

Sime Darby Property Rewards Lucky Beyond 50 Grand Prize Winner with a Luxurious The Serenade Unit worth Over RM1 million

- The Company concluded its Beyond 50 campaign which garnered over RM1.25 billion of sales bookings;
- The campaign was held from 15 August to 31 December 2022.

PUTRA HEIGHTS, 25 FEBRUARY 2023: Sime Darby Property Berhad (“Sime Darby Property” or “Company”) ended its epic Beyond 50 campaign by giving away the ultimate grand prize of The Serenade unit worth over RM1 million to one lucky winner!

Held from 15 August to 31 December 2022, the Beyond 50 campaign was organised in commemoration of the pioneering property developer’s golden jubilee celebration last year. The campaign encompassed the joy of homeownership spread by Sime Darby Property in the last five decades as well as strengthened its purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet.

“Not many people can say that they have won a home worth more than RM1 million. We wanted to give that once-in-a-lifetime experience to one of our homebuyers to mark our gratitude for their unwavering support for over 50 years,” said Sime Darby Property’s Group Managing Director, Dato’ Azmir Merican.

He added: “Sime Darby Property is honoured to create memorable experiences for all our campaign winners as well as our customers. As we move forward, we are thrilled to offer more opportunities for Malaysians to fulfil their dreams, explore the future together and drive transformation further. We would like to thank our customers for their participation in the Beyond 50 campaign, their continuous support in all our endeavours as well as their trust in our brand.”

Emerging as the grand prize winner of the Beyond 50 campaign was Nur Izzah Aqilah Mat Said who walked away with the keys to a luxurious unit of The Serenade at The Glades, Putra Heights. One of Sime Darby Property’s elite limited-edition condominiums, The Serenade is a resort-inspired enclave that embodies a truly inspired and tranquil living.

"I am overjoyed to have won the grand prize. After all, who would have imagined winning a prize worth more than RM1 million. I'd like to express my heartfelt gratitude to Sime Darby Property for presenting me with this prize," said Nur Izzah.

Sime Darby Property had leveraged the campaign as a way to give back to the communities in which it operates in, providing lucky customers with opportunities to win amazing prizes, including experiential trips to the FIFA World Cup 2022 in Qatar, the Battersea Power Station in London, Malé in Maldives and Six Senses Uluwatu in Bali.

The Beyond 50 campaign gained a lot of traction, garnering bookings of more than 830 units, across residential, commercial, and industrial properties, worth approximately RM1.25 billion within just four months. The Company's new launch products with a Gross Development Value ("GDV") of RM948 million contributed to the campaign's overall success, garnering 76% take-up of total sales bookings, followed by existing products with a GDV of RM303 million raking 24% take-up of the overall sales bookings.

Igniting more excitement among its customers, Sime Property Property unveiled Serasi Residences, a range of freehold service apartments located within Putra Heights Sentral, its latest Transit Oriented Development ("TOD"), priced between RM356,000 and RM528,000.

As part of the launch, Sime Darby Property invites the public to a day of fun-filled activities at the Serasi Carnival held today at the Putra Heights Sales Gallery. Find out more about this exciting development at www.simedarbyproperty.com/putra-heights/serasi-residences/.

-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.

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