

# Sime Darby Property Turns 50 with Compelling Vision for the Future

Putting into motion a visionary purpose to Multiply Value for people, businesses, economies and the planet through initiatives that will shape the future of the industry

AS an industry leader and significant contributor to nation building in the last five decades, Sime Darby Property is ready to take on the next 50 years and beyond but this time, with a greater purpose.

Studies show that goal-driven organisations have better growth and understanding this value, Sime Darby Property had successfully completed a two-year analysis of its operations to redefine its new purpose vision, mission, and values statement.

With a Purpose 'to be a Value Multiplier for people, businesses, economies and the planet', the company is ready to fulfill its vision to 'advance real estate as a force for collective progress, in harmony with the planet's resources'. Its Mission 'to develop, own and manage a thriving asset portfolio that creates value for all stakeholders', will be supported by its 'Multiply Value' growth-oriented mindset to lead the industry.

Sime Darby Property group managing director Dato' Azmir Merican believes the company is aligned with the purpose of paving the way for communities, the environment, businesses, and the economy to thrive for generations to come.

"Our growth in the past five decades has been inspiring and we have a vision in line with our new strategy, which we must say was ahead of its time; we were already developing sustainable communities years before our peers, and now we are ready to set the bar higher.

"We believe that Sime Darby Property's role in this ecosystem is beyond the confines of its employees and stakeholders. The industry seeks us for guidance and our peers look at us for inspiration. At the end of the day, you will see that Sime Darby Property made the world a better place than when we started," said Dato' Azmir.

In line with this future-forward direction, Sime Darby Property is celebrating its golden anniversary with the Beyond 50 campaign which aims to share the company's vision for the next 50 years centred around the pillars of people, planet, businesses and economies.

## At the forefront of ESG

Sime Darby Property leads the industry in environmental, social and governance (ESG) practices and consistently emphasises sustainability as a hallmark of everything it does and stands for.

One of the four core imperatives in the company's sustainability strategy is to

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Dato' Azmir Merican  
Sime Darby Property  
Group Managing Director



**Ready for the Future:** Armed with a new Purpose, Vision, Mission, and Values, Sime Darby Property and its employees are geared-up to make a positive difference by Multiplying Value for people, businesses, economies and the planet.

Our Purpose	Our Mission	Our Vision
To be a Value Multiplier for people, businesses, economies and the planet	To develop, own and manage a thriving asset portfolio, that creates value for all stakeholders	Advancing real estate as a force for collective progress, in harmony with the planet's resources

Our Values	T	E	A	M
	Together we do what's right	We lead with Excellence	We embrace new Approaches	We Make things happen

"implement good biodiversity practices" that is in line with the company-specific 2030 sustainability goals. Its Elmina Rainforest Knowledge Centre (ERKC) in the City of Elmina is primed for conservation actions, research and development activities, and other green initiatives - propelling the company's journey towards building more sustainable communities for future generations. The ERKC will live up to its role as a premier centre of environmental conservation and help safeguard the biodiversity of endangered and threatened plants - aligned with the company's aim of pro-

ducing up to 50,000 IUCN red list trees by the year 2030 and planting them at its townships and developments.

## A real estate player

The aim is to transform Sime Darby Property from the pure-play property developer that it is today, focused on the build-and-sell residential segment, into a real estate company by 2025. The company has broadened its income streams by focusing on strengthening the master developer model, investment and asset management, and, industrial and logistics development.

Particularly for the industrial and logistics segment, it sees a significant opportunity for expansion via its remaining available industrial land at approximately 2,800 acres (1,133 hectares).

Sime Darby Property also aims to capitalise on the high demand for logistics and warehousing as well as e-commerce, following global trade flows and supply chain developments in addition to shift in consumer preferences. On a global scale, Sime Darby Property is making great strides with Battersea Power Station, the largest redevelopment project in London slated for a launch later this year.

## Quality way of life for all

Inclusivity is an emphasis in many of its townships and is epitomised via the Inclusive Playground built in collaboration with UNICEF Malaysia and launched earlier this year in the City of Elmina.

Sustainability is also at its business' forefront as exemplified through Project Arc (parc) in Subang Jaya which models as a gathering space that allows people to explore how sustainable community lifestyle can be accessible and fun.

In support of the "shape inclusive and resilient communities" principle, Sime Darby Property has launched developments via the Inspirasiku effort, with aims to build 15,000 affordable homes that cost below RM600,000 by 2030.

## Rewarding existing and new customers

Sime Darby Property is rewarding existing customers as well as new property buyers in a big way this year with its 'Beyond 50 Rewards' sales campaign and ultimate grand prize of a unit worth more than RM1mil at The Serenade in The Glades, Putra Heights in Selangor - luxurious and low-density condominiums in a resort-inspired enclave. Other prizes include an experiential travel package to the Battersea Power Station in London and a FIFA World Cup 2022 travel package to watch the semi-finals in Qatar. Meanwhile, Prime members are entitled to an extra lucky draw for Prime member gifts. The campaign period for the grand prize of one unit at The Serenade runs from Aug 15 to Dec 31, 2022, while the experiential travel packages and Prime member gift campaign period is from Aug 15 until Sept 30, 2022.