

## **Sime Darby Property Hops On the Spirit of Community with an Unmissable Chinese New Year 2023 Campaign**

**ARA DAMANSARA, 12 JANUARY 2023:** Sime Darby Property Berhad (“Sime Darby Property” or “Company”) is excited to *Share the Values, Prosper Together* through enduring positivity and continuous prosperity this Chinese New Year.

The Company invites Malaysians to usher in the Year of the Rabbit together through exemplary initiatives as it strives to strengthen the ties by multiplying value for people, businesses, economies, and the planet.

Sime Darby Property’s Chinese New Year campaign is currently running from now until 19 February 2023, offering customers a chance to win amazing prizes worth up to RM238,888 during the campaign period.

Offers such as ‘Hop-On Exclusive Deals’ and special weekend lucky draws held throughout the six weeks at selected sales galleries provide customers the opportunity to take home up to RM18,888 worth of prizes. In addition, potential homebuyers will also enjoy stamp duty and Memorandum of Transfer (“MoT”) exemptions with the purchase of selected Sime Darby Property homes.

Understanding the current market sentiment, the Company proactively introduces invaluable offerings such as the ‘Hop-On Exclusive Deals’ that makes it easier for customers to own Sime Darby Property homes. This campaign further allows the Company to multiply value for its stakeholders by inviting homebuyers to enjoy the elevated living experiences in its reputable townships.

“In our effort to continue prospering resilient communities and engage with potential home buyers within our townships, we are thrilled to spark the essence of Chinese New Year through the act of giving. We are very pleased to create opportunities for first-time home buyers to own their own property and be part of the distinguished Sime Darby Property family,” said Sime Darby Property’s Chief Marketing and Sales Officer, Datuk Lai Shu Wei.

“As a strong proponent of diversity and inclusion, we strive to deliver sustainable value that empowers and enhances the communities in all our townships. On this note, we at Sime Darby Property would like to wish all our valued customers a prosperous Chinese New Year,” added Datuk Lai.

Revelling in the spirit of togetherness, the Company will also host Chinese New Year open houses throughout Sime Darby Property’s townships, leisure and retail venues starting this month to bolster community engagement and cultural diversity, whereby visitors can enjoy exciting Lion Dance performances by award-winning troupes.

Bringing a spark of enthusiasm this festive season, Sime Darby Property invites communities at its townships – namely the City of Elmina, Serenia City, Bandar Bukit Raja and Putra Heights in Selangor, KL East in Kuala Lumpur, and Bandar Ainsdale in Negeri Sembilan – to indulge in a fun-filled and friendly competition through the ‘Lucky Rabbit Rush’, an augmented reality treasure hunt. The treasure hunt serves to help communities stay connected and explore their respective township while competing for prizes of up to RM28,888.

To commemorate the upcoming festival, the property developer will also be releasing a video entitled ‘Make Some Noise Together’, conceptualised based on the sounds of harmony and captures the festive vibe of Chinese New Year celebrations. For more information on the Chinese New Year campaign, visit [simeproperty.com/cny2023](https://simeproperty.com/cny2023).

**-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 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.simeproperty.com](https://www.simeproperty.com)

**Media Contact:** Sharmila Nair | +6012-617 7860 | [sharmila.nair@simeproperty.com](mailto:sharmila.nair@simeproperty.com)

**For General Enquiries please e-mail** [group.communications@simeproperty.com](mailto:group.communications@simeproperty.com)