

THE
CONIC
by PGB

INTERNAL USE ONLY

Reaching New Heights

PARAGON MASTERPLAN

Approximately
300 acres
of land acquired

15 Upcoming
Developments
(industrial, commercial,
residential)

RM 7.5
Billion GDV
(as of Q2 2025)

PGB has a diversified portfolio comprising residential, commercial, industrial, and township.



NINE FLAGSHIP DEVELOPMENT AREAS

- | | |
|--------------------------------------|---|
| A Johor Bahru Waterfront | F Kulai - Sedenak |
| B Iskandar Puteri | G Desaru - Penawar |
| C Tanjung Pelepas | H Pengerang Integrated Petroleum Complex |
| D Tanjung Langsat - Kong Kong | I Forest City Special Financial Zone |
| E Senai - Skudai | |



“

From naming, logo and development design, we're making a statement—inviting you to be part of our elevated journey.

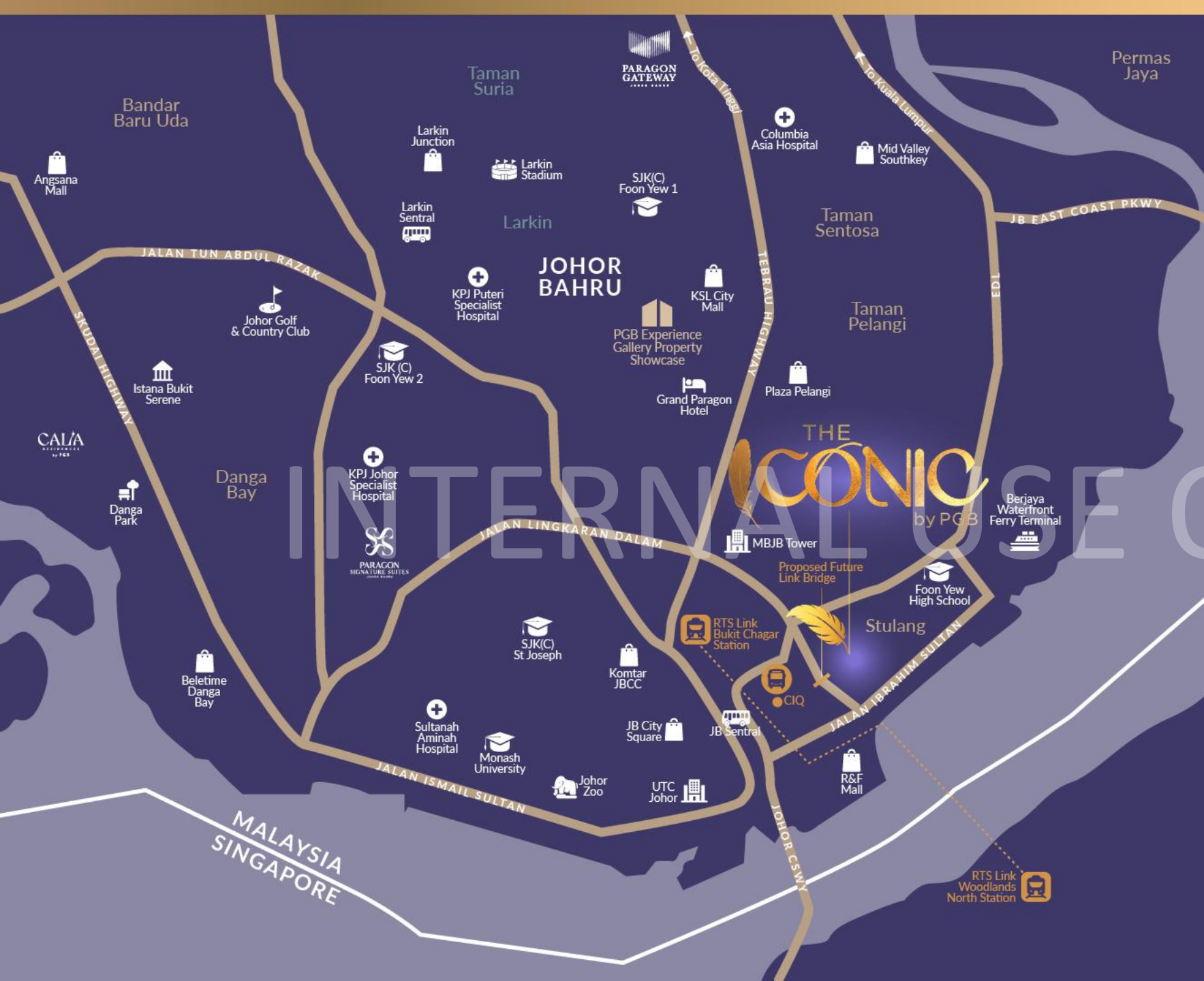
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The Essence of Our Name and Tagline

The Iconic embodies the essence of this development—from its striking façade and prime location to the stature of its residents. The name represents prestige, status, and a refined lifestyle.

Drawing inspiration from feather elements, the tagline represents the idea of soaring high and embracing aspirational living, the feeling you get when you spread your wings. It conveys a lifestyle that is elevated and refined, a signature of PGB.



CONNECTING You to Conveniences

LEGEND

EDUCATION INSTITUTIONS

Open University Malaysia	600m
Foon Yew High School Johor Bahru	1.3km
Monash University	4.6km
SJK (C) Foon Yew 2	4.9km

MEDICAL CENTRES

KPJ Johor Specialist	4.6km
Sultanah Aminah Hospital	4.8km
KPJ Puteri Specialist	6.5km
Columbia Asia Hospital - Tebrau	6.5km

SHOPPING MALLS

R&F Mall	1.4km
Johor Bahru City Square	2.9km
KSL City Mall	3.8km
Mid Valley Southkey	6.0km

TRANSPORTATIONS

JB Sentral	1.8km
Berjaya Waterfront Ferry Terminal	1.9km
Bukit Chagar RTS	2.0km
CIQ	2.0km
Larkin Sentral	6.4km
Senai International Airport	31.0km

[Click for Google Map](#)

CROSS BORDER

Opportunities with complete living

The RTS Link makes travelling to our neighbouring country, Singapore, easier for working individuals and families, making this location even more iconic.



Berjaya Waterfront Ferry Terminal

Foon Yew High School

CIQ

RTS Link

Proposed Future Link Bridge

R&F Mall

JB Sentral

JB City Square

SINGAPORE

EDL Expressway

Jalan Lingkar Dalam



WELL- CONNECTED Location

The Rapid Transit (RTS) Link is a cross-border rail project spanning approximately 4km, with two stations—one in Bukit Chagar, Johor Bahru, Malaysia, and the other in Woodlands, Singapore.

- ▶ Accommodates 10,000 passengers per hour in each direction
- ▶ A train frequency of 3.6 minutes during peak hours
- ▶ Operates at a speed of 80 km/h (50 mph)
- ▶ Targeted for completion by 2026

— Drive Way — Walk Way

 1.9km
Drive to CIQ

 2.0km
Drive to RTS Link

The travel times and distances indicated are estimates only and may be affected by traffic, road conditions, or weather.



PROPOSED ARCHITECTURE DESIGN

Tower B

Tower A

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Artist's Impression Only



Development
CONCEPT

PROJECT NAME	THE ICONIC BY PGB
Developer	PGB Iconic Sdn Bhd
Site Area	Approximately 2.7 acres @ 2 towers
Land Tenure	Freehold
Type	Serviced Apartment
Total Unit	Tower A - 719 units Tower B - 791 units
Total Type	3 Types Type A - 526 sqft Type B - 756 sqft Type C - 956 sqft
Total Floor	47 Levels
Car Park	Level LG2 - 10
Facility	Level 11 & Roof Top
Residential Floor	Level 12 - 47



PROJECT COMPONENT

Tower A: 719 units
International Lot: 431 units | Bumi Lot: 288 units

Type	Composition	Built-up area (sq ft)	Units	Parking Lot
A	1 bedroom & 1 bath	526	251	1
B	2 bedrooms & 2 baths	756	324	1
C	3 bedrooms & 3 baths (Dual Key)	956	144	2

