

FOR IMMEDIATE RELEASE

Sime Darby Property Celebrates Conclusion of Dragon Deals Campaign with RM352 Million Sales Bookings

- 376 units of high-quality properties in strategically located Sime Darby Property townships booked during the nine-week Dragon Deals campaign period;
- The company's unwavering commitment to providing exceptional customer service and the unwavering support of its customers were key factors in the campaign's success.

ARA DAMANSARA, 14 MARCH 2024 – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) proudly concluded its Dragon Deals campaign with a total of 376 units of properties booked worth approximately RM352 million. The campaign which ran from 1 Jan to 10 March 2024 comprised the Company’s Go Landed & High-Rise Collection of selected properties in various townships across the nation.

The success of the Dragon Deals campaign is attributed to the continued and enthusiastic demand for properties located across Sime Darby Property townships including the City of Elmina, Bandar Bukit Raja, Serenia City, Nilai Impian, Bandar Ainsdale, Taman Melawati and Putra Heights.

Sime Darby Property’s Chief Marketing and Sales Officer, Datuk Lai Shu Wei said the accomplishment motivates the Company to continue innovating in order to fulfil keen consumers’ property ownership dreams with excellent offerings in desirable locations with good connectivity, accessibility, amenities, and hassle-free purchasing experiences.

“Sime Darby Property is aware of the sentiments and challenges faced by today’s homebuyers. The Dragon Deals campaign was curated to offer more than the typical home buying experience, beginning at our townships. Our goal remains to ensure that every purchaser continues to feel valued and supported throughout their entire homeownership journey,” said Datuk Lai.

Further contributing to the Dragon Deals campaign’s success is the developer’s customer engagement strategies, which included meaningful events such as the month-long Go Landed Weekend Series and Open Houses held from 20 January to 25 February 2024 in Bandar Bukit Raja, Serenia City, Bandar Ainsdale, Nilai Impian and City of Elmina featuring *Feng Shui* talks, Fun Runs, acrobatic lion and dragon dance performances, lucky draws and *lou sang* sessions.

As part of its long-term commitment to sustainability, Sime Darby Property collaborated with social enterprise Urban Hijau to collect food scraps at its open houses for composting. Eco-friendly wheat fibre cutlery sets and little potted plants were distributed to guests as part of its awareness-raising campaign to encourage consumers to make more conscious choices.

Sime Darby Property also released a Chinese New Year short film with the theme 'Where Sustainability Flows, Prosperity Follows' to promote its sustainability stories and environmental initiatives in its townships. The video received 5.4 million views as of 10 March 2024.

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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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