

Malaysia Property

POSITIVE

[Unchanged]

Incentives to boost Forest City Special Financial Zone

Johor shines, again

Johor is gearing up to become an international financial hub with various incentives announced for the Forest City Special Financial Zone (FCSFZ) last Friday. Additionally, momentum is building around the KL-Singapore High-Speed Rail project. Investment themes relating to these two developments have again sparked excitement and optimism in property stocks. We are POSITIVE on the sector; BUYs are SPSB and ECW.

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Birth of a new financial hub in the South

Last Friday (20 Sep), the Government announced a series of incentives to jumpstart the FCSFZ. These include a concessionary corporate tax rate of 0%-5% for businesses, a flat 15% individual income tax for knowledge workers and Malaysians, and zero tax rate for family offices, set to be operational by 1Q25 (more details on page 2). To recap, Forest City, which is located in Tanjung Kupang, comprises four man-made islands. It is a 60:40 JV between Country Garden (2007 HK, CP: HKD0.49, Not Rated) and Esplanade Danga 88 S/B (a Johor state government subsidiary).

Unlocking the potential of southern-western Johor

We are positive on these latest initiatives, as the FCSFZ has the potential to attract a high number of family funds seeking more affordable alternatives in the region, outside of Singapore. FCSFZ will be the first location in Malaysia to offer a zero-tax rate for family offices. These incentives are expected to attract businesses, financial institutions, and high net-worth individuals, boost economic activity and create more job opportunities in the FCSFZ. This, in turn, would drive higher property demand in Forest City (FC) and its surrounding area. Elsewhere, the Johor state government has proposed that the FCSFZ be integrated with the Johor-S'pore Special Economic Zone (*source: [NST](#)*).

Maintain POSITIVE

Efficient transportation network and infrastructure will further attract investors, and we believe the final alignment of the KL-Singapore HSR could include a station stop in FC. While competition is inevitable, esp. in the high-rise segment, which has been the focus of FC, developers like ECW, SPSB, SWB and UEMS which focus more on landed properties and industrial parks are poised to benefit from the spillover of rising investment and job opportunities in the FCSFZ over the longer term.

Stock	Bloomberg code	Mkt cap (USD'm)	Rating	Price (LC)	TP (LC)	Upside (%)	P/E (x)		P/B (x)		Div yld (%)	
							24E	25E	24E	25E	24E	25E
Sunway	SWB MK	5,953	Buy	4.39	4.37	(0)	32.6	28.5	1.8	1.7	1.3	1.3
Sime Darby Prop.	SDPR MK	2,491	Hold	1.54	1.40	(9)	20.9	20.7	1.0	1.0	2.2	2.2
SP Setia	SPSB MK	1,467	Buy	1.27	1.64	29	9.3	18.2	0.4	0.4	2.3	1.2
Eco World Dev	ECW MK	1,262	Buy	1.80	1.96	9	18.7	12.8	1.1	1.0	3.9	3.9
UEM Sunrise	UEMS MK	1,227	Hold	1.02	1.00	(2)	52.2	49.1	0.7	0.7	1.0	1.0
Eco World Int'l	ECWI MK	168	Hold	0.30	0.27	(8)	nm	nm	0.6	0.6	49.8	21.4
Tambun Indah	TILB MK	101	Buy	0.97	1.24	28	6.4	5.8	0.5	0.5	6.2	6.9

Key incentives for Forest City Special Financial Zone

1. Concessionary corporate tax rate: Between 0% to 5% for businesses operating within the FCSFZ.
2. Special individual income tax rate: A 15% flat tax rate for knowledge workers and Malaysians who work in the FCSFZ.
3. Family office tax incentives: Zero tax rate for family offices, designed to attract wealthy families to manage their wealth from Malaysia. This scheme is aimed to be operational by 1Q25.
4. Support for Global Business Services (GBS) and Fintech and foreign payment system operators: A special 5% tax rate for these companies.
5. Banking and insurance sectors, capital market intermediaries as well as other financial intermediaries will benefit from special deductions on relocation costs, enhanced industrial building allowances, and withholding tax exemptions.
6. Locally incorporated foreign banks will have regulatory flexibility to expand their presence within the FCSFZ, along with foreign exchange benefits for offshore borrowing and investments.

Fig 1: Forest City project in Tanjung Kupang, Iskandar Puteri



Source: forestcitycgpv.com

Fig 1: Forest City project in Tanjung Kupang, Iskandar Puteri



Source: Maybank IBG Research

Figure 3: Scale model at Forest City sales gallery



Source: Maybank IBG Research

Risks to sector and stock ratings

Downside risks to our calls: i) weaker-than-expected property sales dragged by weaker economic outlook, ii) policy risks, iii) stricter lending measures by the banks, v) higher-than-expected Liquidated Ascertained Damages (LAD) compensation following latest ruling by the Federal Court, and vi) rising building material costs and labour issues.

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