

Sime Darby Property Hits the Spot for Premium Products with the Outstanding 100% Take-Up of East 57 in KL East

ARA DAMANSARA, 1 JUNE 2022 – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) proves that virtual launches work for the premium market as well, achieving a stellar 100% take-up for the East 57 units at a price range of RM1.8 million to RM2.8 million.

The Company held a virtual launch for East 57 in KL East last weekend, and in less than a day, all 57 units of the freehold, three-storey superlink homes were fully snapped up by enthusiastic property buyers, continuing the trend of fast market absorption for the Company.

Sime Darby Property Group Managing Director, Dato’ Azmir Merican said that East 57 attracted strong demands even before the launch, due to the limited supply of well-designed landed units in the KL East and Melawati area.

“East 57’s success can be attributed to our strong market insights and clear understanding of customer demand. It’s never easy to launch a product above the RM2 million price point, but success can be achieved when we get the fundamentals right – the right product offering, design, and price. The natural surroundings, larger floorplans and low density of the development appealed strongly to the young, growing families in the area and proved to be exactly what people were looking for,” said Dato’ Azmir.

The development stands out in many ways, one of which is its unique and distinctive architecture. The six-acre low density, freehold enclave is set at the foothold of the world’s longest Quartz Ridge. As the site features a hilly, undulating terrain, every home here is built sustainably in accordance with the natural contours of the site, woven seamlessly into the landscape of the surrounding rainforests, and maximising the panoramic views of Bukit Tabur and the KL City Centre. The nature-inspired facilities within the development include outdoor playgrounds, resting pavilions, al-fresco dining areas, a fitness area, and even a unique tree house.

Homes here are designed to be spacious, bright, airy, and cool; and feature slightly larger floorplans compared to typical superlink homes. There are three varieties of unit layouts and sizes. Type A and C are 26’ x 80’ with built-ups of 3,302 sq ft and 3,493 sq ft respectively, while

Type B is 32' x 58' with a built-up of 2,829 sq ft. Typically, the layouts feature between 5+1 to 6+1 bedrooms and five to eight bathrooms.

Located only 20 minutes from Kuala Lumpur City Centre, KL East is easily accessible to major highways and only five minutes away from the Gombak Integrated Transport Terminal. KL East is fast maturing with the completion of two residential phases, the KYS KL East International School, the thriving KL East Mall and soon the addition of a world-class park, the KL East Geopark.

Stay updated on Sime Darby Property activities and developments at [simedarbyproperty.com](https://www.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).

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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 50 years. With 25 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 implement various initiatives to assist underprivileged communities living within and nearby its townships. A multi award-winning property group with numerous international and local accolades, 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.

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.

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