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Serenia City's First Commercial Hub 'The Corak' Reflects Sime Darby Property Allure with 100% Take-up Rate

- With a GDV of RM186 million, The Corak is a freehold development comprising 98 units of 2-storey shop offices and one drive-thru;
- The robust take-up rate reflects retailers' confidence in Sime Darby Property, underscoring The Corak's appeal as a prime destination catering to the needs of a growing cityscape.

ARA DAMANSARA, 29 APRIL 2024 – Sime Darby Property Berhad ("Sime Darby Property" or "Company") celebrates a stellar 100% take-up rate for The Corak, a commercial space nestled within the vibrant Serenia City. Retail owners and smart investors jumped at the opportunity to be part of the township's first freehold commercial hub scheduled for completion in 2027.

Slated to become Serenia City's maiden hangout spot, The Corak boasts a Gross Development Value ("GDV") of RM186 million and is expected to elevate the township to become livelier and more convenient for its residents. In addition, the business hub is also projected to create ample job opportunities, contributing to the socio-economic developments of Serenia City.

The Corak is located in the heart of Serenia City, fronting the 32-acre Serenia City Central Park. The development offers 98 units of 2-storey shop offices and one drive-thru with built-ups spanning from 3,358 sq.ft. to 5,233 sq. ft., and selling prices ranging from RM1.7 million to RM3.3 million. It features a modern design with strategic signage placements, tall windows for cafe spaces, wide walkways for al-fresco dining, high ceilings for an inviting atmosphere, and 830 parking bays for the patrons' convenience.

Sime Darby Property's Chief Marketing and Sales Officer, Datuk Lai Shu Wei said that The Corak is designed to reshape the business landscape in Serenia City by providing retailers with efficient, tailored environments that directly support their business objectives.

"The robust take-up rate reflects retailers' confidence in Sime Darby Property, underscoring The Corak's appeal as a prime destination catering to the needs of a growing cityscape," he said.

Datuk Lai added: "The business community places its trusts in our dedication to create a space specifically designed to meet their evolving needs. This commitment seamlessly aligns with the

Company's Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet, in addition to cultivating vibrant and enduring communities for generations.”

Leveraging the business hub's appeal to a dynamic demographic, business owners at The Corak can benefit from the population catchment of up to 500,000 within a 20-minute drive. The Corak is also conveniently located along Serenia City's main road with three distributed access points for easy connectivity, and can be reached via ELITE Highway, North-South Expressway (“NSE”) and Maju Expressway (“MEX”).

For more information, please visit <https://www.simedarbyproperty.com/serenia-city/the-corak/> or drop by Serenia City Sales Gallery.

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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 2023, 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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