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Sime Darby Property Wins Top Recognition at 2023 Putra Brand Awards

- Sime Darby Property retains its position as the nation's preferred and leading property development company;
- The recognition reflects the Company's dedication to excellence and fulfilling its Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet.

ARA DAMANSARA, 22 JANUARY 2024 – Sime Darby Property Berhad ("Sime Darby Property" or "Company") kicks off 2024 on a victorious note, emerging as the top winner at the prestigious 2023 Putra Brand Awards held in Petaling Jaya.

The property developer received Platinum for the 'Property Development' category as chosen by the voting public. It had garnered the highest votes based on several key criteria including familiarity, usage, impression, intent to purchase, and the likelihood of brand recommendations.

Sime Darby Property's Group Managing Director, Dato' Azmir Merican said the award highlighted the people's confidence in the Sime Darby Property brand to deliver quality, innovative and sustainable products.

"We have stood strong for over 50 years because of the trust they have in the Sime Darby Property, and it is an honour to be recognised as Malaysia's top and most preferred real estate developer. We thank the voters and the organisers for the recognition," said Dato' Azmir.

He added: "Guided by our Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet, we will continue to make strides in lifting the real estate landscape in Malaysia while delivering a positive impact to all our stakeholders."

Launched in 2010, the Putra Brand Awards is a brand valuation award measured by consumer preferences and aims to recognise brands that demonstrate excellence in connecting and building a strong relationship with consumers.

Organised by the Association of Accredited Advertising Agents of Malaysia ("4As") in association with Malaysia's Most Valuable Brands ("MMVB"), the winners were voted through an in-depth online survey by more than 11,000 respondents across various product and services categories.

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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'.

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