

Sime Darby Property's Datuk Lai Shu Wei Wins CMO of the Year – Best of the Best Award

ARA DAMANSARA, 7 FEBRUARY 2024 – Sime Darby Property Berhad ("Sime Darby Property" or "Company") is proud to announce that its Chief Marketing and Sales Officer, Datuk Lai Shu Wei was honoured with the CMO of the Year - Best of the Best Award at the prestigious Malaysian CMO Awards 2023 held in Kuala Lumpur.

Organised by MARKETING Magazine Malaysia, the Malaysian CMO Awards 2023 recognises the creme de la creme of Malaysia's marketers, selected through an extensive assessment and shortlisting process by a panel of industry watchers.

Datuk Lai said that the win serves as an excellent avenue to give recognition to TEAM Sime Darby Property, whose tenacity and successes serve as greater inspiration for the next generation of property marketers.

"Sime Darby Property has fostered exceptional people whose vision, commitment, and courage surpass the ordinary, guiding the business towards greatness. We have the opportunity to work together and push the envelope of innovation, while guided by our Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet," he said.

Marketing results are typically measured against business outcomes, company performance and leadership metrics. This year, the processes and criteria encompass these growth values to assess award nominees based on lead transformation, bottom lines, long-term business strategy and market expansion, among others.

Datuk Lai added: "Sime Darby Property has a solid market presence for more than 50 years thanks to the trust that our consumers and stakeholders have in our brand. It is an honour to be acknowledged for our marketing achievements, and we thank the judges and organisers for the recognition."

True to its marketing prowess, Sime Darby Property had recently concluded its Great Deals sales campaign, which ran from 15 August till 31 December 2023, generating sales bookings of 1,107 units worth approximately RM1.1 billion. The success of the campaign indicates the Company's understanding of the consumers' needs and its ability to fulfil keen consumers'

property ownership dreams with excellent offerings in prime areas with good connectivity, accessibility, amenities, and hassle-free purchasing experiences.

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.

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'.

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