

FOR IMMEDIATE RELEASE

Sime Darby Property Continues to See Excellent Demand for its Freehold Landed Homes with 72% Take-up of Suasana Ainsdale

- The latest addition to the bustling Bandar Ainsdale places well-being and convenience at the heart of this township;
- 36 out of 50 units of Suasana Ainsdale were taken-up by discerning property hunters upon its official launch.

ARA DAMANSARA, 29 SEPTEMBER 2023 – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) remains consistent in its upward sales trajectory with a strong 72% take-up for Phase 1 of Suasana Ainsdale.

With a Gross Development Value (“GDV”) of approximately RM30.2 million, the two-storey linked freehold landed homes are a welcomed addition to the growing Bandar Ainsdale township in Negeri Sembilan. Out of 50 units, 36 were taken-up upon Suasana Ainsdale’s official launch, proving once more Sime Darby Property’s capability in meeting the market’s demands with quality, well-curated developments.

“Located amidst the tranquillity of Bandar Ainsdale, Suasana Ainsdale is another initiative by Sime Darby Property to offer homebuyers an ideal balance between peace of mind and convenience. Suasana Ainsdale is designed to be inclusive of the community, with easy access to essential amenities and facilities,” said Sime Darby Property’s Chief Marketing and Sales Officer, Datuk Lai Shu Wei.

“The outstanding response to Suasana Ainsdale demonstrates homebuyers’ unwavering trust in the Sime Darby Property brand. We are committed to exceeding customers’ expectations and offer homes that suit various lifestyles in our sought-after townships,” added Datuk Lai.

Suasana Ainsdale homes come with four bedrooms and three bathrooms, with built-up areas ranging from 1,756 sq. ft. to 2,002 sq. ft., and prices starting from RM619,888.

Each home has been thoughtfully designed with contemporary and clean bold lines that breathe life into the foreground. Suasana Ainsdale homes have a timeless design and a roomy, adaptable open-plan layout that make it possible to customise them to meet specific demands.

This development preserves the township’s unique charm and offers residents wholesome living environment close to water and amenities. Owing to trends from customers looking to integrate wellness into their daily lives, there are green parks situated within Phase 1 itself while the 11-acre Bandar Ainsdale Lake Park is just nearby.

Safety and security are not compromised, as the precinct is protected by perimeter fencing and dedicated guardhouses that serve the existing and future phases of Suasana Ainsdale.

For added convenience, residents have access to the Seremban Gateway shopping mall and Seremban town, which is only 5km away, and to Kuala Lumpur via multiple major highways namely PLUS Highway (via Exit 217), Kajang-Seremban Highway (“LEKAS”) and North South Expressway Central Link (“ELITE Expressway”).

Sime Darby Property ensures that its developments are meticulously planned to offer more than just residences but also a lifestyle. This is one of many strategies that have allowed the Company to be recognised as the world’s best, exemplified by its Gold and Silver wins at the prestigious 2023 FIABCI World Prix d’Excellence Awards in the United States earlier this year.

Propelled by its Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet, 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, 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.

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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’.

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