

FOR IMMEDIATE RELEASE

Sime Darby Property Launches Perfect 10 Sales Campaign: RM10 Million in Rewards and Incentives Await New Homeowners

- This campaign offers irresistible deals and incentives for homebuyers seeking quality properties at competitive prices in prime locations;
- The developer is hosting the Perfect 10 Property Expo from 10 to 13 October 2024, featuring new property launches, educational talks, and family activities.

ARA DAMANSARA, 26 SEPTEMBER 2024 – Sime Darby Property Berhad ("Sime Darby Property" or the "Company") is thrilled to announce the launch of its Perfect 10 Sales Campaign, running until 31 October 2024. Featuring 10 unique deals, the campaign highlights properties across 10 prime locations within Sime Darby Property's sought-after townships, with total rewards and incentives valued at RM10 million.

The Perfect 10 campaign is tailored to ensure there's something special for everyone. It encompasses a range of deals that benefit first-time buyers eager to take their first step towards owning a home, upgraders looking for more space or better amenities, downsizers seeking a more manageable living space without sacrificing lifestyle, and investors looking for promising opportunities to grow their portfolios.

Sime Darby Property's Chief Marketing and Sales Officer, Datuk Lai Shu Wei, said, "The Perfect 10 Sales Campaign demonstrates our commitment to meeting the needs of today's diverse range of homebuyers. Through this campaign, we aim to make homeownership a reality for many, offering various options within our townships to suit various lifestyles and preferences."

True to its Purpose to be a Value Multiplier for People, Businesses, Economies and the Planet, Sime Darby Property is showcasing a selection of 10 Perfect deals across 10 locations. These include contests with a chance to win grand prizes namely a BYD Seal, early bird privileges for new launches, and up to RM13,000 in rebates.

Additionally, Sime Darby Property is sweetening the offer with exciting deals including covering legal fees on Sale and Purchase Agreements ("SPA") and loan agreements, absorbing stamp duty costs on loans or Memorandums of Transfer ("MOT"), options for up to 100% financing, monthly prizes, 12 months of maintenance fees paid by the developer, and generous referral

rewards. While the campaign features nine deals available to the public, the highlight is the exclusive lifestyle vouchers for the Company's loyal PRIME members, which include dining and shopping options for those who purchase during the campaign period.

As part of this campaign, the Company is pleased to present the Perfect 10 Property Expo, scheduled to take place from 10 to 13 October 2024. This expo provides an immersive platform for potential buyers to explore extensive property offerings, learn about new launches, attend property and financial talks, and enjoy family-friendly activities.

"We are dedicated to creating cherished moments in our customers' journey towards homeownership. The upcoming expo will showcase our projects, allowing prospective buyers to experience our vibrant communities and envision a future in our distinctively designed homes," said Datuk Lai.

Don't miss out on this perfect opportunity! Visit www.simedarbyproperty.com/perfect10 to learn more about the Perfect 10 Sales Campaign.

-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
Media Contact: Alia Mior Azhar | +6010-433 4268 | alia.miorazhar@simedarbyproperty.com
For General Enquiries please e-mail: group.communications@simedarbyproperty.com