THOUGHTFULLY Designed And Planned

INTERNAL ONLY

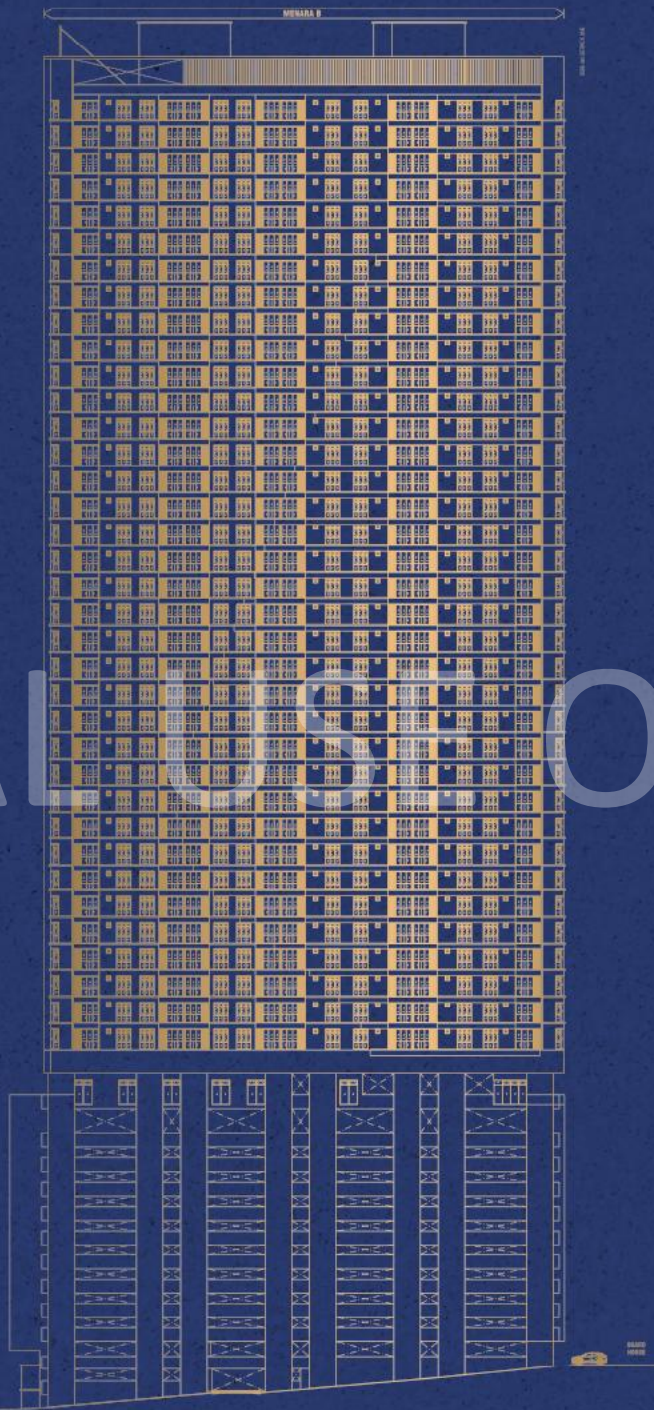
ROOFTOP
FACILITIES

(Level 12 - 47)
36 LEVELS
RESIDENTIAL UNITS

(Level 11)
FACILITIES

(Level L1 - 10)
RESIDENTIAL
PARKING

(Level LG1 - 2)
MOTOR &
VISITOR PARKING



SITE PLAN

EDL

Jalan Inderaputra

Entrance

Tower A

Tower B

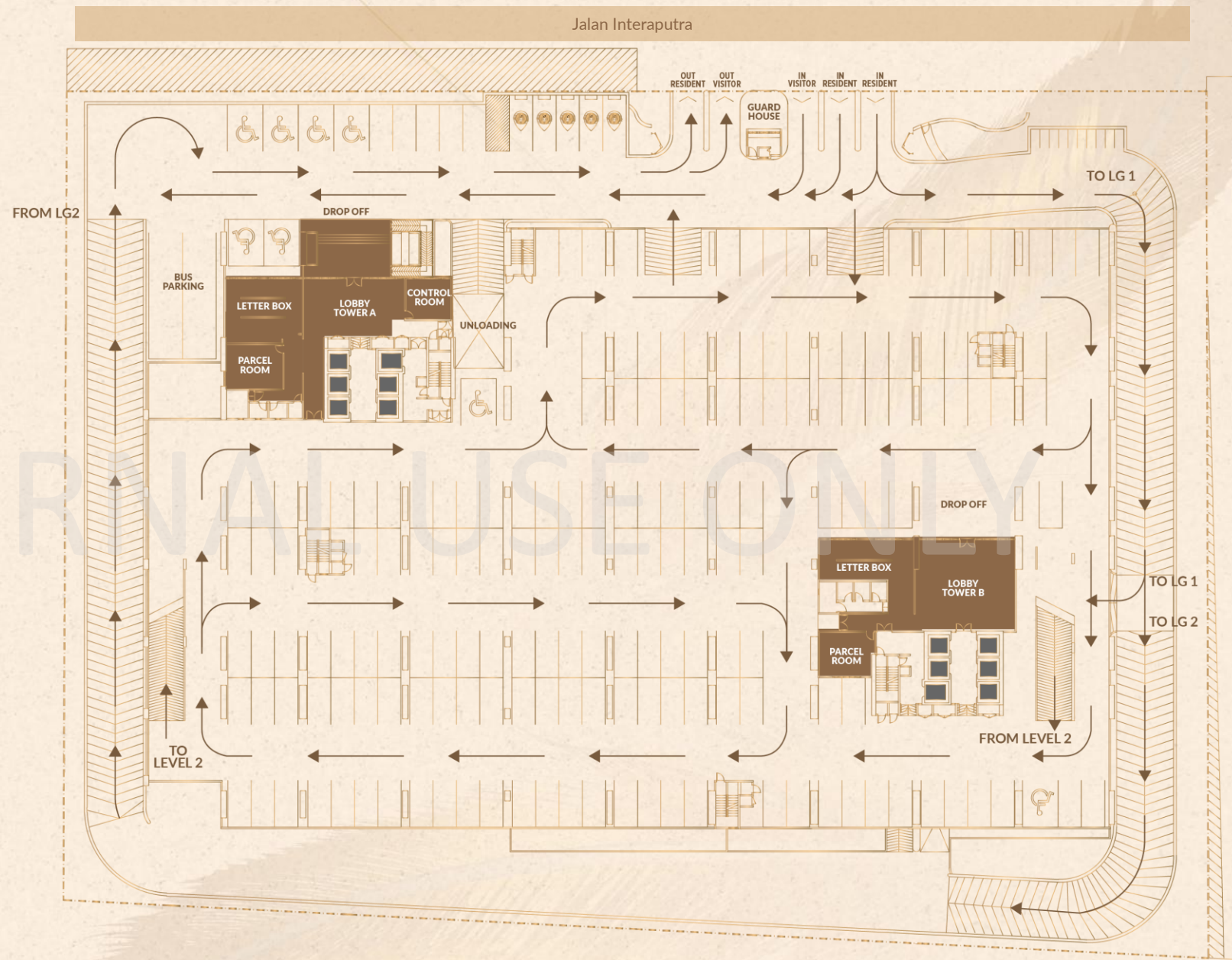
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Jalan Lingkaran Dalam

