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## **Sime Darby Property's 'Raya Bersama' Campaign Registers Bookings Worth RM386 Million in GDV**

- The property developer concluded its Hari Raya Aidilfitri campaign with a total of 379 units booked;
- The feat was accomplished in just two months, demonstrating the popularity of Sime Darby Property's townships and products as well as the brand's enduring consumer loyalty.

**ARA DAMANSARA, 6 JUNE 2023** – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) successfully registered bookings of 379 units of property worth RM386 million in Gross Development Value (“GDV”) during its ‘Raya Bersama’ campaign held from 1 April till 31 May this year.

Of the properties booked, 60% of the units with a GDV of RM233 million were accounted for by new launches whereas the remaining 40% were existing products with a GDV of RM153 million. The properties are mainly located in Sime Darby Property’s sought-after townships namely City of Elmina, Bandar Bukit Raja and Serenia City.

Sime Darby Property’s exceptional product take-up during the ‘Raya Bersama’ campaign during the Hari Raya Aidilfitri period is a clear demonstration of homebuyers’ enduring loyalty and unwavering trust in the multi-award winning brand.

“As the pioneering property developer in Malaysia, we strive to give exceptional homeownership experience, build resilient communities and lead our customers on a path of fulfilment and happiness. We are confident about meeting consumer needs and believe that our ‘Raya Bersama’ campaign has enabled our customers to take the first step towards homeownership this year,” said Sime Darby Property’s Chief Marketing and Sales Officer, Datuk Lai Shu Wei.

During the ‘Raya Bersama’ campaign, Sime Darby Property treated customers to a slew of goodies including cash prizes worth RM10,000 for the lucky first 20 purchasers; exclusive gift boxes upon booking; special vouchers courtesy of KL East Mall and the Kuala Lumpur Golf & Country Club’s Golfer’s Terrace as well as stamp duty and Memorandum of Transfer (“MoT”) exemptions with the purchase of selected Sime Darby Property homes.

Furthermore, the property developer ignited the spirit of togetherness among the community by hosting several open houses at Serenia City, the City of Elmina, Nilai Impian, KL East, Bandar Universiti Pagoh, Bandar Bukit Raja, Bandar Ainsdale, KLGCC Resort and Putra Heights, attracting over 15,000 visitors who were treated to fun-filled activities, performances and mouth-watering delicacies.

Leading up to the celebrations, Sime Darby Property also hosted several Grand Raya Bazaars at selected townships namely Putra Heights, KLGCC Resort, Serenia City, City of Elmina, Bandar Bukit Raja and Subang Jaya City Centre (“SJCC”). The bazaars featured local retailers ranging from F&B to fashion, special appearances by local celebrities and corporate social responsibility activities such as *Bubur Lambuk* giveaways, among others.

Sime Darby Property spread even more festive cheer with the release of its Raya short film, also titled ‘Raya Bersama’, emphasising the theme of unity and togetherness through several sequences reflecting the relationships that take place as people gather across tables. In addition to emerging as one of the Top 10 winners of the Experts Choice Awards Raya TVCs 2023 edition, the beautiful video has approximately 3.1 million views in two months after it was officially released. It continues to promote unity and pay homage to Sime Darby Property’s peaceful townships and communities.

Datuk Lai added: “For Hari Raya this year, we wanted to provide more valuable spaces to bring families and communities closer together. Moving forward, as a Force for Good with a purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet, we will continue developing initiatives that highlight the value of fostering a sense of community and ensuring the well-being of all generations.”

**-END OF PRESS RELEASE-**

#### **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](http://www.simedarbyproperty.com)

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