



FOR IMMEDIATE RELEASE

10 OCTOBER 2023

Maybank and Sime Darby Property Offer 10 second Approval for Eligible Home Buyers

Maybank and Sime Darby Property announced a strategic collaboration that will redesign the home-ownership experience for Malaysians by integrating Maybank Home²u financing platform into Sime Darby Property's Online Booking System (OBS), making it a seamless experience for Malaysians to own their dream home.

Potential home buyers will be able to check their eligibility and apply for home financing instantly with Maybank Home²u and once qualified, they will then receive an approval approximately within 10 seconds and issued the Letter of Offer within an hour of making their home bookings on the OBS. The home buyers will also be assigned a dedicated Maybank mortgage representative to assist them throughout their journey. Alternatively, they will also have an option to check their home financing application status on the Maybank2u website.

Sime Darby Property is the first property developer to partner with Maybank to launch this seamless and convenient solution for potential home buyers to book their dream home through Sime Darby Property's OBS and apply for Maybank Home²u home financing in one single journey.

Dato' John Chong, Group CEO of Community Financial Services said that this partnership is aligned with Maybank's Humanising mission to provide customer-centric and sustainable solutions, while ensuring a seamless customer journey for home buyers. It complements Maybank's current holistic home ownership financing solutions, and makes it easier for Malaysians to realise their dreams of owning a home.

"We are very excited with this partnership with Sime Darby Property. With this collaboration, we are able to offer instant approval and competitive financing rates with Maybank Home²u on Sime Darby Property's OBS platform. Maybank also offers full suite of services including flexible repayment terms to fit their budget, solutions for home renovation with Home+Reno and MyDeco, to increase the comfort of your home and that is customised to your style."

Driven by consumers' continuous interest in buying properties, Sime Darby Property is also ready to fulfil their property ownership dreams with new excellent offerings via its latest Great Deals campaign.

Datuk Lai Shu Wei, Chief Marketing and Sales Officer of Sime Darby Property said that the campaign is an excellent opportunity for buyers seeking high-quality developments, notwithstanding a tough economic environment.

"Our ability to offer a full end-to-end online sales experience puts us ahead of the industry, with customers enjoying seamless transactions within Sime Darby Property's home purchase

journey. We strive to provide unparalleled convenience for homebuyers to view, register, select their dream homes and complete payments online. This collaboration with Maybank perfectly complements our mission to deliver the experience to our fullest capabilities,” said Datuk Lai.

Prospective home buyers can look forward to competitive preferential financing rates through Maybank Home²u with MOT, stamp duty and legal fees borne by Sime Darby Property through the Great Deals campaign. Homebuyers will also get the chance to win attractive prizes during the promotional campaign that is currently running until 31st December 2023.

Independently, Maybank offers a variety of home insurance products to protect its customers’ investment, from property insurance, home contents insurance, or accidental death and dismemberment insurance. Maybank also provides sustainable solutions such as green home financing and financing for solar panel installation for home owners aspiring to go green and save on utility bills. At Maybank, owning a home goes beyond just banking but a worthwhile life journey that should be simplified and seamless. Maybank is here to assist its customers every step of the way, from finding the perfect home to financing as well as insuring it.

For more information about Maybank Home²u, go to:
<https://www.maybank2u.com.my/home2u-mae>

Visit Sime Darby Property’s sales galleries or visit
<https://www.simedarbyproperty.com/greatdeals> for more information on the Great Deals campaign.