

FOR IMMEDIATE RELEASE

Elmina Lakeside Festival Draws 100,000-strong Crowd to Celebrate Holiday Magic and Year-End Festivities

- Elmina Lakeside Festival draws 100,000 attendees to Lakeside Concert and over 20 interactive attractions;
- Over 20 unique attractions, headlined by a record-breaking flying Santa sleigh, the first of its kind in Malaysia, earning recognition from the Malaysia Book of Records.

SHAH ALAM, 17 DECEMBER 2024 – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) brought holiday magic to life with the inaugural Elmina Lakeside Festival, held at Elmina Lakeside Mall (“ELM”) and Urban Park in the City of Elmina. This family-friendly festive event took place on 7 and 8 December 2024, drawing over 100,000 patrons across two days.

The festival offered a dynamic mix of over 20 activities and attractions, redefining the holiday experience for residents of Shah Alam and visitors from all over Klang Valley. Festival goers were treated to an unforgettable lakeside concert featuring performers such as Dato’ Awie, Ella, DOLLA, and Joey Leong, alongside a dazzling grand fireworks display.

For this special occasion, a flying Santa sleigh, stretching an impressive 135 metres was showcased, earning an official place in the Malaysia Book of Records for the longest Santa sleigh rope slide in the country. A giant Christmas tree, doubling as a toy factory, stood as a centrepiece of the event space, while European-themed Christmas markets with 20 artisanal pop-up booths added to the festive charm.

Visitors also enjoyed the Fun Zone which brought an added layer of excitement, featuring activities such as hot air balloon rides, an ice-skating rink, carnival game booths, family boat and train rides, inflatable castles, and the whimsical Teddy Bear Village. Adding to the enchantment was the Lumi Light Garden, which features gigantic LED Light Sculptures, and a mesmerising Northern Lights display, creating an immersive visual spectacle and picture-perfect moments for visitors of all ages.

Sime Darby Property’s Chief Operating Officer of Township Development, Appollo Leong, said, “The Elmina Lakeside Festival truly evoked a sense of belonging by uniting communities in a joyous celebration of the holiday season. The overwhelming turnout is a testament to our vision of creating vibrant spaces where families and friends can come to together and make lasting memories.”

“We are delighted to have welcomed the public to our Elmina Lakeside Mall and Elmina Urban Park which were meticulously designed to provide an avenue for wholesome, family-oriented activities. This vibrant festive activation marks the start of many more placemaking initiatives and exciting events that will shape Elmina City Centre for years to come,” concluded Appollo.

ELM, which opened its door in August, achieved an impressive 99% occupancy rate and offers an impressive blend of trendy and artisanal experiences, ranging from fashion boutiques and home living stores to health and wellness and edutainment facilities. Meanwhile, Sime Darby Property is preparing to unveil its first large-scale sculpture, which will be part of Malaysia's first outdoor sculpture museum spanning across the Urban Park and upcoming Arts and Cultural Park.

Enjoy the vibrant energy of Elmina City Centre which you can call 'home' by discovering Kanopi Residences, the first phase of serviced apartments in this thriving township. With over 35 lifestyle-focused facilities, modern amenities, and easy access to parks, schools, and ELM, Kanopi Residences is designed for young families and urban professionals. Starting from RM270,000, it's a perfect opportunity to join the growing community of Elmina. Visit our website to learn more: www.kanopiresidences.com

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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 an MSCI ESG Rating of BBB and is rated by the Carbon Disclosure Project.

Part of the respectable Malaysian consortium that 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, which hosts 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 has been recognised as Malaysia's number one property developer at 'The Edge Malaysia's Top Property Developers Awards 2024', with other notable achievements, including Gold and Silver wins at the prestigious FIABCI World Prix d'Excellence Awards 2023, All-Stars at the StarProperty Awards 2024 and All-Stars at the StarProperty Awards 2023, a number one ranking for the Top of The Chart Award in the RM1 billion and above market capitalisation category at the Malaysia Developer Awards 2024, a Top 10 Developers (Malaysia) Award at the BCI Asia Awards 2024, a Platinum ranking in the Property Development category at the Putra Brand Awards 2023, and a People's Choice Award at the PropertyGuru Asia Awards Malaysia 2024. Apart from that, Sime Darby Property is listed on the Fortune Southeast Asia 500 list, one of only 89 Malaysian companies to be featured on the inaugural listicle.

For more information log on to www.simedarbyproperty.com

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