

## **Sime Darby Property Launches Refreshed Brand Identity Anchored on Purpose and Legacy**

- Sime Darby Property unveils a refreshed brand identity for a new era, designed to resonate with today's audiences while honouring its heritage;
- The evolution supports its strategic journey in line with its Purpose to be a Value Multiplier for people, businesses, economies and the planet.

**ARA DAMANSARA, 18 September 2025** – Sime Darby Property Berhad (“Sime Darby Property” or the “Group”) today introduced its refreshed brand identity, marking a pivotal milestone in the Group’s transformation from a pure-play property developer to a real estate company. The launch was held at the Sime Darby Convention Centre (“SDCC”) and brought together employees, key stakeholders, as well as past leaders and colleagues whose contributions have played a hand in shaping the Sime Darby Property story and legacy.

The refresh retains Sime Darby Property’s three strongest brand assets – its name, shield, and heritage red – which carry decades of equity and recognition. What changes is how the brand is presented: a modernised look that underscores the Group’s future-focused strategy while preserving familiarity and trust.

The new logo incorporates an outward-moving form, rooted in purpose and designed to multiply value. Its design draws inspiration from Sime Darby Property’s four TEAM values and their multiplying effect, represented through shades of red and yellow inspired by the Group’s heritage colours. Each colour embodies one of the four pillars of the Group’s Purpose as a Value Multiplier for people, businesses, economies and the planet. This evolution ensures continuity with the past while enhancing resonance with today’s audiences and tomorrow’s generations.

With a legacy that stretches back more than 50 years in property development – and over 200 years through the heritage of Guthrie, Golden Hope, and Sime Darby – the Group has long played a defining role in shaping Malaysia’s townships and communities. From pioneering projects such as Taman Melawati and Subang Jaya, to award-winning townships like Bukit Jelutong and the City of Elmina, Sime Darby Property has delivered more than 100,000 homes across 26 active townships, today serving more than 300,000 Malaysians.

Dato' Rizal Rickman Ramli, Chairman of Sime Darby Property, stated, “This brand refresh reaffirms our identity as a trusted leader and nation-builder. It respects our rich heritage, which

combines the legacies of Guthrie, Golden Hope, and Sime Darby, while positioning us for a future defined by resilience and purpose-driven growth. It is a strategic evolution to ensure we continue delivering sustainable value for all stakeholders.”

The brand refresh also reflects the Group’s strategic priorities under its SHIFT25 strategy which has entered its final phase. This includes strengthening recurring income streams and establishing itself as an Urban Solutions Provider. This direction is already visible in its industrial and logistics portfolio, as well as its entry into the data centre segment at Elmina Business Park.

Dato’ Seri Azmir Merican, Group Managing Director and Chief Executive Officer of Sime Darby Property said, “Our story is rooted in legacy and nation-building, stretching back more than 50 years in property development. From Sime UEP to today’s Sime Darby Property, our DNA has always been about creating townships that endure and communities that thrive.”

“This brand refresh is not about wiping the slate clean – it is about ensuring our brand remains relevant, trusted, and future-ready. By retaining the core elements that hold the strongest equity – our name, our shield, and our colours – we are reaffirming our Purpose: to be a Value Multiplier for people, businesses, economies, and the planet”, he concluded.

The launch event highlighted three chapters – honouring Sime Darby Property’s heritage, reflecting on its transformation, and unveiling a clear vision for the future. Guests revisited the Group’s journey from its early days in Taman Melawati and Subang Jaya, to landmark projects such as Bukit Jelutong, Bandar Bukit Raja, the City of Elmina, and the regeneration of London’s iconic Battersea Power Station.

This brand refresh is a reaffirmation of Sime Darby Property’s role as a trusted leader and nation-builder. By evolving thoughtfully while respecting its heritage, the Group signals its continued drive to deliver sustainable value and shape thriving communities for generations to come.

For more information on the brand refresh, please visit our updated website at [www.simedarbyproperty.com](http://www.simedarbyproperty.com).

**-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 26 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, All-Stars at the StarProperty Awards 2024, 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](http://www.simedarbyproperty.com)

Media Contact: Natalie Rose Ariffin | +6012-297 1820 | [natalie.ariffin@simedarbyproperty.com](mailto:natalie.ariffin@simedarbyproperty.com)

Alia Mior Azhar | +6010-433 4268 | [alia.miorazhar@simedarbyproperty.com](mailto:alia.miorazhar@simedarbyproperty.com)

For General Enquiries, please e-mail: [group.communications@simedarbyproperty.com](mailto:group.communications@simedarbyproperty.com)