

FOR IMMEDIATE RELEASE

Sime Darby Property’s Great Deals Sales Campaign Achieves Outstanding RM1.1 Billion Sales Bookings

- 1,107 units of high-quality properties in strategically located Sime Darby Property townships booked during the five-month Great Deals campaign period last year;
- The Company’s new Dragon Deals campaign provides feasible opportunities for property ownership in tough economic environments.

ARA DAMANSARA, 18 JANUARY 2024 – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) has proudly concluded its Great Deals sales campaign with sales bookings of 1,107 units worth approximately RM1.1 billion. The campaign which ran from 15 August till 31 December 2023 offered irresistible deals for selected properties in the Company’s various townships across the nation.

Sime Darby Property’s Chief Marketing and Sales Officer, Datuk Lai Shu Wei said that the success of the Great Deals campaign demonstrates the Company’s understanding of the consumers’ needs. “We are addressing the rising demand for quality properties at the right pricing and locations. Through the Great Deals campaign, we fulfilled keen consumers’ property ownership dreams with excellent offerings in prime areas with good connectivity, accessibility, amenities, and hassle-free purchasing experiences,” he said.

Driven by the momentum of the Great Deals campaign, the Company has launched the new and exciting Sime Darby Property Dragon Deals sales campaign currently ongoing until 29 February 2024. Comprising its Go Landed & High-Rise Collection of selected properties in the City of Elmina, Bandar Bukit Raja, Serenia City, Nilai Impian, Bandar Ainsdale, Taman Melawati and Putra Heights, Sime Darby Property believes that the campaign serves to move the property ownership needle further for all Malaysians.

“The Dragon Deals campaign is one of the many efforts by Sime Darby Property to address buyers’ pain points of property ownership in Malaysia. We are aware of the sentiments and challenges and believe that the campaign can help our customers to fulfil their desire for property ownership, which begins at our townships,” said Datuk Lai.

In conjunction with the Year of the Dragon, property purchasers during the campaign period will have the opportunity to walk home with Fortune Rewards worth up to RM100,000 as well as other festive goodies. Sime Darby Property will also be releasing a Chinese New Year short film showcasing the Company's ongoing commitment to sustainable living in its various biodiverse townships, with the theme 'Where Sustainability Flows, Prosperity Follows'.

Adding cheer to the upcoming festive season are the Company's Special Weekends scheduled for 20 January to 24 February and Chinese New Year open houses to be held between 17 and 25 February. The excitement kicks off with a series of Go-Landed Special Weekends at Bandar Bukit Raja, Serenia City, Bandar Ainsdale, Nilai Impian and the City of Elmina.

For more information on the Sime Darby Property Dragon Deals sales campaign, please visit www.simedarbyproperty.com/dragondeals.

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About Sime Darby Property Berhad

With over 50 years of experience, Sime Darby Property leads in creating master-planned communities, setting the benchmark for quality, innovation, and sustainability in residential, integrated and high-rise projects within its 25 townships and developments across Malaysia.

As it transitions into a real estate company by 2025, the company drives the industrial and logistics segment in Elmina Business Park, Bandar Bukit Raja, Hamilton Nilai City, and the Pagoh Special Economic Zone. Propelling its recurring income portfolio, Sime Darby Property is also the first public-listed property developer in Malaysia to venture into the creation of development funds in the industrial and logistics sector.

The company has pledged to achieve Net Zero carbon emissions by 2050, referencing the science-based target of limiting global temperature rise to 1.5°C. A consistent champion for biodiversity, 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.

A part of the respectable Malaysian consortium which successfully regenerated the iconic Battersea Power Station in the United Kingdom, Sime Darby Property also owns the multi-award-winning Kuala Lumpur Golf & Country Club, host to the prestigious LPGA-sanctioned Maybank Championship.

Driven by its Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet, Sime Darby Property through its philanthropic arm, Yayasan Sime Darby, continuously creates positive social impacts for the communities it serves.

Sime Darby Property is recognised as the World's Best with Gold and Silver wins at the FIABCI World Prix d'Excellence Awards 2023, with other notable achievements, including All-Stars at the StarProperty Awards 2023, a Platinum ranking in the Property Development category at the Putra Brand Awards 2022, a Top 10 Developers (Malaysia) Award at the BCI Asia Awards 2023, a People's Choice Award at the PropertyGuru Asia Awards Malaysia 2023, as well as named one of the nation's top three property developers at 'The Edge Malaysia's Top Property Developers Awards 2023'.

For more information log on to www.simedarbyproperty.com

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