

Kick-Off the Holiday Season in Style with KL East Mall's 'Enchanting Elven Kingdom'

KUALA LUMPUR, 30 NOVEMBER 2021 – Step into a magical world this holiday season as KL East Mall transforms into an “Enchanting Elven Kingdom” as part of its year-end campaign which runs until 27 December 2021.

In conjunction with Christmas, the mall will be decorated as a majestic fairy tale kingdom, surrounded by a lush green forest filled with flowers and delightful creatures. Visitors can immerse themselves in the enchanting atmosphere and get in line to meet Santa Claus, among other exciting features to celebrate the holiday spirit. Do not miss out on the various *Instagrammable* spots to capture great memories with your family and loved ones while there.

Sime Darby Property Group Managing Director, Dato' Azmir Merican said that the campaign is timely to bring cheer to the visitors and end the year on a positive note. “The KL East Mall continues to offer fun, family-oriented activities for our loyal patrons, especially during festive seasons. For this year’s Christmas celebration, we have worked closely with our tenants to introduce strict measures to not compromise on the well-being of visitors to the mall, as we expect to see more families going out for trips to the mall during the holiday season,” said Dato' Azmir.

Those looking to cross out their Christmas shopping list will appreciate the campaign’s various promotions such as the “Spend & Reward” where visitors can win prizes worth up to RM100,000 with participating partners including Jaya Grocer, Ogawa, A-Surprise, Blue Ice Skating Rink, Carlo Rino, Ferno Bakery, Gula Cakery, Li-Ning, MeTime Art, Pets Wonderland, Pierre Cardin and Sushi Jiro. KL East Mall is the first wholly-owned mall by Sime Darby Property. For more information on the campaign, visit www.kleastmall.com.

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About KL East Mall

KL East Mall is a retail and lifestyle boutique mall that fronts KL East, a 153-acre integrated development by Sime Darby Property. The mall is the group's first 100 percent-owned retail mall development, spanning four retail floors with a nett lettable area of 384,210 sq. ft. The mall was designed as a trendsetting epicentre where fashion, music, style and art meet.

Situated at a focal point of numerous major intersections, KL EAST MALL is linked by 6 highways such as the Middle Ring Road 2 (MRR2), Damansara-Ulu Klang Expressway (DUKE), Sungai Besi-Ulu Kelang Elevated Expressway (Suke), Karak Expressway, Ampang-Kuala Lumpur Elevated Highway (AKLEH) and Setiawangsa-Pantai Expressway (SPE). It is also connected to a network of public transportation, including convenient access to the Gombak Transit Terminal. The mall is located within proximity to TAR University College, International Islamic University Malaysia (IIUM) and Universiti Kuala Lumpur British Malaysian Institute (UniKL BMI).

KL East Mall boasts attractive opportunities for fashion outlets from all walks of life, businesses specialising in electronics and gadgets as well as home supply stores. The extensive retail offerings are complemented by a wide selection of F&B slots catered for foodies, walk-in diners and lifestyle-oriented shoppers. For more information, log on to www.kleastmall.com.

About Sime Darby Property Berhad

Sime Darby Property is a leading property developer with a strong success rate of developing sustainable communities for close to 50 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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