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### JLand Group signs MOU with EdgeProp to strengthen data-driven strategy

(From left) JLand Group group managing director Datuk Akmal Ahmad, JLand chief innovation & digital officer Muhammad Izzat Abdul Aziz, EdgeProp head of business development Nimalen Parimalam and EdgeProp managing director Alvin Ong.

KUALA LUMPUR (March 18): JLand Group (JLG), the real estate and infrastructure arm of Johor Corporation (JCorp), has signed a memorandum of understanding (MOU) with EdgeProp to formalise a strategic partnership aimed at advancing property data intelligence and strengthening market positioning across Johor's evolving real estate landscape. According to the press release on March 17, the agreement appoints EdgeProp as JLG's strategic knowledge partner at a time when Johor is gaining momentum as a regional economic hub, supported by growth drivers including the Johor-Singapore Special Economic Zone (JS-SEZ).

Central to the collaboration is EdgeProp EPIQ, EdgeProp.my's proprietary all-in-one property data and analytics platform, which provides market intelligence through a centralised digital mapping tool for developers, investors and real estate professionals.

JLG said it will leverage EdgeProp's data intelligence capabilities alongside its own regional market knowledge and development expertise to enhance operational effectiveness, refine market positioning and support a more integrated, data-enabled property ecosystem in Johor.

Under the MOU, both parties will focus on optimising JLG's internal workflows through the integration of a unified data dashboard to streamline research, planning and market analysis across its residential, commercial and industrial portfolios. The partnership will also utilise EdgeProp's cross-border media platform to strengthen JLG's market presence and increase visibility of its developments through data-driven content and coordinated initiatives.

In addition, both parties will explore the development of a specialised regional digital platform powered by the EPIQ engine, using it as a "technological chassis" to integrate JLG's regional data with EdgeProp's nationwide datasets.

EdgeProp managing director Alvin Ong said, "Our role as the knowledge partner for JLand Group is about providing a reliable, data-driven foundation for their digital strategy. By utilising the EPIQ engine, JLG can focus on their core expertise in development, while we provide the specialised analytics and media reach required to support their ambition in driving the Johor-Singapore Special Economic Zone and beyond."

JLand Group group managing director Datuk Akmal Ahmad said, "Digital transformation is a core pillar of JLG's strategy, and this partnership accelerates our shift towards a more data-empowered development model. By integrating EdgeProp's data intelligence capabilities into our decision-making processes, we are enhancing how we assess land bank opportunities, plan future developments, and respond to market signals with greater speed and precision".

"More importantly, this allows us to move from data visibility to decision advantage, strengthening how we position developments, deploy capital and respond to market shifts in real time."

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