CIQ



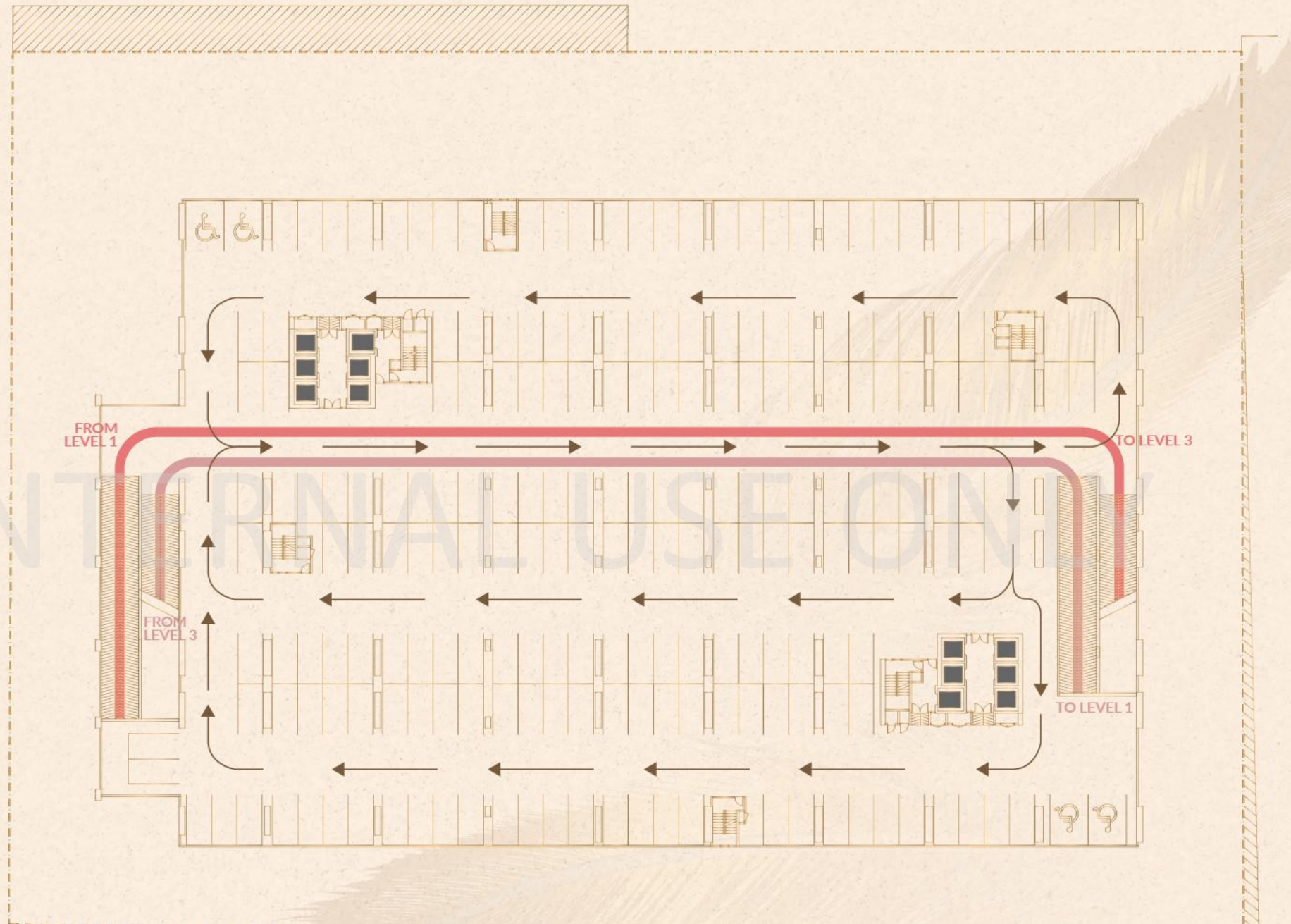
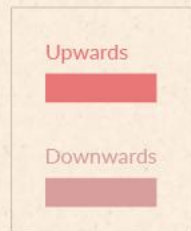
TRAFFIC FLOOR PLAN LEVEL 1



TRAFFIC FLOW PLAN

LEVEL 2

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LANDSCAPE

Inspired by the Emerald Odyssey

LEVEL 11

At Level 11, the landscapes are thoughtfully designed to guide residents on a journey through life, from birth to the golden years, featuring over 50 facilities to explore.

Each space is paired with facilities that complement its purpose.

Giant golden-hued feathers adorn the area above the pool, forming the centrepiece of the facilities podium. They represent the symbol that shapes our identity and our soaring spirit, making each space a symbol of prestige and refinement.

The facilities floor spans approximately 1.8 acres and is designed with universal accessibility in mind, offering wheelchair- and stroller-friendly access, complete with barrier-free ramps for inclusivity.



Artist's Impression

FACILITIES

For every stage of life



ROOF TOP HERBS GARDEN

With a lush selection of fresh aromatic herbs and lush greenery

A soft, open green space for casual lounging, small gatherings, or passive recreation, surrounded by rooftop planter box.

KIDS' HATCHING PLAYGROUND

with bird's nest and egg-themed play structures

Designed for curious children aged 1 to 12 who love exploring the outdoors.

PROSPERITY POND WITH FLOATING CABANA

With reflective water and a semi-enclosed cabana

Symbolising prosperity, peace, and spatial balance that brings all ages together.



ROOF TOP PICKLEBALL COURT

With vibrant energy and skyline views.

A dynamic space for active play, social connection, and outdoor enjoyment in a refreshing rooftop setting.

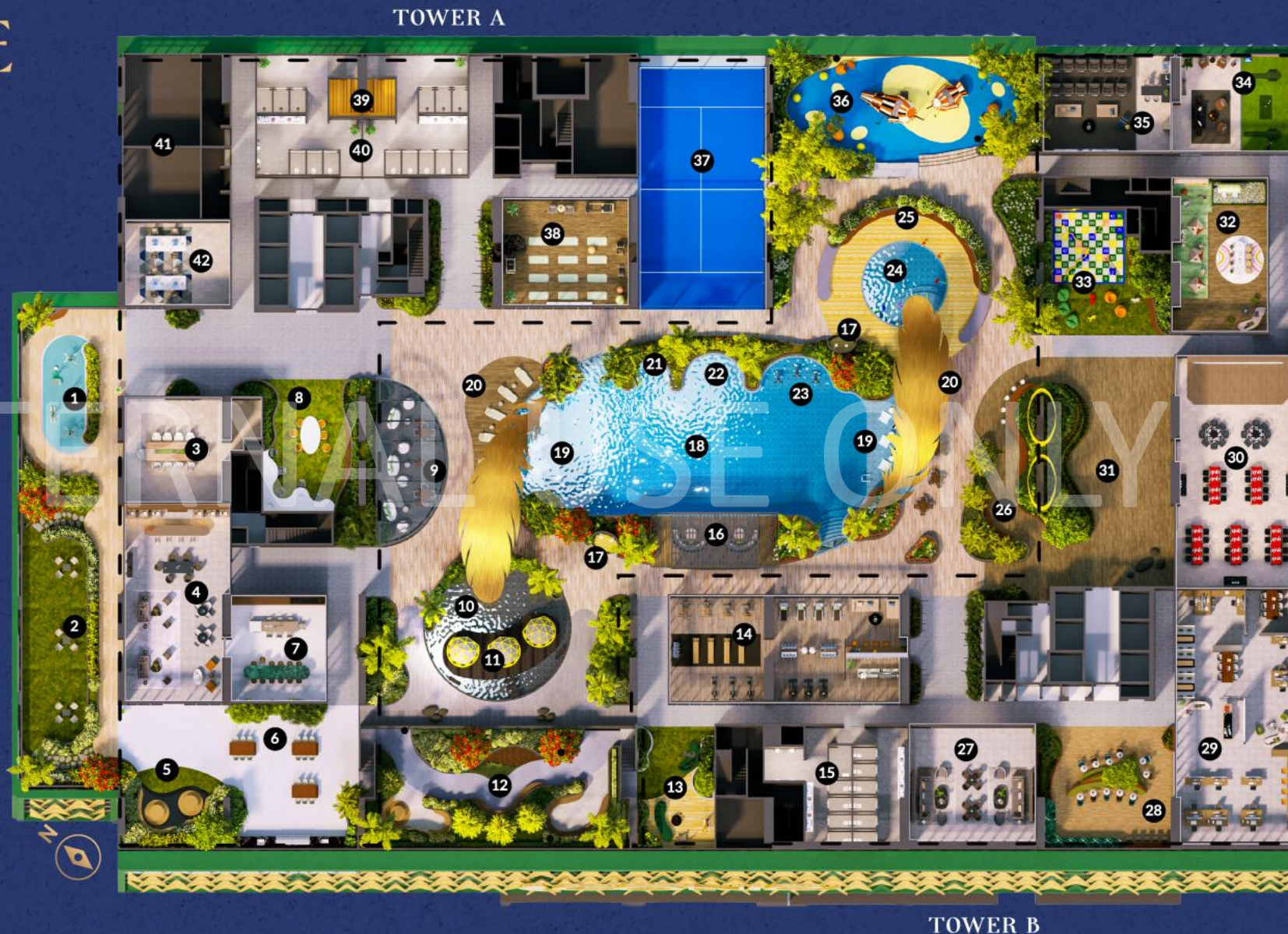


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Comprehensive WAY OF LIFE

LEVEL 11

1. Outdoor Fitness
2. Chill Area
3. Meeting Room
4. Premium Lounge
5. Green Enclave Area
6. BBQ Area
7. Gourmet Kitchen
8. Garden Lounge I
9. Poolside Lounge
10. Prosperity Pond
11. Floating Cabana
12. Contemplative Garden
13. Garden Lounge II
14. Gymnasium
15. Toilet
16. Poolside Terrace
17. Outdoor Shower
18. Thriving Lap Pool
19. Shallow Pool
20. Poolside Deck
21. Little Spring
22. Jacuzzi
23. Aqua Gym
24. Kids Growing Pool
25. Parent's Waiting Area
26. Herbs Garden
27. Study/ Reading Room
28. Mingle Space
29. Co-office Lounge
30. Multi-function Room
31. Pre Function Lounge
32. Kids Room
33. Games Lawn
34. Games Room
35. Entertainment Room
36. Kids Playground
37. Paddle Ball Court
38. Fitness Studio
39. Sauna
40. Changing Room
41. Surau
42. Management Office



