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## **Sime Darby Property Casts the Spotlight on Urban Biodiversity for Its *Jom Raya* Festive Campaign**

- The developer is making sustainability the centrepiece of its Hari Raya celebrations, emphasising the creation of more ecologically conscious and sustainable communities;
- The *Jom Raya* campaign provides a variety of homeownership opportunities, offering irresistible deals on selected properties across the Company's various townships.

**ARA DAMANSARA, 8 APRIL 2024** – As part of its long-term commitment to sustainability, Sime Darby Property Berhad (“Sime Darby Property” or “Company”) is leading the charge of building biodiversity into the urban fabric, prioritising green spaces within its developments and townships and contributing to conservation efforts.

To this end, the property developer is placing sustainability at the core of its Hari Raya celebrations this year, with a focus on fostering more sustainable and environmentally friendly communities and rebuilding townships' relationship with nature.

The Company has released a Hari Raya brand film, casting a spotlight on Sime Darby Property's urban biodiversity efforts, portraying it as a crucial component in shaping future celebrations and the next generation.

Anchored in the “Homecoming” theme, the short film draws connections between human and animal migrations during festive periods, shedding light on their mutual need for refuge and safety at a common destination. Through this narrative lens, audiences can gain insight into the importance of sustainable living and the significance of fostering an environment where both humans and wildlife can coexist harmoniously.

Sime Darby Property's Chief Marketing and Sales Officer, Datuk Lai Shu Wei said the Company places great importance on the harmonious coexistence of people and nature in cities, and that urban areas such as townships have an important role to play in supporting biodiversity.

“With this campaign, we aim to raise awareness of the need to conserve urban biodiversity and constantly explore new approaches sustainable development. As a *Force for Good*, we look forward to building greener and more liveable townships where our communities and nature can thrive alongside each other,” said Datuk Lai.

Aligning with the Company's larger sustainability framework to foster resilient communities, Sime Darby Property activated its *Jom Raya* campaign with the Go Green – Let's Celebrate Raya Sustainably initiative for its largest ever fabric collection drive. This campaign has successfully garnered close to 7,000 kg of fabric from March 16 to March 31, 2024. As part of its sustainability vision, Sime Darby Property has set a target to collect 72 tonnes of recyclable materials by the end of 2024.

The initiative kicked off with fabric collection drives organised across several of the Company's townships such as Putra Heights, Serenia City and KL East, with the support of Kloth Circularity (formerly known as Kloth Cares). Furthermore, the *Jom Raya* entailed various community-building activities including *Jom Masak & Distribute Bubur Lambuk*, *Jom Sahur Together*, and *Jom Shopping Raya Bazaar* among others at selected townships held until 31 March 2024.

True to its Purpose to be a Value Multiplier for People, Businesses, Economies and the Planet, Sime Darby Property is offering irresistible deals and packages for eager homebuyers on the lookout for quality properties at the right pricing and right locations. From now until 10 May 2024, customers are entitled to low interest rates starting from 3.7% and rewards worth up to RM140,000 when they purchase properties within the Company's diverse townships. Additionally, it will bear legal fees and stamp duty for loans during the campaign period.

“We make an effort to go above and beyond what is required of us in order to improve the customer experience, foster resilient communities and take them on a positive and fulfilling journey. Through the *Jom Raya* campaign, we are alleviating buyers’ concerns and instilling confidence, on top of facilitating hassle-free ownership experiences,” said Datuk Lai.

In conjunction with the Hari Raya celebration, Sime Darby Property will be hosting a slew of open houses at its sales galleries, where visitors can look forward to experiencing sustainable celebrations in the spirit of togetherness.

For more information on the *Jom Raya* campaign, please visit [www.simedarbyproperty.com/jomraya](http://www.simedarbyproperty.com/jomraya).

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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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