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Sime Darby Property's '*Siap, Sedia, Raya*' Campaign Achieves RM572 Million in Sales Bookings

- 662 units of residential property bookings in 14 townships during the campaign period;
- Contributions were mainly from the newly launched products of Elmina Green Four, followed by Lyra 2 and Hevea Phase 2;
- Planters' Haven in Negeri Sembilan and Harmoni Permai in Bandar Universiti Pagoh, Johor also proved popular among the Southern Corridor homebuyers.

ARA DAMANSARA, 11 JUNE 2021 – Sime Darby Property Berhad ("Sime Darby Property" or "Company") has secured outstanding total sales bookings for 662 units of residential property across 14 townships which accumulated to RM572 million. This was achieved throughout the Company's recently concluded '*Siap, Sedia, Raya*' campaign which ran from 15 April to 31 May 2021.

Sime Darby Property's Group Managing Director, Dato' Azmir Merican said that the Company's tactical launch plans, as well as the Government's ongoing Home Ownership Campaign ("HOC") 2021 incentives proved to be a great combination for the '*Siap, Sedia, Raya*' campaign. The additions of low OPR and other supporting factors such as stamp duty exemption and the removal of 70% margin financing cap for third housing property have also been favourable to the campaign.

"This success follows a long list of healthy take-up rates of over 90% for our products we achieved since the start of the year. Our strategic sales and marketing plan to offer the right products at the right location and more importantly, at the right price point has been proven to be effective. With the extension of the HOC that was recently announced by the Government, we look forward to similar response to our future launches that have been planned for the rest of the year," he said.

Dato' Azmir added, "Based on our customers' buying trend, we foresee a growing demand for residential landed type of products and Sime Darby Property will strive to meet our clients' needs with new and existing products."

Sime Darby Property's new launches of freehold residential properties were absolute hits with homebuyers. In the City of Elmina, Shah Alam, 187 units of Elmina Green Four worth RM144 million and 32 units of Hevea Phase 2 worth RM67 million, were taken up. All units of Elmina Green Four homes come with generous built-up catering for young and multi-generational families, as well as those looking for a home upgrade; while the double-storey semi-detached Hevea Phase 2 homes are designed to promote single-storey living with two master bedrooms on the ground floor.

Lyra 2 in Bandar Bukit Raja, Klang, was also popular among the potential homebuyers with 93 units taken up at a total sales booking of RM68 million. Well-designed and spacious, the double-storey linked Lyra 2 homes are also strategically located with proximity to the Bandar Bukit Raja Central Town Park, schools and commercial amenities in Klang.

The KLGCC Resort offered its prestigious address via Senada Residences and East Residence Courtyard Villa, clocking in sales bookings of RM19 million and RM14 million, respectively; while 46 units of The Ridge at KL East worth RM32 million were also snapped up.

The Southern Corridor also proved to be popular among the homebuyers with 18 units worth RM25 million in Planters' Haven in Negeri Sembilan taken up; as well as 19 units of Harmoni Permai homes in Bandar Universiti Pagoh in Johor also booked during the campaign period.

The '*Siap, Sedia, Raya*' campaign offered homebuyers up to RM10,000* Hari Raya deals on top of the current sales packages for selected properties in the City of Elmina, Bandar Bukit Raja, Ara Damansara, Subang Jaya City Centre, Putra Heights, KL East Mall, Melawati, KLGCC Resort, Serenia City, Nilai Impian, Planters' Haven, Chemara Hills, Bandar Ainsdale and Bandar Universiti Pagoh. The deals include up to 36 months of 'Your Instalments on Us' for selected participating properties on top of the Government's HOC.

Potential homebuyers enjoyed a hassle-free homebuying experience for the property of their choice via specially curated online sales kits and virtual tours through Sime Darby Property's online platforms. While all its sales galleries are closed throughout the period of the current full lockdown, the Company's sales team are accessible during business hours, working from home to address sales and marketing activities online.

Stay updated on Sime Darby Property's activities and developments at its website, www.simedarbyproperty.com, Facebook (www.facebook.com/SimeDarbyProperty), Instagram (www.instagram.com/SimeDarbyProperty) and the Sime Darby Property Mobile App (available for download via the Apple Store and Google Play).

**Terms and conditions applied.*

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About Sime Darby Property Berhad

Sime Darby Property is a leading property developer with a strong success rate of developing sustainable communities for over 48 years. With 24 active townships/developments, Sime Darby Property has a wide reach that encompasses assets and operations across the country. It marks its presence in the UK as part of a Malaysian consortium to develop the iconic Battersea Power Station Project in central London.

As a responsible corporate player, Sime Darby Property and its philanthropic arm Yayasan Sime Darby (YSD) actively roll out various initiatives to assist the underprivileged communities living within and nearby its townships nationwide. A multi award-winning property group with numerous international and local accolades, Sime Darby Property is the only Malaysian property developer to be rated by the Carbon Disclosure Project for carbon management and stakeholder engagement.

It is also the first Malaysian property developer to be awarded the International FIABCI Prix d'Excellence Awards twice for its Subang Jaya and UEP Subang Jaya townships. The company bagged its 10th consecutive Gold at the Putra Brand Awards 2019 and its 9th Top 10 Developers Awards at the BCI Asia 2020. Sime Darby Property has also been recognised as among the top developers in Malaysia in the annual The Edge Top Property Developers Awards, a recognition which the company consistently receives since 2009.

For more information, log on to www.simedarbyproperty.com.

Media Contact: Sharmila Nair | +6012-617 7860 | sharmila.nair@simedarbyproperty.com
For General Enquiries please e-mail group.communications@simedarbyproperty.com