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Comprehensive WAY OF LIFE

ROOFTOP

1. Pickleball Court
2. Shelter
3. Herb Garden
4. Outdoor Fitness
5. Lawn
6. Reflexology Path
7. Kids Adventure Zone
8. Sunrise Deck (Yoga/ Star Gazing)
9. Sky Garden
10. Breeze Deck



THRIVING LAP & KIDS GROWING POOL (Level 11)

ARTIST'S IMPRESSION



PGB

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THRIVING LAP POOL (Level 11)

ARTIST'S IMPRESSION



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NIGHT POOL VIEW 9 (Level 11)



ARTIST'S IMPRESSION

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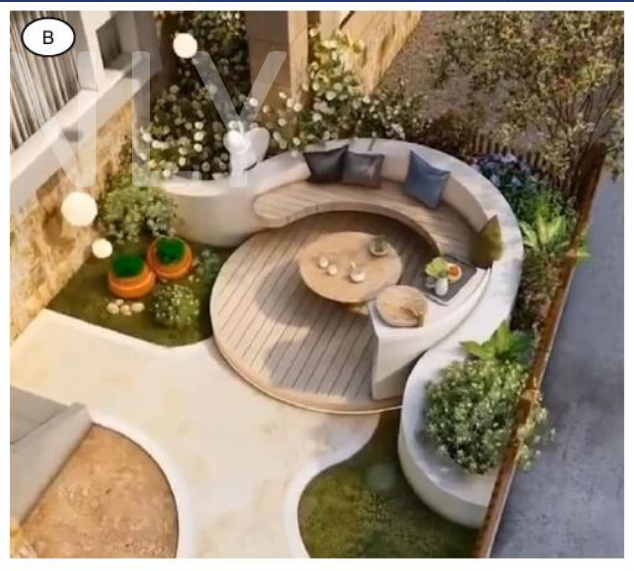
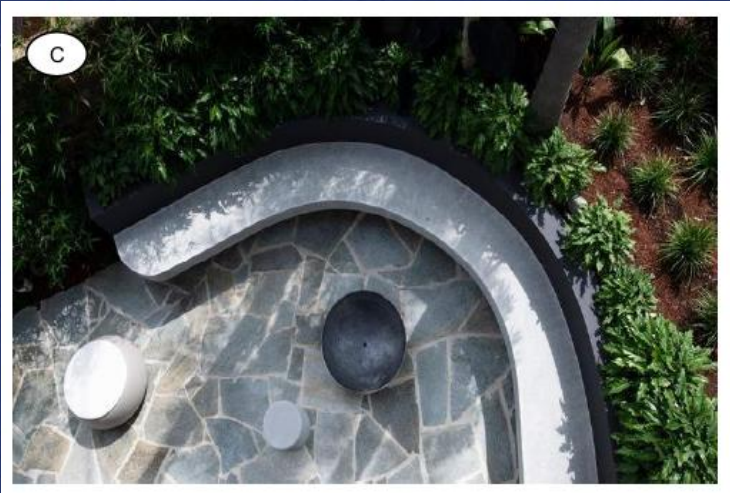


ARTIST'S IMPRESSION



ARTIST'S IMPRESSION

CONTEMPLATIVE GARDEN (Level 11)



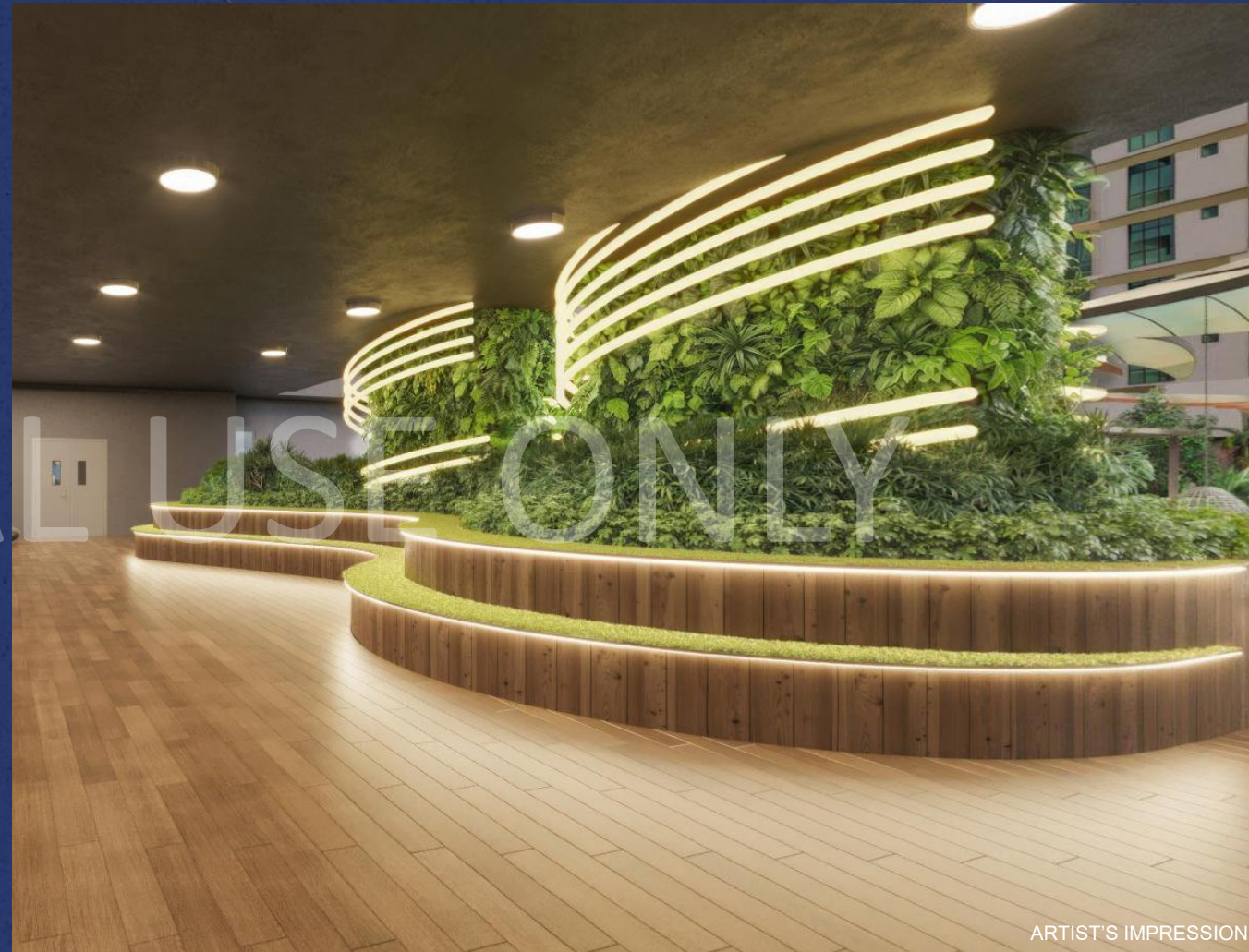
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ARTIST'S IMPRESSION

PRE FUNCTION LOUNGE (Level 11)



PGB

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ROOF TOP – PICKLEBALL IN THE SKY



