

HRH Tengku Ampuan of Pahang Graces Inaugural Piala Seri-Ibu Kraf Prize Giving Ceremony by Sime Darby Property at KLGCC Mall

- Piala Seri-Ibu Kraf Prize Giving Ceremony hosted in conjunction with *Minggu Seri-Ibu Kraf CIMB 2026* at KLGCC Mall, recognising local artistic talents.
- The ceremony was graced by Seri-Ibu Kraf Patron HRH Tengku Ampuan of Pahang.

ARA DAMANSARA, 9 FEBRUARY 2026 – Sime Darby Property Berhad (“Sime Darby Property” or the “Group”) today hosted the Piala Seri-Ibu Kraf Prize Giving Ceremony, celebrating the skill, dedication and creativity of local craft practitioners as part of the *Minggu Seri-Ibu Kraf CIMB 2026*, taking place from 4 February to 1 March 2026 at the Group’s KLGCC Mall.

With the presence and support of Her Royal Highness Tengku Ampuan of Pahang, Tunku Azizah Aminah Maimunah Iskandariah, the Piala Seri-Ibu Kraf is a collaborative effort between Sime Darby Property and CIMB Group Holdings Berhad (“CIMB”) which acknowledges outstanding craftsmanship across both traditional and contemporary expressions. The initiative reflects a shared commitment to preserving Malaysia’s cultural heritage while supporting the continued relevance of craft practices in today’s context.

By leveraging the space at KLGCC Mall, the initiative provides a platform for local craft practitioners to showcase their work, engage wider audiences and explore sustainable economic opportunities.

Sime Darby Property’s Group Managing Director & Chief Executive Officer, Dato’ Seri Azmir Merican, said, “Our role goes beyond creating physical spaces. We see value in shaping environments that bring people, culture and communities together. Piala Seri-Ibu Kraf reflects this approach by providing a platform where Malaysian craftsmanship can be appreciated, supported and sustained.”

“We are pleased to collaborate with CIMB on this initiative and are greatly honoured by the presence of Kebawah Duli Paduka Baginda Tengku Ampuan Pahang. Such collective support is important in ensuring that Malaysia’s rich craft heritage continues to be valued by current and future generations.”

The Piala Seri-Ibu Kraf honours mastery across categories including Textile, Non-Metal, Metalsmith, and Innovation. The ceremony also featured the presentation of the ‘Seri-Ibu Special Honour Award’, personally selected by Her Royal Highness Tengku Ampuan of Pahang to recognise individuals for their exceptional commitment and lifelong contribution to the preservation of Malaysian cultural identity. Additionally, members of the public were invited to participate through the ‘People’s Choice Award’, voting for their favourite works exhibited at KLGCC Mall.

A total of five awards were given out, with each participant receiving a cash prize of RM5,000, along with a trophy and certificate.

This year’s competition aims to empower over 500 artisans, with approximately 150 original submissions received from students, hobbyists, and professional makers nationwide. All works are required to be completed in 2025 and incorporate Malaysian craft techniques, heritage, or motifs. A distinguished two-tier judging panel led by Her Royal Highness and representatives from Sime Darby Property, CIMB, Yayasan Sime Darby, and Kraftangan Malaysia, as well as Datuk Radzwan Radziwil, renowned local fashion designer, and Prof. Datuk Dr. Lim Swee Tin, associate professor UPM & National Advisor on Heritage and Culture, evaluated submissions to select the winners across all categories.

Works by the winners and finalists are currently exhibited for sale throughout the *Minggu Seri-Ibu Kraf CIMB* period, giving artisans direct access to potential buyers and local craft lovers.

Sime Darby Property and CIMB have committed to an initial three-year partnership to establish Piala Seri-Ibu Kraf as a consistent platform celebrating Malaysian craft excellence, with the annual prize-giving ceremony and festival to be hosted at KLGCC Mall.

Minggu Seri-Ibu Kraf CIMB 2026 is a curated cultural and craft platform celebrating the fusion of Malaysia's traditional heritage with contemporary craftsmanship. Members of the public are invited to experience the winning and shortlisted works, alongside cultural performances, hands-on workshops, and curated craft showcases throughout the *Minggu Seri-Ibu Kraf CIMB 2026*.

Voting for the People's Choice Award closes on 1 March 2026. For more information, please visit www.simedarbyproperty.com/malls/klgcc-mall/piala-seri-ibu-kraf.

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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 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 LPGA-sanctioned Maybank Championship.

Driven by its Purpose: Driving Real Estate as 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 2025', 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

Media Contact:

- Hannah Mohd Rafee | +6017-878 8090 | hannah.rafee@simedarbyproperty.com
- Norsyahmee Rizal Norazman | +6019-777 3829 | syahmee.norazman@simedarbyproperty.com
- Nur Hanie Afiqah Mohd Nasir | +6019-725 7015 | hanie.afiqah@simedarbyproperty.com

For General Enquiries, please e-mail: group.communications@simedarbyproperty.com