designed as a versatile and flexible space, ideal for showcasing the diverse range of PGB's upcoming residential and commercial projects.

**Dato' Sri Edwin Tan Pei Seng (拿督斯里陈培成), Executive Chairman of PGB,** remarked, "This Experience Gallery is more than just a sales office; it's a symbol of our ongoing dedication to innovation, sustainability, and customer-centric development. We created this gallery to give our visitors an immersive experience of our upcoming and future projects and reflect our vision for sustainable urban living in Johor Bahru."

The gallery features six fully furnished show units representing two major upcoming high-rise residential projects—**Calia Residences** and **The Iconic**.

Calia Residences marks the first phase of PGB's flagship residential development in the vibrant district of Danga Bay, Johor Bahru. This high-rise development will comprise 1,274 serviced apartment units across two towers, with Tower A's 637 units slated for launch in June 2025 and expected to be completed by the fourth quarter of 2029.

Complementing this is The Iconic, an upcoming high-rise residential project strategically in the heart of Johor Bahru city centre, just minutes from the Johor Bahru Customs, Immigration, and Quarantine (CIQ) Complex. Designed to redefine modern urban living, The Iconic will feature 1,510 serviced apartment units spread across two elegant towers.

"These developments reflect PGB's unwavering commitment to sustainable and responsible urban growth," said Dato' Sri Edwin Tan. "Both Calia Residences and The Iconic have been thoughtfully designed with the goal of achieving GreenRE Gold certification, reinforcing our dedication to energy efficiency, water conservation, and environmental protection."

"By aligning with MBJB's sustainable initiative, "Pelan Tindakan Pembangunan Mampan Bandaraya Johor Bahru 2035", we proudly contribute to the city's transformation towards a greener, smarter, and more resilient urban centre."

Looking ahead, PGB is optimistic about Johor's economic and infrastructure developments, such as the Rapid Transit System (RTS) and the Johor-Singapore Economic Zone (JS-SEZ). These initiatives are expected to stimulate further demand for high-quality residential and commercial spaces.

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**Issued by:** Aegis Communication on behalf of **Paragon Globe Berhad**

**Date:** 27<sup>th</sup> April 2025

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### **About Paragon Globe Berhad**

Paragon Globe Berhad (“PGB”) (KLSE: 3611) is a Bursa Malaysia Main Market listed property developer with a diversified portfolio spanning residential, commercial, and industrial projects. The Group is committed to delivering high-quality developments that meet market demand and contribute to sustainable urban growth. With a strong track record and strategic focus on key growth regions, Paragon Globe is well-positioned to capitalise on opportunities in the Malaysian property market.

For more information about the PGB, please visit [www.pgbgroup.com.my](http://www.pgbgroup.com.my).