



MEDIA RELEASE

A Joint Development by Sime Darby Property & UEM Sunrise

FOR IMMEDIATE RELEASE

RADIA BUKIT JELUTONG TO BECOME THE NEXT BUSTLING STUDENT HUB WITH THE ENTRY OF NETHERLANDS MARITIME UNIVERSITY COLLEGE INTO ITS GROUNDS

Digital Media: The joint-venture company formed by UEM Sunrise and Sime Darby Property has signed a Memorandum of Understanding with the Netherlands Maritime University College, bringing the institution of higher learning into the premises of Radia Bukit Jelutong.

Full Release: SHAH ALAM, 4 January 2022 – A joint-venture company, of which UEM Sunrise Berhad (“UEM Sunrise”) and Sime Darby Property Berhad (“Sime Darby Property”) - two of Malaysia’s leading property developers, are part of - has penned a Memorandum of Understanding (“MoU”) with Netherlands Maritime University College (“NMUC”) to set up campus in Radia Bukit Jelutong.

With an expected enrolment of more than a thousand students, this will catalyse the new and modern township into becoming a bustling student hub, and a lively retail and commercial location.

Radia Bukit Jelutong was developed by Sime Darby Property Sunrise Development Sdn Bhd (“SDPSD” or the “Company”), the 50:50 JV company formed by UEM Sunrise and Sime Darby Property. The MoU was signed by UEM Sunrise Chief Marketing Officer Kenny Wong and Sime Darby Property Chief Operating Officer – Integrated Development Datuk Ir. Mohd Idris Abdullah representing SDPSD while NMUC was represented by its Executive Chairman Dato' Captain Razali Bin Yaacob.

Based on the MoU, NMUC will be taking up a total of 24 commercial units at Radia Bukit Jelutong with a Gross Development Value of RM 27.6 million under a special Rent-To-Own (“RTO”) scheme. With a built-up area of 34,358 sqft, the space acquired by NMUC spans from the seventh floor to the ninth floor of the block.

“With NMUC onboard, we’re anticipating a large number of students trickling into Radia grounds to enliven the space. NMUC is expected to be a huge crowd-puller; this will be a good way to increase footfall as the new semester approaches, and a great way to boost business operations within the premises,” says Wong.

“NMUC is a great addition to Radia in drawing in crowd and elevate the businesses here – incidentally making Radia a desirable location to kickstart business opportunities. We’re excited that NMUC is coming onboard with us and the vast opportunities it brings. We welcome and implore other business operators to grab this golden opportunity in giving value and take advantage of this growing community,” he added.



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NMUC aims to enrol approximately over a thousand students during their opening semester, which aligns with the Company's target to make Radia Bukit Jelutong a bustling centre not only for students, but for the surrounding communities in Shah Alam and Subang Jaya. Located within walking distance from two FIFA-standard football fields, Radia Bukit Jelutong also decks an array of cafés, F&B operators, a grocer, and other businesses.

Datuk Ir. Mohd Idris said, "We are pleased to welcome NMUC into their new home at Radia Bukit Jelutong and look forward to welcoming a much younger crowd to contribute to the social and economic developments in the area. The partnership will inject a breath of fresh air to the already matured township that can benefit a wide range of residents and business owners in Bukit Jelutong, one of Sime Darby Property's best-planned townships in Selangor located conveniently along the Guthrie Corridor Expressway."

The RM1.6 billion integrated development is one of the Company's successful JV projects and has a gross area of 2.7 million sq ft, including serviced apartments with four acres of facilities and amenities. Radia Bukit Jelutong, which is designed by French architecture firm J+H Boiffils, comprises 640 units of serviced apartments, 400,000 sq ft of office space, and retail space totalling 880,000 sq ft.

Radia Residences, an intelligently designed serviced apartments, is the epitome of urban lifestyle. Built with sustainable features including energy-efficient lighting, water-efficient fittings, and rainwater harvesting systems, Radia Residences is pinned at a prime location with seamless accessibility and connectivity to multiple amenities including schools, hospitals, banks, mosques, and shopping centres, making it a premier spot to settle down.

For more information about Radia Bukit Jelutong, visit www.uemsunrise.com.

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About UEM Sunrise Berhad

UEM Sunrise Berhad (“UEM Sunrise” or the “Company”) is a public-listed Company and one of Malaysia's leading property developers. It is the flagship Company for township and property development businesses of UEM Group Berhad (“UEM Group”) and Khazanah Nasional Berhad (“Khazanah”). The Company has core competencies in macro township development; high-rise residential, commercial, retail and integrated developments; as well as property management services. UEM Sunrise is the master developer of Iskandar Puteri, Johor, envisioned to become the largest fully integrated urban development in Southeast Asia. The Company is also renowned as the pioneer developer of award-winning and upmarket developments, located largely in the affluent Mont’Kiara enclave as well as surrounding neighbourhoods in Greater Kuala Lumpur area. UEM Sunrise has extended its mark internationally with acclaimed properties in Singapore, Australia, Canada and South Africa.

Inspired by the ethos and tagline “Find Your Happy”, the Company endeavours to inspire joy and happiness one space at a time, with its people, driven by the core values of C.H.I.E.F. (Caring, Honest, Involved, Enthusiastic, Fun-loving).

Please visit our website at www.uemsunrise.com for more information.

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About Sime Darby Property Berhad

Sime Darby Property is Malaysia’s pioneering property developer and real estate company. For close to 50 years, the Group has built over 100,000 homes in 24 townships and developments, with products spanning residential, commercial and industrial properties. Beyond property development, Sime Darby Property is also present in other real estate segments, including investment & asset management, as well as leisure, where it owns the prestigious Kuala Lumpur Golf & Country Club, one of the top golf clubs in Southeast Asia. In the United Kingdom, Sime Darby Property is part of a consortium of Malaysian companies in the iconic Battersea Power Station redevelopment project in Central London.

The Group is committed to uphold ESG principles throughout its business and be a Force for Good, guided by its own 2030 Sustainable Development Goals which are aligned with the United Nation’s Sustainable Development Goals. Sime Darby Property is a constituent of the MSCI ACWI Small Cap Index with MSCI ESG Rating of BBB, and is rated by the Carbon Disclosure Project. The Group contributes to society through its philanthropic arm, Yayasan Sime Darby. It is involved in social impact activities nationwide, providing aid relief and entrepreneurial development programmes to underprivileged communities during the recent pandemic, as well as township community engagement and volunteering efforts which drive our corporate responsibility agenda.

Sime Darby Property is honoured to be recognised with numerous real estate industry awards throughout the years. In 2021, the Group continues to be recognised as a top property developer in ‘The Edge Malaysia’s Top Property Developers Awards’, achieving the feat for the tenth year running. The Group was also named as ‘EdgeProp Malaysia’s Responsible Developer: Building Sustainable Development Award 2021’, as well as the winner in PwC’s ‘Building Trust Awards 2021’ under the FBM Mid 70 Index category. Other recent awards include Platinum at the ‘2021 Putra Brand Awards’ and Top 10 Developers in ‘BCI Asia’s Awards 2021’.

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

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