

Phase One of Sime Darby Property's SJCC East One Draws Strong Interest with 80% Take-up Within Hours of Launch

- Sime Darby Property continues to make a positive impact, this time with transit-oriented development SJCC East One;
- Homebuyer demand remains robust in Subang Jaya, with 80% of SJCC East One serviced apartments taken up;
- The development stands out with its access to a retail boulevard, LRT connectivity, Subang Ria Park, malls and healthcare facilities.

ARA DAMANSARA, 25 June 2025 – Sime Darby Property Berhad's ("Sime Darby Property" or the "Group") vision to redefine urban living in Subang Jaya is taking shape with its newest property SJCC East One achieving an impressive 80% take-up for Phase One within hours of its release. Signifying strong market confidence, the SJCC East One serviced apartment units showcase the dynamic integration of accessibility and connectivity in a forward-thinking transit-oriented development ("TOD").

With a Gross Development Value ("GDV") of RM613 million and targeted for completion in June 2029, SJCC East One is the first phase of the newly integrated TOD at the 30-acre Subang Jaya City Centre ("SJCC") masterplan, destined to be a landmark location in the heart of the mature township of Subang Jaya.

The development occupies 2.67 acres of freehold land, with two 36-storey towers comprising 926 units. The built-up area ranges from 682 to 1,435 sq. ft. with buyers having a choice of layouts from two to four-plus-one bedrooms. At prices starting from RM598,000, the units provide versatile, attractive options for both first-time homeowners and those looking for an upgrade.

Sime Darby Property's Chief Operating Officer – Integrated Development, Datuk Ir. Mohd Idris Abdullah, said, "SJCC East One answers the call for elevated urban living that revolves around sustainability and reduction of environment impact. Given its walkability and connectivity, while located in a thoughtfully curated, thriving city centre, SJCC East One is setting the tone for future-minded homeowners who desire a sound investment from a reputable developer with a trusted track record."

A true embodiment of a TOD, SJCC East One connects vibrant residential living with stylish retail and green spaces as well as seamless public transport accessibility. One of its most distinctive features is its direct access to the SJCC High Street, a tree-lined retail boulevard

designed to be a lifestyle destination for both residents and the wider community, with a selection of retail and food and beverage outlets set amidst lush landscaping and art installations. The boulevard's retail and lifestyle offerings will expand with future phases of the development.

A 130-metre covered pedestrian link connects SJCC East One directly to the Subang Jaya LRT and KTM stations, while an additional pedestrian walkway provides access to the 72-acre Subang Ria Park just 450 metres away, encouraging an active and car-free lifestyle. Its strategic location also allows easy access to Subang Parade and NU Empire Subang, reputable universities and schools, as well as Subang Jaya Medical Centre.

Designed for contemporary urban living, this development provides a comprehensive range of facilities, including a 50-metre Olympic-length swimming pool, two fully equipped gyms (including one for women only), three uniquely themed lounges, a co-working space, a podcast room, and even rare-to-find rentable storage spaces, all of which bring undeniable convenience to high-rise living.

Safety, inclusivity and environmental responsibility are key principles in SJCC East One's design, with CPTED ("Crime Prevention Through Environmental Design") strategies utilised to enhance safety along walkways, easy ramp access, and clearly defined pedestrian zones from vehicle routes, among others.

The development also adopts a host of green building practices including EV charging stations, rainwater harvesting for landscape use and LED lighting in common areas and car parks. In recognition of these efforts, SJCC East One received a provisional GreenRE Gold Certification.

Datuk Ir. Mohd Idris added, "As the master developer of Subang Jaya since 1976, Sime Darby Property has seen the township develop into a bustling and thriving hub that caters for multigenerational living and multifaceted lifestyles. SJCC East One is expected to enhance the vibrancy of the township, while spurring continued development and growth."

Interested homebuyers can enjoy unit selection priority, pre-launch promotions and stand a chance to win a Volvo EX30 EV SUV under Sime Darby Property's The Greatest Deals campaign. More information can be found at <https://www.simedarbyproperty.com/sjcc/east1/>.

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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, and Hamilton Nilai City. 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, is rated by the Carbon Disclosure Project, and has been re-included in both the FTSE4Good Bursa Malaysia Index and the FTSE4Good Bursa Malaysia Shariah Index, affirming its commitment to strong ESG practices.

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 PGA-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, number one in the All-Stars Award at the StarProperty Awards 2025, 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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