

FOR IMMEDIATE RELEASE

Sime Darby Property's Much-Awaited Spotlight 8 Campaign Returns with Bigger and Better Deals

- Great offers on residential and commercial units in 11 townships across Malaysia;
- Up to 18 months of upfront instalment available for selected products on top of other rebates.

ARA DAMANSARA, 2 SEPTEMBER 2021 – A home is not just a home as the ongoing global disruption has evolved this personal space into a makeshift workplace, school, gym and more. Acting proactively upon this paradigm shift, Sime Darby Property Berhad (“Sime Darby Property” or “Company”) is bringing back its much awaited ‘Spotlight 8 Campaign’, with great deals on products which offer potential homeowners with future-ready, new norm needs.

Sime Darby Property Group Managing Director, Dato’ Azmir Merican said, “We recognise the rapidly evolving market, particularly resulting from the prolonged pandemic. Our products offered through the Spotlight 8 Campaign feature home designs optimised for wellness and space which are in townships with good inter-urban connectivity. The campaign will enable customers to ‘Live the New Norm, Now’ with our innovative products, and we hope to encourage positive take-up rates through the special deals and sale packages offered, as well as leverage on the Government’s ongoing Home Ownership Campaign”.

The returning campaign offers special Weekend Spotlight deals on top of existing sales packages for the purchase of highly desired properties from now until 31 December 2021. This time, the spotlight is on 11 townships with unparalleled convenience, comfort, and connectivity such as City of Elmina, Bandar Bukit Raja, Serenia City and Subang Jaya City Centre (“SJCC”) in Selangor; Nilai Impian, Planters’ Haven, and Bandar Ainsdale in Negeri Sembilan and Bandar Universiti Pagoh in Johor. An exciting range of units will also be available for products in KLGCC Resort, KL East, and Melawati in Kuala Lumpur.

Sime Darby Property will kick off the campaign with the Weekend Spotlight on 4 September 2021, with Superdeals on amazing products in SJCC and Bandar Universiti Pagoh. Potential homeowners can also enjoy enormous savings under the special Your Instalments on Us (“YIOU”) deal with up to 18 months of instalments upfront.

On top of that, the campaign offers cash and prizes worth up to RM288,000 for the monthly and grand lucky draw prize winners.

Find out more about the Spotlight 8 Campaign at www.simedarbyproperty.com/spotlight8. Stay updated on Sime Darby Property activities and developments at simedarbyproperty.com, Facebook (facebook.com/SimeDarbyProperty), Instagram (instagram.com/SimeDarbyProperty) and the Sime Darby Property Mobile App (available for download via the App Store and Google Play).

-END OF PRESS RELEASE-

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.

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