ARTIST'S IMPRESSION

ARTIST'S IMPRESSION





ROOF TOP FACILITIES

TOWER A



ARTIST'S IMPRESSION



ROOF TOP FACILITIES

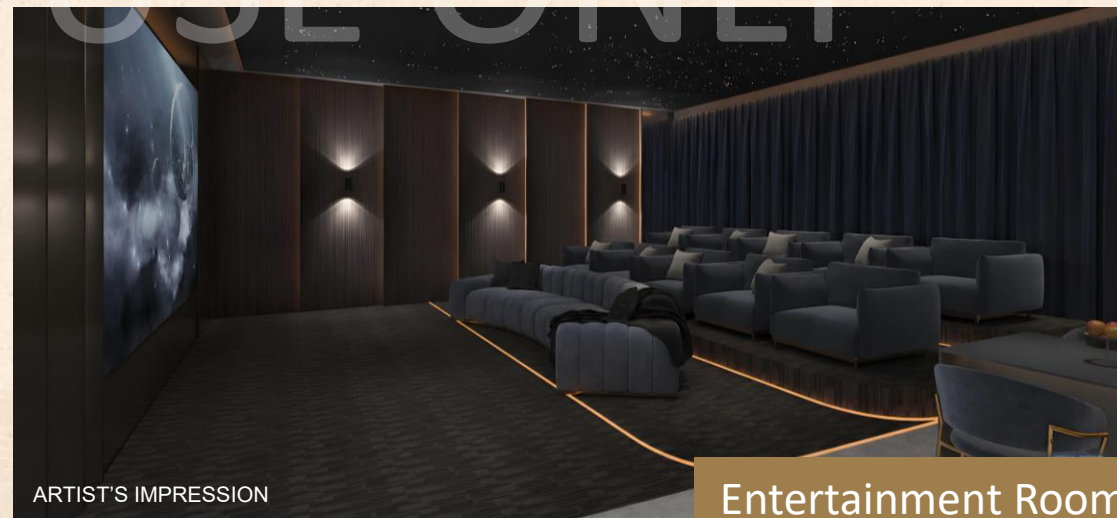
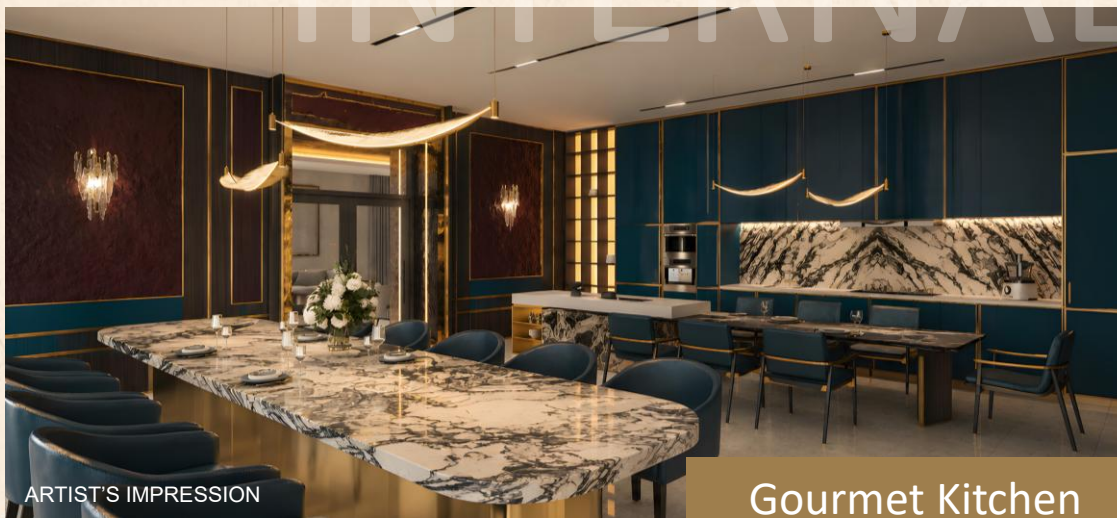
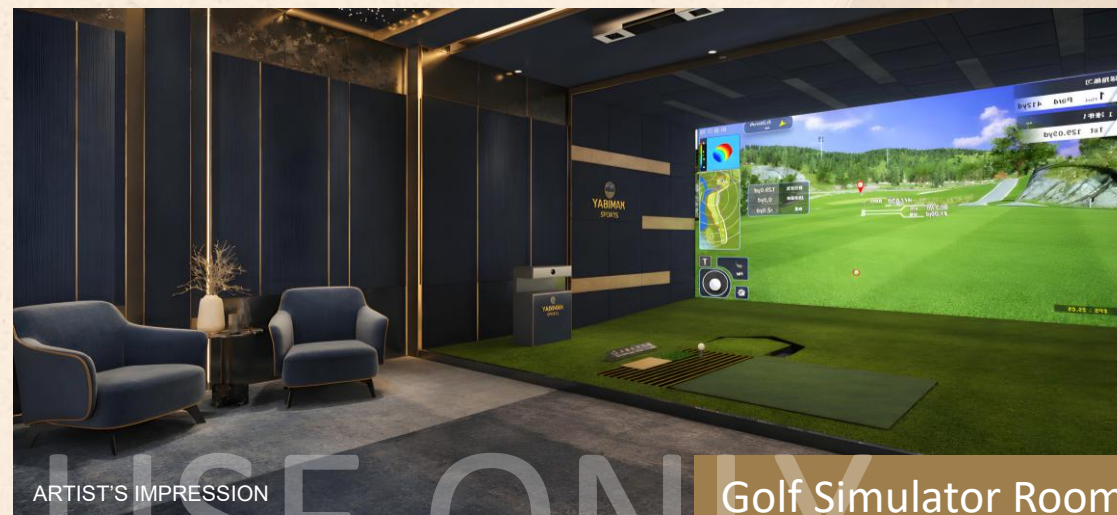


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PROPOSED FACILITY RENDERING

ARTIST'S IMPRESSION



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PROPOSED FACILITY RENDERING

ARTIST'S IMPRESSION



Co-office Lounge



Study/Reading Room



BBQ Area



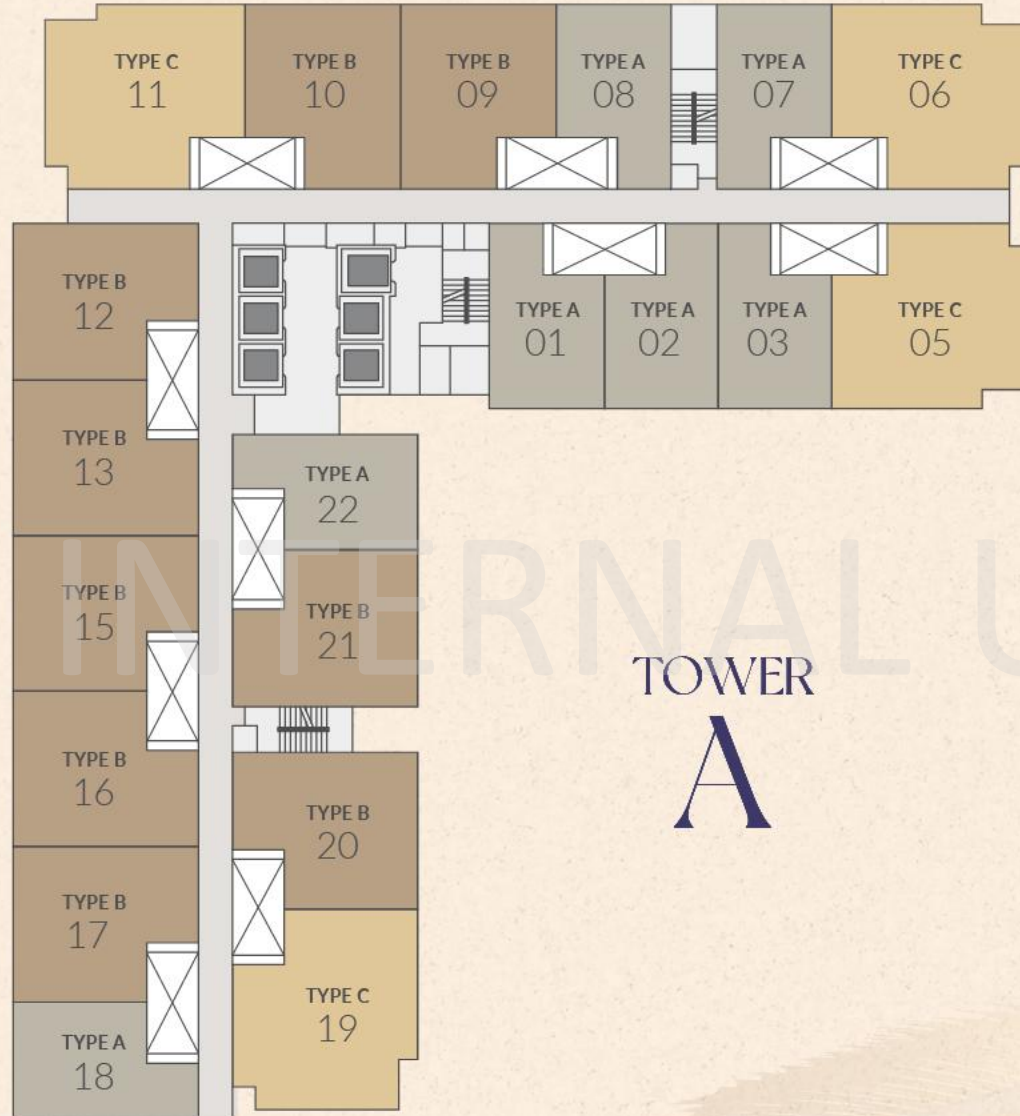
Mingle Space

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TYPICAL FLOOR PLAN

Coastal Horizon View



Facility View

Urban Sunset View

TOWER
A

Cross-Border View

Type	Composition	Build-up (sq ft)	Units per Floor
A	1 bed & 1 bath	526	7
B	2 bed & 2 bath	756	9
C	3 bed & 3 bath (Dual Key)	956	4

Total 20 units per floor with 5 lifts sharing + 1 bomba lift.



