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Sime Darby Property's Bandar Ainsdale Thrives with 100% Take-Up of the Final Addition to its Lakeside Home Series

ARA DAMANSARA, 30 JUNE 2022 – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) achieves yet another impressive 100% take-up rate, as all 44 units of its final addition to the Bandar Ainsdale Lakeside Home Series were snapped up during the weekend launch.

These beautiful double-storey linked houses with multi-generational living features are nearby to excellent facilities within and around the mature and well-planned township of Bandar Ainsdale in Negeri Sembilan.

Bandar Ainsdale's appeal is enhanced by the completion of the serene 11-acre Ainsdale Park with a 1.2 km jogging track, inter-connected children's playground, and a mini futsal court, among other family-friendly amenities.

In addition to the 2-acre park, beauty is also abundant with many picture-worthy sites within the township namely the Keruing Tunnel – the first-of-its-kind in Seremban, and the iconic Ainsdale signage. Offering a vibrant atmosphere for residents and visitors, Bandar Ainsdale is becoming the new go-to destination in Seremban.

Sime Darby Property's Chief Marketing & Sales Officer, Datuk Lai Shu Wei said that the accomplishment indicates the Company's strategic marketing capabilities to attract the right customers with the right products and offerings.

“We witnessed the market's appetite with the successes of the earlier phases of our Bandar Ainsdale Lakeside Home Series homes, and seeing it repeated shows the Company understanding of its homebuyers' wants and needs. We always strive to meet our customers' expectations, going above and beyond with our innovative products at the right locations and marketable price points,” he said.

Datuk Shu Wei added: “These last additions are part of the extra value homes series in Bandar Ainsdale attracting buyers from Negeri Sembilan, as well as from the Klang Valley.”

Sales were fully conducted via the in-house developed Online Booking System which provides purchasers with an end-to-end convenience for a seamless homebuying experience.

With built-ups starting from 1,817 sq ft, the freehold homes have a land size of 20’ x 65’ with a four-bedroom and three-bathroom layout. The safety and security of homeowners are also maintained with perimeter fencing and dedicated guardhouse. The Bandar Ainsdale Lakeside Home Series is located 5km away from Seremban Gateway and has easy connectivity to and from Kuala Lumpur via the dedicated Bandar Ainsdale Interchange (Exit 217) on the PLUS Highway.

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 United Kingdom 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.sime-darby-property.com.

Media Contact: Sharmila Nair | +6012-617 7860 | sharmila.nair@sime-darby-property.com

For General Enquiries please e-mail group.communications@sime-darby-property.com