

FOR IMMEDIATE RELEASE

Sime Darby Property's Virtual Property Launch Achieves 90% Take-Up for Maya Ara Residences in One Day

ARA DAMANSARA, 3 NOVEMBER 2021 – No physical launch? No problem. Sime Darby Property Berhad (“Sime Darby Property” or “Company”) proves that it can continue to launch new products and achieve strong take-up rates virtually, just as it does in the physical world.

The Company held a virtual launch for its latest high-rise product, Maya Ara Residences in Ara Damansara last weekend, successfully achieving a 90% take-up rate. Homebuyers were provided the convenience of following the event via Facebook Live before proceeding to register their purchase seamlessly through Sime Darby Property's Online Booking System (“OBS”) which was developed in-house.

Sime Darby Property Group Managing Director, Dato' Azmir Merican said that the project attracted great demand even before the launch and is testament to the Company's credibility in offering in-demand products, at the right locations and price points.

“A lot of research went into the making of Maya Ara Residences, to suit the current and future living and lifestyle trends. Homebuyers will be able to design their houses with our customisable fully-furnished package which provide four different interior design themes.”

“This development injects a breath of fresh air to an already established Ara Damansara township, appealing to the younger generation and attracting first-time homebuyers seeking to make a good investment for the future,” he said.

Maya Ara Residences evokes contemporary and versatile design, with a nod to sustainable living as demonstrated by its GreenRE compliant development. The open plan layouts promote ample natural lighting and ventilation, as well as features which promote energy saving and efficient water use.

The facilities at Maya Ara Residences are designed for multi-purpose use, with a function hall that can be utilised as a co-working space, a game room with a green screen for video shoots, community barbecue area to promote residents' interactions, gym and so much more. The

development is also easily accessible via three major highways and is located near to various amenities and facilities.

Customers enjoyed an easy and seamless homebuying experience with the in-house developed OBS that allowed them to select and book their units without any hassle. The OBS is the culmination of Sime Darby Property's digitalisation efforts on the consumer front to ensure consistency in customer engagements during the pandemic and within the new normal.

"Our online booking platform was developed for the convenience of homebuyers and to provide us a better understanding of our customers' preferences. The knowledge and insight gained is valuable for the Company to strategise future virtual launches," said Dato' Azmir.

With a built-up of 764 sq. ft., Maya Ara Residences' Types B and B1 feature two bedrooms and two bathrooms, while Type C at 1,055 sq. ft. area has three bedrooms and two bathrooms. Prices start from RM594,800.

Stay updated on Sime Darby Property activities and developments at sime-darby-property.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).

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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.sime-darby-property.com.

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