

FOR IMMEDIATE RELEASE

Sime Darby Property Spearheads Property Ownership in Malaysia with Irresistible ‘Great Deals’ Campaign

- The solutions-driven real estate developer leads the way for increased ownership of residential and commercial assets even in challenging times;
- ‘Great Deals’ campaign offers easy property ownership in addition to unmissable deals and incentives.

ARA DAMANSARA, 29 AUGUST 2023 – Consumers continue to show a keen interest in buying properties and Sime Darby Property Berhad (“Sime Darby Property” or “Company”) hears them loud and clear. The Company is ready to fulfil their property ownership dreams with new excellent offerings in its latest Great Deals campaign.

From today until 31 December 2023, customers stand to benefit from low financing rates starting 3.9% for all Open Market residential and commercial products, through selected banking partners. In addition to the exemption of stamp duty and Memorandum of Transfer (“MOT”) on Sale and Purchase Agreement (“SPA”) given during the government-designed Home Ownership Campaign (“HOC”), Sime Darby Property will bear legal fees and stamp duty for loans during the campaign period.

Sime Darby Property is sweetening the offer by providing instalment waivers of up to RM2,000 for two months each to purchasers of selected properties, and 999.9 gold bars worth up to RM150,000 to lucky customers.

These incentives encompass purchases of selected products at some of Sime Darby Property’s townships including City of Elmina, Bandar Bukit Raja, Putra Heights, Serenia City, Nilai Impian, Bandar Ainsdale, KLGCC Resort, Ara Damansara, Subang Jaya City Centre, KL East, Melawati, and Bandar Universiti Pagoh.

Sime Darby Property’s Chief Marketing and Sales Officer, Datuk Lai Shu Wei said that the Great Deals campaign is an opportunity for buyers while they are still shopping for properties, notwithstanding a tough economic environment.

“We still see a great demand for properties in prime areas with good connectivity, accessibility, and amenities. While our products are suitable for the market as evidenced by the consistently high take-up rates, we created a campaign to address buyers’ concerns and instil a sense of confidence, on top of creating hassle-free experiences with property ownership,” said Datuk Lai.

He added: “In addition to developing properties, we’re creating sustainable communities that enrich lives by giving people the opportunity to own properties with the best value and quality at the right price points. We are helping our customers to fulfil their desire for property ownership, which begins at our own townships.”

Sime Darby Property is steadfastly on track to transform from a pure-play property developer into a real estate company by 2025, with a focus on being a master developer, community builder, as well as an investment and asset manager. Led by its Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet, Sime Darby Property's dedication also extends beyond property development, as the Company moves to foster vibrant and enduring communities that enhance lives for generations to come.

For more information on the Great Deals campaign, feel free to drop by Sime Darby Property's sales galleries or visit www.simedarbyproperty.com/greatdeals.

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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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