



Trinity[®]Group

Building Communities. Enriching Lives.

A1. - Page 08 - 11
OUR LEGACY THROUGHOUT THE YEARS

A2. - Page 12 - 13
A HEART-CENTRED VISIONARY

A3. - Page 14 - 17
TOP TALENTS IN THE ORGANIZATION

A4. - Page 18 - 23
OUR SUCCESS STORIES

A5. - Page 24 - 29
OUR HEARTFELT CONTRIBUTIONS

A6. - Page 30 - 31
CORPORATE STRENGTHS

A7. - Page 32 - 33
FAST FORMULA

CORPORATE PROFILE



Sky Deck @ Zeva

My aspiration for Trinity Group is one of an evolving company on the cutting edge of modern trends yet strives to enhance the lives of customers and the community as a whole.

Dato' Neoh Soo Keat,
 Founder And Managing Director of Trinity Group Sdn Bhd



Z Residence @ Bukit Jalil

With over a decade of establishment, Trinity Group pride itself for having a good track record and creating a strong brand. The brands have been built over many years by ensuring quality and excellence in delivering.

Today, the company constantly breaks new grounds under the stewardship of its Managing Director, Dato' Neoh Soo Keat. His "can-do-it" attitude combined with more than two decades of project management experience has made Trinity Group a force to be reckoned with in the property development industry, locally and internationally.

As an premium boutique developer, Trinity Group prides itself on a reputable track record committed to delivering up-to-date, innovative and high-value offerings that meet the needs of its customers. Trinity Group has established its strong presence among scores of builders in Klang Valley and is known for its unparalleled standards; having been recognized for its impressive portfolio of residential projects, serviced apartments, and industrial development that stand for its premium quality at an affordable price.



Artist Impression of Trinity Aquata

OUR LEGACY THROUGHOUT THE YEARS

Currently, Trinity Group has a thriving portfolio of iconic projects located all around Klang Valley. These include Trinity Aquata (KL South), Zeva (Equine South), The Z Residence (Bukit Jalil), Latitude (USJ 19), The Zest (Kinrara 9), 19 Residency (Bandar Bukit Puchong), The Heron (Bandar Bukit Puchong) and many more.



—
**OUR
VISION FOR
THE FUTURE**
—

VISION

- To deliver distinctive projects across all communities with our developments.

MISSION

- To deliver quality with value products and services to our customers.
 - To create value by being creative and innovative.
 - To strive to always ensure each development we create deliver long term value.
 - To offer the right product at the right location, concept, design and pricing.
-



“
Dato' Neoh Soo Keat, aged 48. Founder and Managing Director of Trinity Group Sdn. Bhd., hails from Kuantan in the state of Pahang, Malaysia.

Dato' Neoh Soo Keat >>
 Founder & Managing Director



A HEART-CENTRED VISIONARY

His affinity for property development started at an early age, when he pursued a degree in Urban and Regional Planning at Universiti Teknologi Malaysia, Johor, graduating in 1997. Dato' Neoh has been a registered town planner with the Malaysian Institute of Planners (MIP) and The Board of Malaysian town planners since the early 2000's.



Dato' Neoh established the boutique property development company Trinity Group Sdn Bhd in 2004, to realise his passion to build communities and to see them grow and thrive. Trinity Group differentiates itself from other players in the property business by offering stylish and innovative living concepts clearly exemplified by signature developments such as The Heron Residency, 19 Residency, The Zest @ Kinrara 9, Latitude@USJ 19, The Z Residence @ Bukit Jalil and more recently Zeva @ Equine South.

His humble beginnings and entrepreneurial spirit have taught him that luxury living should not be the privilege of a few. His projects embody this belief in their innovative concepts, such as floating gardens and majestic sky decks, complete with thrilling floor-to-ceiling all-glass façades for the ultimate lifestyle experience and more recently Vivarium; first-ever transparent pool.

“
We are always open to support any charitable cause that needs it. In the past, we have been working very close with the Lion's Club and their charitable cause, especially the Walk for Sight initiative. Late last year, Trinity Group participated in the flood relief campaign by initiating a "Trinity Flood Relief Effort" programme in light of the floods that hit the East Coast of Malaysia earlier this year.

NOTABLE ENTREPRENEURIAL AWARDS:

- Ernst & Young Entrepreneur of The Year 2011 – "Top 5 nominee – Master Category"
- The Malaysian Reserve Editors Choice Property Awards 2012 – "Emerging Property Entrepreneur"
- The Star Outstanding Business Awards 2012 – "Entrepreneur Of The Year- Special Mention"
- Europe Business Assembly 2012 – "Best Manager"

A signature project by :

 **Trinity**[®] Group

Building Communities. Enriching Lives.