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Type A

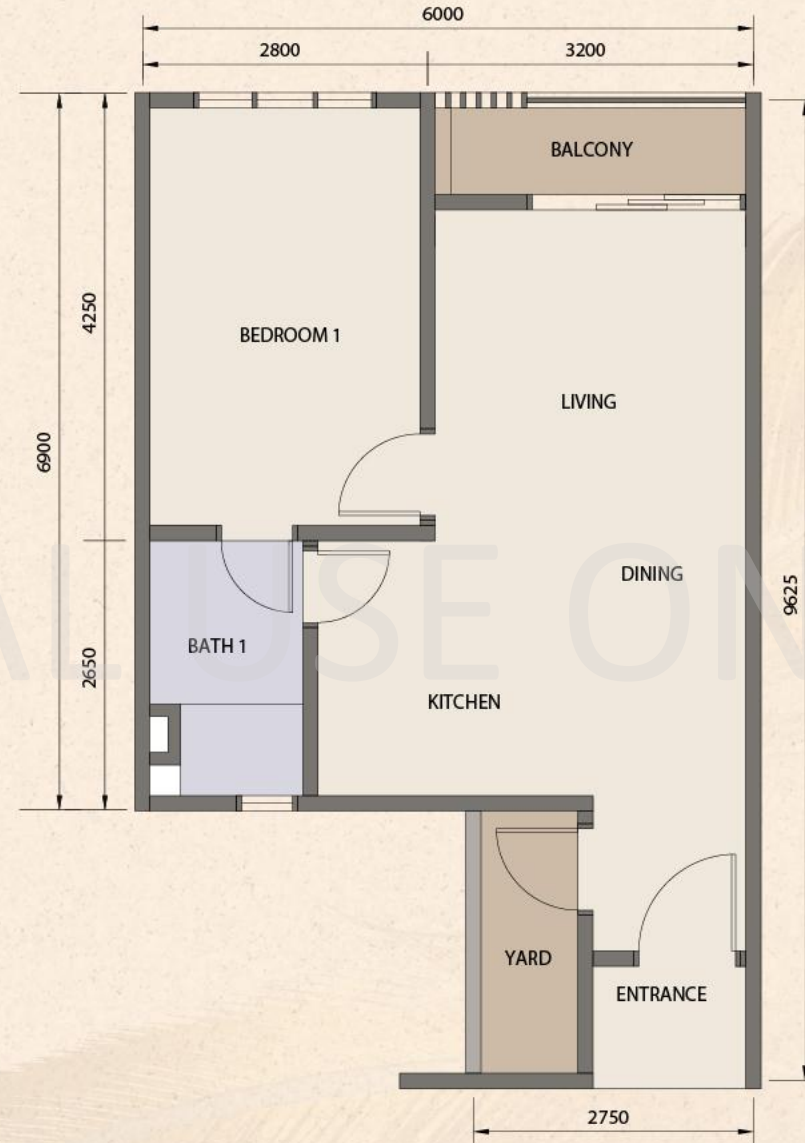
1 Bedroom | 1 Bathroom

Built-up Size
526 sqft

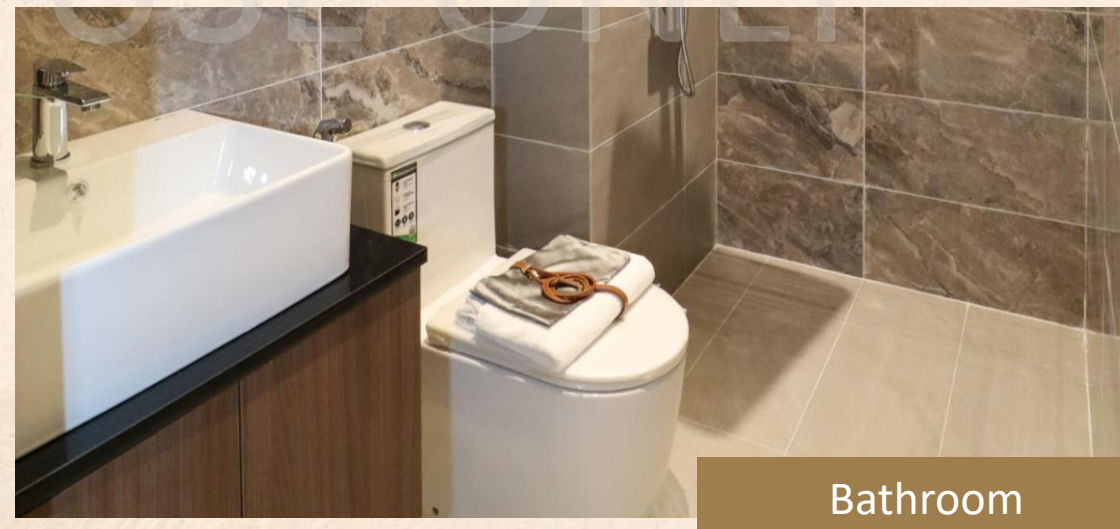
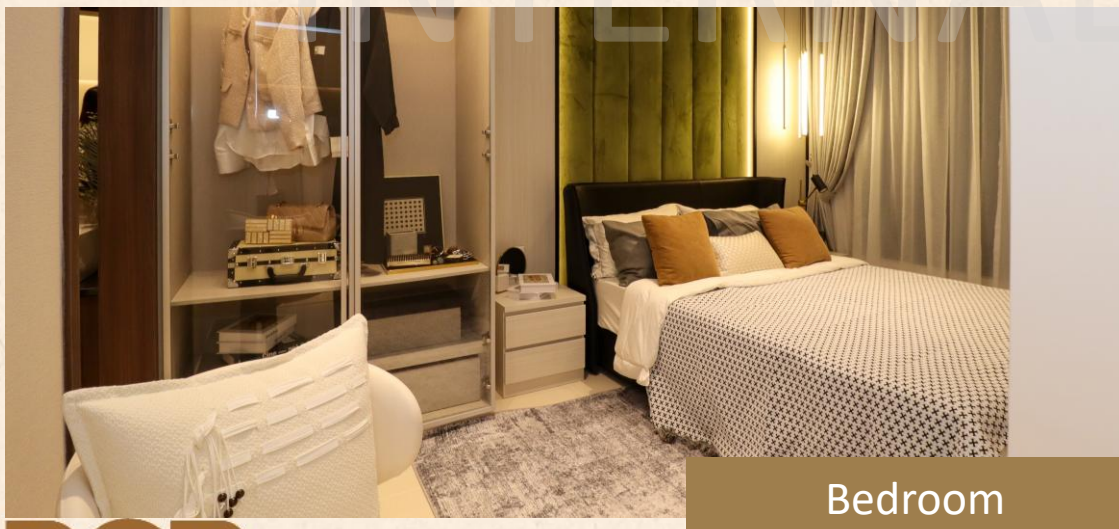
Tower A



Coming Soon



TYPE A SHOW UNIT



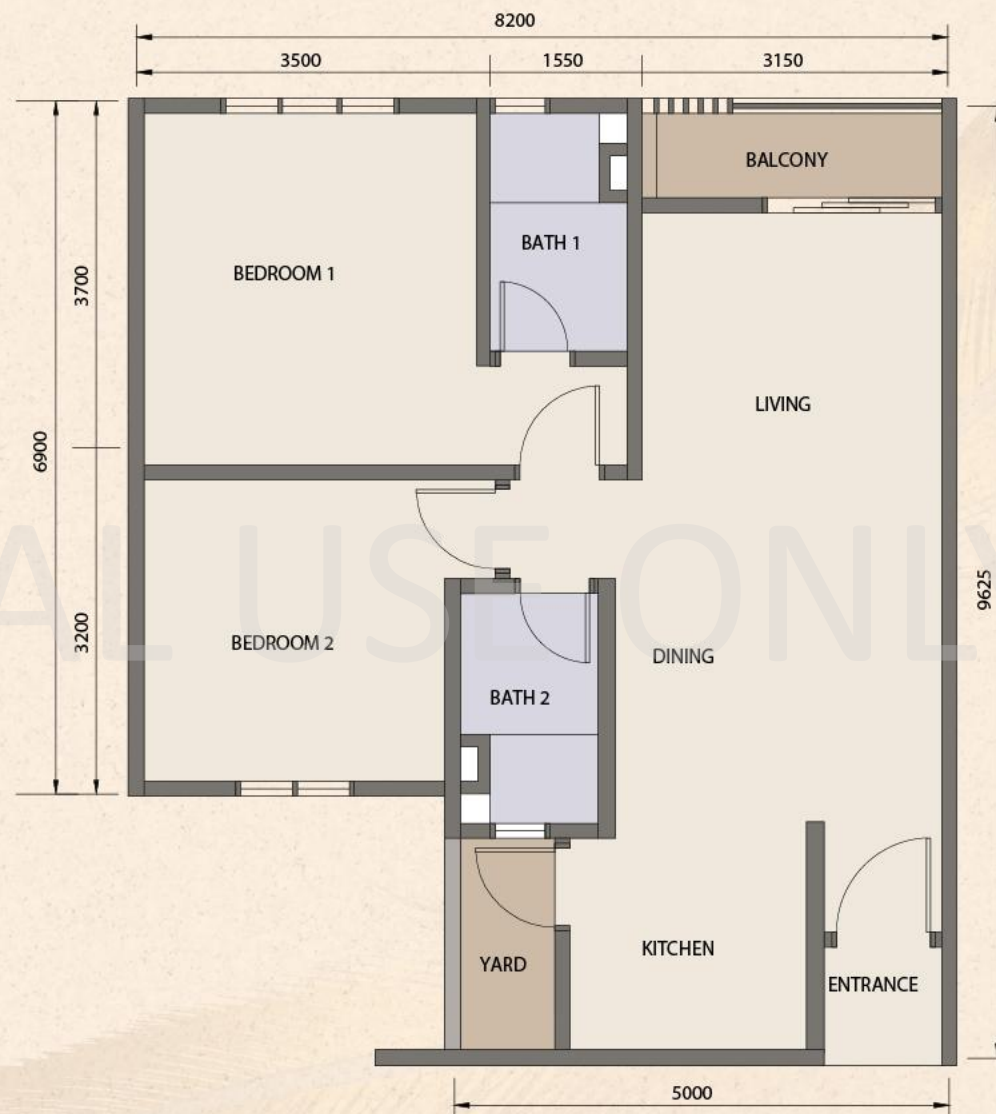
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Type B

