

MEMORANDUM



DATE : 3rd November 2021
TO : All property agencies/agents
FROM : SK Chiang (Ms)

RE: Guidelines for social media and related advertisements

Kindly be advised that with immediate effect, all appointed property agencies/agents who wish to advertise any property of the Masteron Group online and/or in the form of printed media must adhere to the guidelines set out below.

For KR7, the minimum advertisement price of the respective type shall be as follows:-

No	Type	Build Up Area	Advertisement Price
1	A/A-R	753 S.F	RM373,500
2	A1/A1-R	792 S.F	RM 390,900
3	A2 (With Terrace)	792+428 S.F.	RM 480,900
4	A3	792 S.F	RM 390,900
5	B/B-R	850 S.F	RM 412,400
6	B1/B1-R	889 S.F.	RM 429,900
7	B2 (With Terrace)	889+657 S.F.	RM 556,700
8	B3	889 S.F.	RM 429,000

No	Description		Guidelines
1	Listing Price	All Sizes / Types Lowest Publish Price	Refer to above
2	Sensitive Content	Rebate / Discount / Cash Back / Cash Rebate / Cash Refund	NOT allow to publish
		Any other similar meaning	
		Any other specific promotion item/freebies determine by Developer	
3	Project Information	All Project General Info / Specification	Correct info are allow to publish
		Specific Promotion Package Info determine by Developer	
		All Images / Video / Marketing Material / Logo	
4	Website / Landing Page	Standalone Website/Landing Page/any platform that imitate/copy Developer or any of its Project & subsidiary website	Strictly prohibited
		Agency's website or Agent's personal website that list the project as a "Listing"	Allow

We would like to seek your compliance and co-operation in this matter as our end-financiers will conduct frequent checks and will usually reduce the loan margin of finance if they notice the pricing advertised is much lower.

Agencies/agents found to have violated the guidelines and/or any complaints received by the Management will be reprimanded and will be subject to penalty by stage of offence below: -

Sequence	Stage	Fine/Penalty
1 st time	1	RM 3,000 per advertisement, 1 st Warning & Reminder
2 nd time	2	RM 5,000 per advertisement, 2 nd Warning & Reminder
3 rd time	3	RM 10,000 per advertisement + all outstanding commission, terminate contract with immediate effect & no future claim toward the Company.

Agencies/agents will be given a grace period of 24 hours to remove/amend/adjust the advertisements accordingly as per the guidelines stipulated above.

The Management reserve all rights to amend/alter the contents/terms at any time.

Thank you.