

FOR IMMEDIATE RELEASE

Sime Darby Property Embraces, Encourages and Enables Sustainable Practices with *Jom Raya* Campaign

- The Company is organising its biggest ever fabric collection drive with an aim to collect 72 tonnes of recyclable materials by year-end;
- A variety of community-building activities including *Jom Masak & Distribute Bubur Lambuk*, *Jom Sahur Together*, and *Jom Shopping Raya Bazaar* will be held at its selected townships.

PUTRA HEIGHTS, 18 MARCH 2024 – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) is placing sustainability at the core of its Ramadan and Hari Raya celebrations this year, with focus on creating positive community experience.

Aligning with the Company’s larger sustainability framework to foster resilient communities, Sime Darby Property is activating its ***Jom Raya*** campaign with the Go Green – Let’s Celebrate Raya Sustainably initiative for its largest ever fabric collection drive.

Offering a powerful environmental solution by tackling textile waste, Sime Darby Property believes that the initiative can encourage people to rethink about how they discard unwanted clothes or fabrics at home. The Company aims to collect 72 tonnes of recyclable materials by the end of 2024 as part of its effort to prevent waste in landfill.

Sime Darby Property’s Chief Marketing and Sales Officer Datuk Lai Shu Wei said, “Ramadan is a month traditionally focused on mindful consumption and presents the perfect opportunity to champion sustainable practices. In reducing a major contributor to environmental pollution, we believe that the fabric collection drive can promote a circular economy for textiles, extending their lifespan and minimising their carbon footprint.”

The initiative begins with concurrent fabric collection drives at The Glades Plaza in Putra Heights, Serenia City Sales Gallery, KL East Mall and KL East Sales Gallery, encouraging communities in selected townships to practise sustainability this Ramadan.

Sime Darby Property is championing this effort with the support of Kloth Circularity (formerly known as Kloth Cares) to ensure that the fabrics are given a second life through various channels. The fabrics will be distributed to those in need or upcycled to transform into new and unique items. This not only reduces waste but also lowers the demand for virgin materials, which require significant resources like water and energy to produce.

“Overall, upcycling fabrics is a responsible way to manage clothing and textiles. It benefits the environment, supports local businesses, and allows for creative expression, all while saving

the planet. This initiative recognises that mindful consumption and environmental responsibility can go hand-in-hand with cherished Raya traditions,” said Datuk Lai.

From 16 to 31 March 2024 the initiative will also feature a variety of community-building activities including *Jom Masak & Distribute Bubur Lambuk*, *Jom Sahur Together*, and *Jom Shopping Raya Bazaar* among others at its selected townships namely Putra Heights, KL East, Bandar Bukit Raja, Subang Jaya City Centre and Nilai Impian.

Celebrities such as Dato’ Chef Ismail, Dayah Bakar, Dr. Soo Wincci, Yasmin Hani, Atilia Haron, Kenchana Devi, Maria Tunku Sabri, Chef Sherson Lian, Nadia Annuar, Mas Idayu, Haziq Husni, Mimi Fly, Idzham Ismail and Dynas Mokhtar are also lending their star power to promote sustainable Ramadan and Hari Raya with Sime Darby Property.

The Company has also partnered with Pos Malaysia, Sime Darby Motors and Tupperware Brands Malaysia. Keep posted with Sime Darby Property’s Go Green – Let’s Celebrate Raya Sustainably fabric collection drives and other Jom Raya activities at simeдарbyproperty.com and instagram.com/simeдарbyproperty.

-END OF PRESS RELEASE-

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.simeдарbyproperty.com

Media Contact: Adela Megan Willy | +6017-604 5562 | adela.megan@simeдарbyproperty.com

For General Enquiries please e-mail: group.communications@simeдарbyproperty.com