



## General Announcement

Form Version 7 (Enhanced)

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### Submitting Investment

Bank/Advisor

(if applicable)

Submitting Secretarial Firm

(if applicable)

Company name \*

ASIA PACIFIC LAND BERHAD

Stock name \*

APLAND

Stock code \*

1716

Contact person \*

TAN BEE LIAN

Designation \*

COMPANY SECRETARY

Type \*

Announcement  Reply to query

Subject :\*

Asia Pacific Land Berhad ("AP Land" or "the Company")

Press Release - AP Land, HELP in education venture ..... Creating  
New Growth Paths

Note: If the announcement is a long announcement, please summarize the announcement in the contents and enter the details of the announcement in the Announcement Details or attached the full details of the announcement as attachment.

### Contents :-\*

*(This field is to be used for the summary of the announcement)*

Further to the Company's announcement to Bursa Securities on 12 May 2010 in relation to the execution of the Joint Venture And Working Agreement with HELP International Corporation Berhad, the Board of AP Land is pleased to attach a press release dated 17 June 2010.

This announcement is dated 17 June 2010.

### Announcement Details :-

*(This field is for the details of the announcement, if applicable)*

**Tables Section - This section is to be used to create and insert tables. Please make the appropriate reference to the table(s) in the Contents of the Announcement:**

**Attachment(s):- (please attach the attachments here)**



aplhelp-press release(17June2010).pdf



## **FOR IMMEDIATE RELEASE**

### **AP Land, HELP in education venture.....Creating New Growth Paths**

**Kuala Lumpur, 17<sup>th</sup> June 2010:** Asia Pacific Land Bhd (AP Land) and HELP International Corp Bhd (HELP) have entered into a smart partnership to identify education business opportunities in any country including Malaysia and China.

According to AP Land's Joint Managing Director Low Gee Teong, the joint venture will see an equal shareholding which will lead to both groups being able to exploit their respective expertise and synergies to complement each other.

Low added, there are many strong complementary attributes between the two groups and is positive that many good projects which come out of this joint venture, will be of great benefit to Malaysia and China.

Our collaboration with HELP will also complement our recent venture in Changshu, China where AP Land has built a commercial development in Changshu City in the province of Jiangsu, China to meet the needs of the fast expanding multinational companies and the locals, noted Low.

With this in mind, AP Land's and HELP's joint venture will explore the development of a new campus in Changshu, China which will focus on vocational training and English for specific purposes.

"We feel that with our current strong presence locally and abroad in education, teaming up with AP Land's infrastructure hardware and network in Asia and Australia will drive the further growth of both companies", added HELP Group President Datuk Dr Paul Chan.

This joint venture is part of the strategy of HELP Group in expanding, diversifying and internalizing and will tap on AP Land's assets and its educational institution, Victoria College in Kuala Lumpur and Rawang, said Dr Paul.

On local front, Dr Paul said AP Land and HELP will further focus on some priority areas, which will include the setting up and management of retirement homes in Bandar Tasik Puteri, Rawang as well as the development of a 50acres campus.

The campus will offer courses in the Allied Health sciences to support the retirement home project. Other courses on recreational and spa management, sports management, sports medicine and other vocational programmes will also be phased in over the next two years.

A culinary hub will also be developed within the campus. There will also be ample residential facilities and outdoor activities for students because of the availability of land within the township.

Both groups share the vision that education is the way to help the society and to help build skilled work force for the country.

#### **About AP Land**

Established in 1961, AP Land Bhd is a renowned property developer in Malaysia. The Group has numerous acclaimed property flagships in the Country. The three-in-one integrated award winning building was first of its kind in Malaysia built by the group.

In tandem with the rapid growth of Malaysia's property market, AP Land is charting a new course of growth through a two-pronged strategy of geographical expansion and business segmentation. AP Land will continue to seek to increase land bank in Malaysia, particularly in prime and upcoming locations in order to develop new areas of growth within the Group's domestic operations.

Today, AP Land Bhd has re-consolidated its financial position and is now charting a new cause of growth via a regional expansion of its core business in property and plantation.

#### **About HELP International Corporation Berhad**

HELP International Corporation Berhad was incorporated on 20 June 2005 as the investment holding company for its various businesses, which are primarily in the field of education. It was listed on the then Second Board of Bursa Malaysia on 22 May 2007. HELP University College ("HUC"), its flagship subsidiary, is the main contributor to HELP International Corporation, and has been a pioneer and innovator in tertiary education in Malaysia since 1986, and has an established reputation and brand recognition in the market.

Currently, the HELP International Corporation and its subsidiaries ("HELP Group") consists of six main institutions: HELP University College (HUC), HELP ICT (HICT), HELP Training Centre ("HTC"), HELP Academy ("HA"), HELP Executive Advanced Training ("HEAT"), the International Centre for Security Management ("ICSM"), and HELP M&E.

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