



## **SIME DARBY PROPERTY AND TECHNOGYM MALAYSIA PARTNER TO ENHANCE RESIDENTIAL HEALTH AND WELLNESS WITH INNOVATIVE FITNESS SOLUTIONS**

**KUALA LUMPUR, 10 JUNE 2024** – Sime Darby Property Berhad ("Sime Darby Property") has signed a strategic collaboration with Technogym Malaysia ("Technogym"), marking a significant step towards enhancing the health and wellness offerings within Sime Darby Property's townships and developments.

With a shared vision of promoting wellness and holistic lifestyles at gyms across Sime Darby Property's townships and developments, the collaboration promises to redefine the residential living experience. Technogym's cutting-edge fitness equipment and solutions will be integrated into Sime Darby Property's premier developments for a period of 60 months.

"We are thrilled to embark on this health and wellness journey with Technogym. By combining Sime Darby Property's expertise in creating sustainable, thriving communities with Technogym's industry-leading fitness solutions, the collaboration is poised to set new standards for residential health and wellness amenities," said Sime Darby Property Chief Marketing and Sales Officer Datuk Lai Shu Wei.

"The partnership underscores our shared commitment to excellence and innovation. At Sime Darby Property, we prioritise the well-being of our residents, and this partnership allows us to deliver best-in-class health and wellness amenities to our valued homebuyers," Datuk Lai added.

Technogym, renowned for its innovation and performance, will be incorporated into Sime Darby Property's developments, offering residents access to premium fitness facilities. From cutting-edge exercise machines to personalised digital fitness solutions, residents can expect comprehensive wellness offerings designed to elevate their lifestyle.

The partnership promotes the Wellness Lifestyle, embracing mental, nutritional, and physical health to foster a healthier and happier life. With a strong focus on function, design and innovation, Technogym's equipment is integrated in an ecosystem that offers AI-driven precision training, integration of apps, and over a thousand wellness content.

Founded in 1983, Technogym is a global leader in fitness and wellness solutions. As the official supplier to the Olympic Games for nine consecutive times, the company upholds a dedication to excellence through continual improvement and innovation driven by data feedback from athletes and users around the globe. With a focus on technology and commitment to user-centric design, Technogym has been at the forefront of shaping the fitness industry for the past 40 years and has garnered a massive user base worldwide. More than 85,000 Wellness centers and 400,000 private homes in the world are equipped with Technogym.

"Firstly, we're extremely proud of this partnership, considering the alignment of our brands in terms of our mutually shared mission: to prioritise holistic wellbeing and promote a sustainable, wellness lifestyle in the community. KLGCC now represents a flagship facility for Technogym in

Malaysia, featuring some of the latest in its AI-driven precision training equipment, integrated in a comprehensive ecosystem through the Technogym App – offering unlimited, dynamic training content for individuals to achieve their personal wellness goals,” said Technogym Malaysia Country Manager Lester Neil Francis.

“At Technogym, our commitment was to always ensure that our clients and their users experience and enjoy the latest in performance training – to help them achieve superior results faster. We’re truly excited to continue collaborating with Sime Darby Property and look forward to empowering their members and residents to live longer and more fulfilling lives,” Francis added.

**-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 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’.

For more information log on to [www.simedarbyproperty.com](http://www.simedarbyproperty.com)

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#### **About Technogym**

Founded in 1983 by Nerio Alessandri, Technogym is a global leader in fitness and wellness solutions. With a focus on innovation, technology, and holistic wellness, Technogym has been at the forefront of shaping the fitness industry for the past 40 years. Thanks to the Technogym Ecosystem, users can connect to their personal training experience anywhere, both on Technogym equipment and mobile devices. The company’s commitment to constant improvement and user-centric design has garnered a massive user base worldwide. With over 2,500 employees, Technogym is present in over 100 countries. More than 85,000 Wellness centers and 400,000 private homes in the world are equipped with Technogym. Technogym has been appointed Official Supplier to the Paris 2024 Olympics for the ninth time, after Sydney 2000, Athen 2004, Turin 2006, Beijing 2008, London 2012, Rio 2016, Pyeongchang 2018 and Tokyo 2020.

For more information log on to <https://www.technogym.com/en-MY/>

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