Press Release
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For Immediate Release

S P SETIA LAUNCHES SETIA FONTAINES HERITAGE PARK, STRENGTHENING PLACEMAKING AND DESTINATION APPEAL IN NORTHERN PENANG

KEPALA BATAS, PENANG – S P Setia Berhad ("S P Setia" or "the Group") today officially launched Setia Fontaines Heritage Park at Setia Fontaines, Kepala Batas, marking a significant milestone in the Group's continued placemaking and township development efforts in Penang.

The launch was graced by Tuan Yang Terutama Tun Dato' Seri Utama Haji Ramli Ngah Talib and Yang Mulia Toh Puan Raja Dato' Seri Utama Noora Ashikin Raja Abdullah, together with State representatives, government agencies, strategic partners, invited guests, residents and members of the public.

Also present at the launch was Yang Berhormat Tuan Wong Hon Wai, Penang State Executive Councillor for Tourism and Creative Economy, who said, " This effort not only enhances the value and appeal of Setia Fontaines as a premier township development, but also contributes meaningfully to the broader socio-economic growth and development of Kepala Batas and the Northern Seberang Perai region. It reflects the important role that responsible private sector investment plays in creating sustainable communities, strengthening local economies, and supporting the State's long-term development aspirations."

Set within the wider Setia Fontaines township, the 100-acre Heritage Park, together with the township's 63-acre man-made lake and musical fountain, reflects S P Setia's commitment to creating meaningful public spaces that support quality living, recreation, wellness and community engagement.

The official launch was followed by the Jom Mai Setia Fontaines Carnival, a large-scale community activation featuring family activities, Malaysia Day-themed programmes, cultural and entertainment performances, tourism-related activations and public engagement activities aimed at drawing visitors from Penang and the surrounding northern region.

Datuk Zaini Yusoff, President and Chief Executive Officer of S P Setia Berhad, said the launch reflects Setia's long-term commitment to Penang and its belief that successful townships must be built around people, community and shared experiences.

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"Setia Fontaines Heritage Park represents our continued commitment to building beyond homes. Through thoughtful placemaking, green public spaces and community-led experiences, we are shaping Setia Fontaines into an integrated township that contributes to Penang's growth while creating long-term value for residents, visitors and the wider community," he said.

Datuk Zaini added that Heritage Park is envisioned as more than a township amenity, but as a new lifestyle and recreational attraction with the potential to support visitation, public engagement and destination appeal for Seberang Perai Utara and the wider northern region.

Strategic collaborations with Tourism Malaysia, Penang Global Tourism, Maybank and other partners further supported the destination-branding direction of the programme, including tourism-related activations and public engagement elements that complemented the launch.

Setia Fontaines is planned as a growing integrated township in Kepala Batas, bringing together residential, commercial, recreational, lifestyle and future employment components within one development. As an established property developer, S P Setia remains committed to creating sustainable communities that enrich lifestyles, strengthen social connections and deliver long-term value for residents, visitors and the wider communities it serves.

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