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## **Sime Darby Property's Phase 1 of Hype Residences 100% Taken-Up Confirming Subang Jaya's Enduring Popularity**

- Consisting of 310 homes, Phase 1 was fully taken-up within a day of its launch;
- SJ7 is Sime Darby Property's newest Transit-Oriented Development designed to become a self-contained ecosystem where residents can live, work and play.

**ARA DAMANSARA, 6 NOVEMBER 2023** – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) is off to an impressive start with its newest SJ7 township in Subang Jaya as eager homebuyers sweep up the inaugural project of the development.

As the first offering within the brand-new SJ7 Transit-Oriented Development (“TOD”), Hype Residences absolutely lived up to its name as its Phase 1 comprising 310 homes was 100% taken-up within one hour of its official launch. With a gross development value (“GDV”) of RM597.2 million, Hype Residences is situated on 4.32 acres of land, with two towers to accommodate 961 homes upon completion.

A fresh and vibrant addition to the matured city, SJ7 is a 34.6-acre Transit-Oriented Development and the largest masterplan in Subang Jaya with a GDV of RM4 billion. Designed to be a dynamic, mixed-used development encompassing retail, office and residential components, SJ7 is slated to become a self-contained ecosystem where residents can live, collaborate, work and play.

Sime Darby Property's Chief Marketing and Sales Officer, Datuk Lai Shu Wei said Hype Residences demonstrates the property developer's commitment to building urban residences that satisfy the discerning needs and demands of contemporary homeowners.

“We are pleased to introduce Hype Residences, with a focus on convenience, style and sustainability. The enthusiastic reception we received towards Hype Residences signals a great need for well-located and meticulously planned homes. This property is a fantastic choice for anyone seeking a better living experience, best-in-class amenities, and housing for future generations,” said Datuk Lai.

Hype Residences caters to a wide range of lifestyles and budgets with a variety of floor plans ranging from 700 sq. ft. with two bedrooms and one carpark, to 1,130 sq. ft. with 3+1 bedrooms and two carparks. Additionally, this development also offers selected units with spacious garden terrace-facing facilities.

Purchasers will benefit from state-of-the-art security as Hype Residences is equipped with security features such as keyless home entry, barrier gates, card access systems and perimeter fencing to provide residents with comfort, convenience and peace of mind.

Understanding that eco-friendliness is a crucial deciding factor for buyers, Sime Darby Property has integrated various green features into Hype Residences including North/South orientation that minimises heat gain, common electric vehicle (“EV”) charging stations at the visitor parking lot and rainwater harvesting for landscape irrigation. This is in addition to the lush greenery and landscapes, as well as scenic walkways enveloping the development.

Hype Residences provides easy access to public transportation with the USJ7 LRT/BRT Station at your doorstep, as well as major highways including Shah Alam Expressway (“KESAS”), New Pantai Expressway (“NPE”), North-South Expressway Central Link (“ELITE”) and Damansara–Puchong Expressway (“LDP”).

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. This dedication aligns with the Company's Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet, creating vibrant and enduring communities for generations.

For more information, visit [www.simedarbyproperty.com/sj7/hype-residences/](http://www.simedarbyproperty.com/sj7/hype-residences/) or drop by the SJCC Gallery to view the show unit.

**-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’.

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