

Sime Darby Property's Spotlight 8 Sales Campaign Achieves Phenomenal Success

- Products worth RM1.83 billion in accumulated GDV booked in campaign which ran from 28 August 2021 to 8 January 2022;
- Sime Darby Property's new launches of residential properties in City of Elmina, Bukit Jelutong and KLGCC Resort townships were absolute hits with homebuyers;
- Attractive incentives introduced by the campaign, combined with Government initiatives such as the HOC helped to boost the sales performance.

ARA DAMANSARA, 30 JANUARY 2022 – The spotlight is surely on Sime Darby Property Berhad (“Sime Darby Property” or “Company”) as the Company’s annual Spotlight 8 Campaign, held from 28 August 2021 to 8 January 2022 achieved phenomenal success. The campaign recorded a total sales booking with an accumulated Gross Development Value (“GDV”) of RM1.83 billion. The Spotlight 8 Campaign offered various sales packages and incentives to the customers on top of the benefits accorded by the Government, including the Home Ownership Campaign (“HOC”).

Sime Darby Property’s Group Managing Director, Dato’ Azmir Merican said that the successful campaign is a testament of homebuyers’ trust in the Company to offer quality products at the right locations and price points.

“Our products at each township are designed with versatile space, accessibility and sustainable features in mind to meet the demands of homebuyers who have different needs and priorities. We also leveraged on our digital platforms to strategically market our products and offer customers the convenience in completing transactions online. These were key factors which led to the Spotlight 8 Campaign’s success and encourages us to continue offering the market with more exciting products this year,” he said.

Sime Darby Property’s new launches of residential properties were absolute hits, with *Jendela Residences* in KLGCC Resort, *Maya Ara Residences* in Ara Damansara, *Elmina Green Five* in the City of Elmina, *Serenia Aiora* in Serenia City and *Trillia* in Bukit Jelutong proving favourites among homebuyers throughout the campaign.

Newly launched products with a combined GDV of RM1.4 billion contributed the most to the successful campaign, garnering 81% take-up of the total sales booking. This was followed by the Company's existing stocks with a GDV of RM0.4 billion, raking 19% take-up of the overall sales booking.

The success of Sime Darby Property's Spotlight 8 Campaign was driven by the Company's Online Guided Sales Experience ("OGSE") which offers hassle-free booking transactions, virtual tours, and consultation with dedicated sales representatives to customers. Its enhanced digital marketing and sales capabilities resulted in a 34% increase in the number of visitors to the Company's website throughout the campaign period, as well as a 36% rise in the number of potential buys was recorded, as compared to the period prior to the start of the campaign.

Winners of the Spotlight 8 Campaign Grand Lucky Draw will be announced soon.

-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 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.

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