2 Bedrooms | 2 Bathrooms

Built-up Size

756 sqft

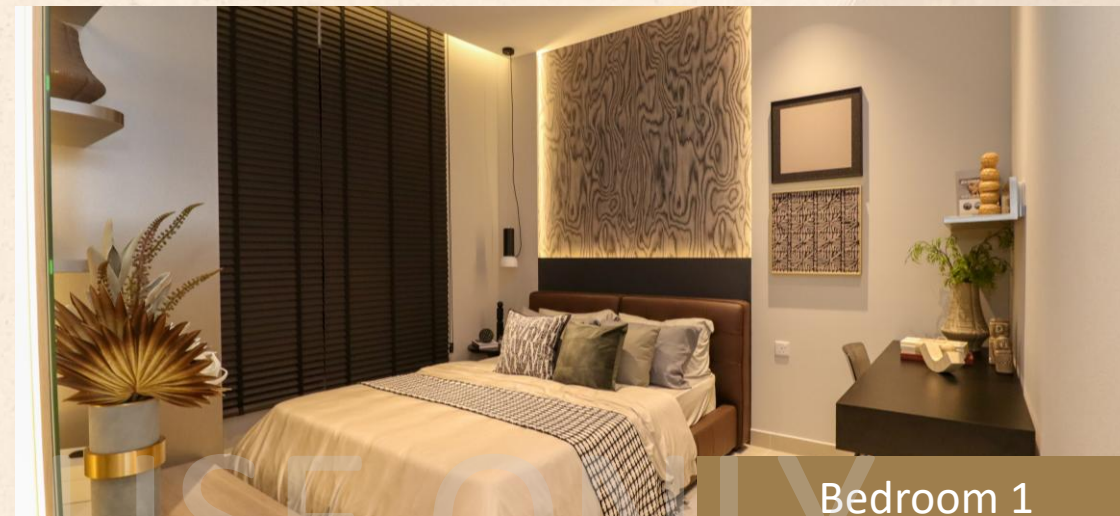
Tower A



Coming Soon



TYPE B SHOW UNIT

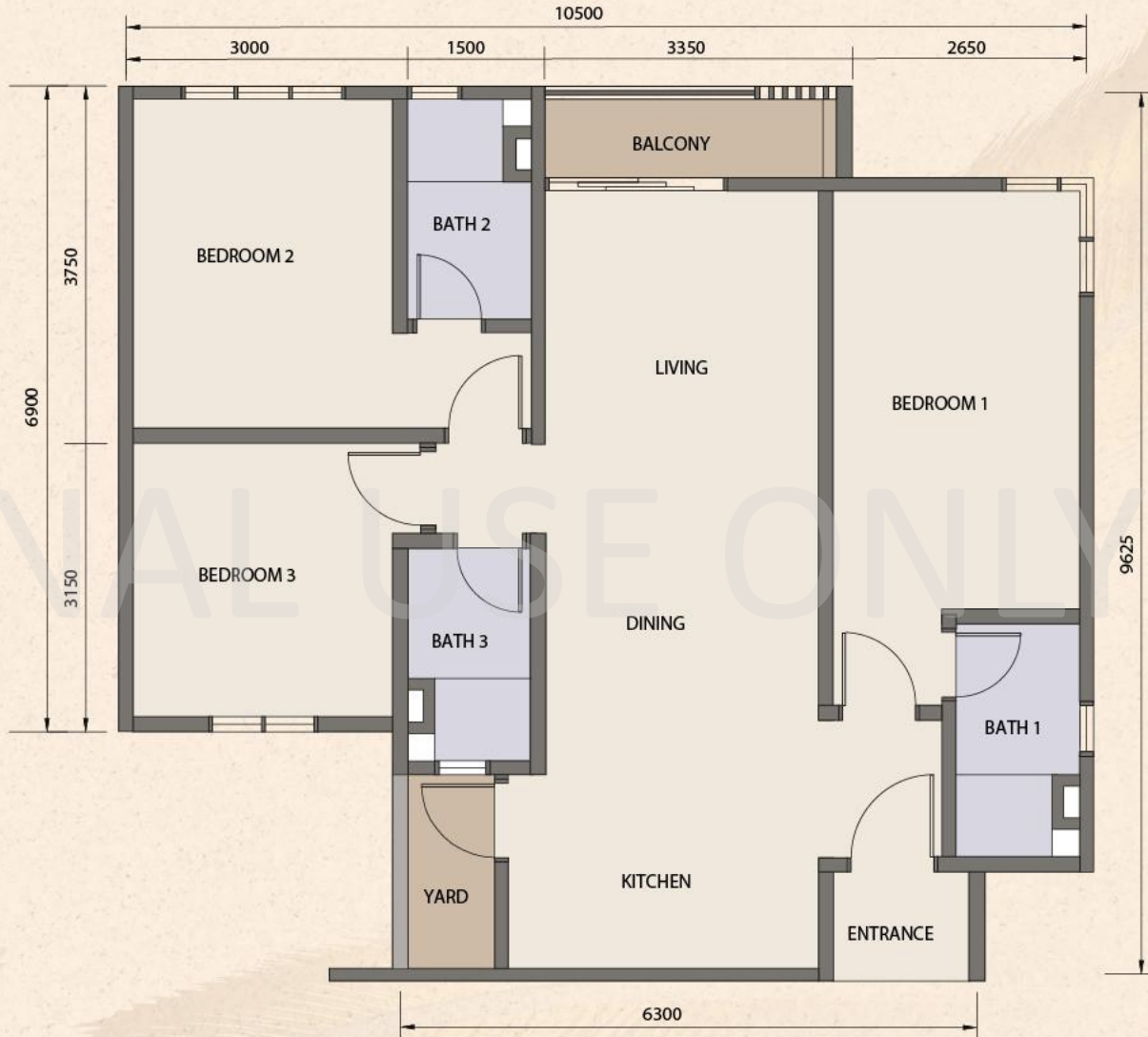


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Type C 3 Bedrooms | 3 Bathrooms

