

Sime Darby Property's Newest Crown Jewel in Subang Jaya Sees Spectacular Demand With Over 90% Take-Up

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ARA DAMANSARA, 31 MAY 2023 – As Subang Jaya's master developer, Sime Darby Property Berhad ("Sime Darby Property" or the "Company") continues to shape the property market in the township with its innovative offerings. Its recent triumphant launch Teja is a unique low-density residential project located in the heart of Subang Jaya City Centre ("SJCC") and the rapid 93% take-up of the project during the launch weekend reaffirms the ongoing appeal and trust investors and homebuyers have in Sime Darby Property's developments.

Teja embodies Sime Darby Property's unwavering commitment to style and quality as well as carries an impressive Gross Development Value ("GDV") of RM212 million. This development includes 244 freehold residential units, almost all taken within 48 hours of their availability via the Company's user-friendly Online Booking System ("OBS"). Additionally, 27 more Affordable Service Apartment ("SAMM") units are expected to hit the market soon, further diversifying the Company's portfolio.

With prices starting from RM680,000, Teja represents the final chapter of low-density residential offerings within SJCC. The development features three distinctive floor plans, each designed to meet a variety of lifestyle needs and seamlessly blending comfort, elegance, and utility. Early bird buyers of Teja will be provided with kitchen cabinets, air conditioners, digital locks, and water heaters, in their respective units as a token of appreciation for their unyielding commitment and enthusiasm towards the Sime Darby Property brand.

Specifically, Type A units, sized at 800 sq. ft., are designed with two bedrooms and two bathrooms. Type B units offer a larger built-up area of 980 sq. ft. and come with 3+1 bedrooms and two bathrooms. The largest of the lot, Type C units have a generous space of 1,150 sq. ft., featuring 3+1 bedrooms and two bathrooms.

This feat comes just three months after the successful launch of Serasi at Putra Heights, showing that the ongoing market demand signals a sustained appetite for diverse, high-quality homes within thriving townships. Sime Darby Property's knack for understanding market trends and delivering on varied lifestyle needs is clearly on display with its high-rise offerings.

"The enthusiastic response to Teja epitomises Sime Darby Property's dedication to serving our customers' evolving needs," said Sime Darby Property's Chief Marketing & Sales Officer, Datuk Lai Shu Wei. "This confidence from the market strengthens our resolve to provide homes that cater to a wide range of lifestyles."

Teja, located in proximity to Empire Shopping Gallery and just 2km away from parc (formerly Subang Ria Recreational Park), offers residents an array of amenities, including co-working spaces, event venues, secure parcel lockers, and a dedicated e-hailing and delivery waiting area. Its strategic location, in close vicinity to Subang Jaya LRT/KTM and SS15 LRT stations, ensures excellent connectivity.

In a continuous bid for innovation, Sime Darby Property is excited to announce the tentative launch of parc in the third quarter of 2023. This project is conceived as a way to give back to the Subang Jaya community, aiming to revitalise shared spaces, foster a stronger connection between communities and nature, and champion sustainability.

"Inspired by communal parks and playgrounds of the past, parc seeks to reignite the sense of community. It encourages active participation in rejuvenating shared spaces, nurturing a sense of unity and ownership among residents. parc is designed as a social and environmental hub, intended to make sustainable living practices an enjoyable and essential part of our daily lives," said Datuk Lai.

Discover the lifestyle and community offerings from Sime Darby Property at www.simedarbyproperty.com/subang-jaya-sicc/teja and www.simedarbyproperty.com/esg/parc.

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About Sime Darby Property Berhad

Sime Darby Property is a leading property developer with 50 years of experience in building sustainable communities. With 25 active townships and developments under its belt, Sime Darby Property has a wide reach encompassing assets and operations across the country. It marked its presence in the United Kingdom as part of a Malaysian consortium that developed the iconic Battersea Power Station in Central London.

As a responsible corporate player, Sime Darby Property and its philanthropic arm, Yayasan Sime Darby (“YSD”) actively implement various social welfare 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 2022, the Group remains a top property developer in ‘The Edge Malaysia’s Top Property Developers Awards’, achieving the feat for the eleventh year running. The Group is also a consistent recipient of the ‘BCI Asia Awards’ for ‘Top 10 Developers (Malaysia)’ and was accorded a Platinum ranking in the Property Development category for Putra Brand Awards 2022, as well as named Top 10 in the ‘Top-of-The-Chart (RM1 billion and above)’ category under FIABCI-Malaysia and Star Media Group’s ‘Malaysia Developer Awards 2022’.

For more information log on to www.simedarbyproperty.com

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