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Sime Darby Property's 'Raya Yang Dinantikan' Campaign Registers RM637 million GDV in Sales Bookings

ARA DAMANSARA, 20 JUNE 2022 – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) scores yet another success with **RM637 million** Gross Development Value (“GDV”) worth of sales bookings registered during its *Raya Yang Dinantikan 2022* campaign which ran from 15 April 2022 to 31 May 2022.

Sime Darby Property's Group Managing Director, Dato' Azmir Merican said, “The healthy sales bookings we recorded during the campaign was achieved through a good mix of residential, commercial, and industrial properties, with over 60% of the bookings coming from our existing stock.” He added: “We thank our loyal customers and new purchasers for their trust in the Sime Darby Property brand, and for always supporting our campaigns.”

The Company's existing stocks, with combined GDV of **RM394 million**, comprised 62% of the total sales bookings, while the new launch products with a GDV of **RM243 million** contributed the rest.

Throughout the campaign, Sime Darby Property offered its ‘Amazing Raya Deals’ sales package, which included MOT Stamp Duty waiver and exclusive gifts for purchasers. The Company's website also experienced a 12.5% increase in unique visitors during the campaign period.

Sime Darby Property also organised a series of Hari Raya open houses during the festive month at City of Elmina, Serenia City, and Bandar Bukit Raja in Selangor; KLGCC Resort in Kuala Lumpur; Bandar Ainsdale in Negeri Sembilan and Bandar Universiti Pagoh in Johor. Over 8,000 visitors joined the celebration that was filled with fun family-oriented activities, performances and delectable food and beverages.

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 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.

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

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