Built-up Size
956 sqft



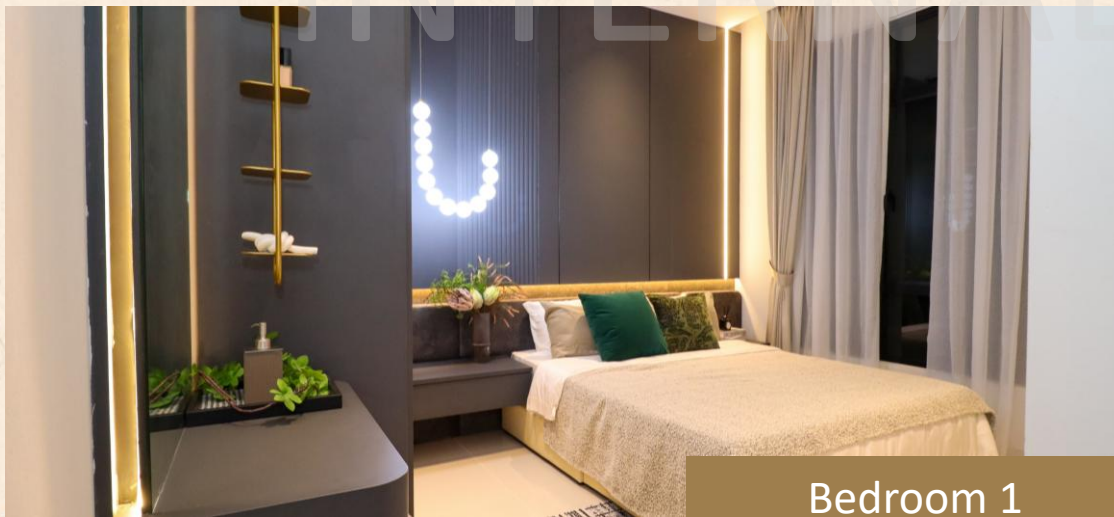
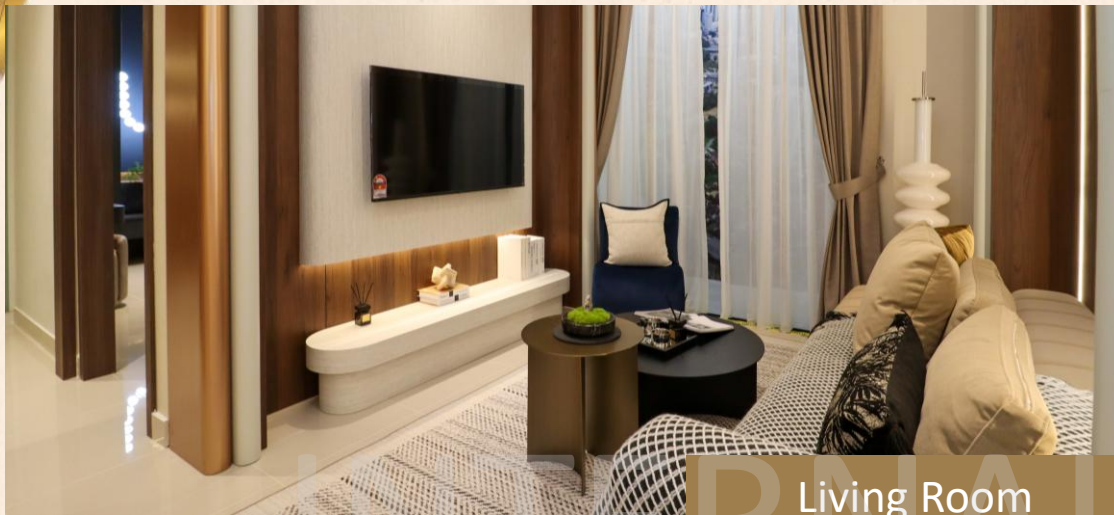
Tower A



Coming Soon



TYPE C SHOW UNIT



PGB

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PARTIALLY FURNISHING



5-Star Rating
Air Conditioners
(Living & All Bedrooms)



5-Star Rating
Ceiling Fan
(Living & Master Bedroom)



Kitchen Hood
& Hob



Kitchen Cabinet



Digital Lock

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Artist's Impression Only



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UNIQUE SELLING POINTS

KEY FEATURES

Freehold & Low Density

**Sizeable built-up from
526 – 956 sqft**

**Functional and Spacious
layout**

Scenic City and Sea view

PRIME LOCATION & CONNECTIVITY

- Walking distance to CIQ and RTS Link
- Convenient access to major highways EDL and Tebrau Highway
- Within 2km to CIQ, RTS Link, shopping malls, schools, F&B and more
- Shuttle services to JB Sentral / CIQ



MULTIGENERATIONAL FACILITIES

- More than 50 facilities curated for relaxation and rejuvenation
- Approximately 1.8 acres two levels facilities designed for all ages
- Universal design with wheelchair and stroller-friendly environment
- The first high-rise in JB with padel ball court and 4 rooftop pickleball courts



SUSTAINABILITY & GREEN FEATURES

- GreenRE (Gold) certified for eco-conscious living
- Rainwater harvesting system to reduce water wastage
- EV charging points provided
- Low VOC paint to reduce harmful emissions



SMART LIVING & PREMIUM COMFORTS

- Integrated multi-tier smart security system
- Partially furnished with 5-star appliances
- Exclusive concierge services and hotel stay management*
- 24H concept mart with doorstep delivery service*





In partnership with Aurum Stay, Iconic offers homeowners hotel-style management through a one-stop service solution, creating an integrated living experience with everything you or your tenants need.



Your One-Stop Solution SERVICE PROVIDER

PROPERTY
MANAGEMENT

INTERIOR DESIGN &
RENOVATION SERVICE

CLEANING &
CONCIERGE SERVICE

Services and Privileges include:



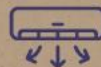
24-hour Front Desk Reception
& Guest Support



24-hour Concept Mart
& Door Step Delivery*



Professional Housekeeping
& Maintenance Service



Pre-cooled & Pre-lit
Arrival Experience



Private Car Booking Service*



Exclusive Interior Design
& Consultation



Complimentary Owner
Stay Privilege*



Mobile Apps & Website
Booking Platform



Collective Revenue
Sharing Model

*T&Cs apply

PROPOSED SHUTTLE SERVICE SCHEDULE

Time	Trip Interval
5.30am – 9.30am 5.30am 5.50am 6.10am 6.30am 6.50am 7.10am 7.30am 7.50am 8.10am 8.30am 8.50am 9.10am 9.30am	20 – 25 mins per trip Iconic -> JB Sentral -> Iconic
9.30am – 4.30pm 10.30am 11.30am 12.30pm 2.30pm 4.30pm	1 - 2 hour per trip Iconic -> R&F -> JB Sentral -> Iconic
4.30pm – 8.30pm 4.50pm 5.10pm 5.30pm 5.50pm 6.10pm 6.30pm 6.50pm 7.10pm 7.30pm 7.50pm 8.10pm 8.30pm	20 mins per trip Iconic -> JB sentral -> Iconic
8.30pm – 10.30pm 9.30pm 10.30pm	1 hour per trip Iconic -> R&F -> JB Sentral -> Iconic



Enjoy seamless connectivity with our proposed shuttle service, providing convenient access to key amenities throughout the day for greater comfort and flexibility.

PROPOSED INDICATED PRICE

Type	Composition	Built-Up (sqft)	Number of Unit (Tower A)	Gross Selling Price (RM)	Avg. Gross PSF (RM)
A	1 bed & 1 bath	526	251	578,600 – 619,600	1,137 psf
B	2 beds & 2 baths	756	324	809,000 – 867,000	1,105 psf
C	3 beds & 3 baths (Dual Key)	956	144	997,300 – 1,035,300	1,063 psf

PROPOSED SALES PACKAGE

Package:	International Units		
	Type A	Type B	Type C
Standard Rebates	10%	10%	10%
Signing Incentives* (Upon VP)	8%	8%	8%
Move In Bonus* (Upon VP)	RM15,000	RM20,000	RM15,000
Standard Package	1. Free Legal Fees on SPA & LA 2. Free Stamp Duty on Loan Disbursement		
Foreigner Eligibility	1. Eligibility to buy for property price RM500K and above. 2. State levy subsidy for first 50 units booking only* - Customer to pay RM25K levy only, the balance pay by developer, with T&Cs customer must complete SPA & LA signing within 30 days from APDL / signing date informed by developer.		

Remarks:

- 1) Booking fee: RM1,000 to Agency account
- 2) Downpayment (upon signing) : Loan buyer: Zero downpayment | Cash buyer: 10%
- 3) Signing incentives (on SPA price) applicable for customer to execute SPA & LA within 30 days from APDL / signing date informed by developer - to be given upon stage 3 Vacant Possession in credit notes.
- 4) Signing incentive and Move In Bonus are given upon Stage 3 Vacant Possession, both can be request for offset differential sum for loan margin approval <90% only.
- 5) 3% extra early settlement rebates (on net price) for cash buyer early settlement within 60 days from signing date.

FOR MORE DETAILS VISIT OUR SALES GALLERY

A Project by



Visit us at

 **PGB EXPERIENCE GALLERY PROPERTY SHOWCASE**

Lot 13065, 1, Jalan Seladang, Taman Abad,
80250 Johor Bahru, Johor Darul Ta'zim
Tel: 07-2786668

Operation Hours : Mon – Sat : 10am-6pm
: Sun & Public Holiday : 10am-4pm

For more information, please contact

+607-334 6668

  **paragonglobe**



 **VISIT US
NOW**

