

Sime Darby Property Launches Serenia City's First Urban Farm with BoomGrow

- The collaboration aims to supply the demand of traceable, fresh, and clean vegetables for residents of Serenia City while promoting the cultivation of homegrown produce;
- This project will establish Serenia City as the first township to spearhead Sime Darby Property's 'The Greener Good' initiative.

SEPANG, 7 OCTOBER 2022 – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) today announced its collaboration with BoomGrow Productions Sdn. Bhd. (“BoomGrow”) to introduce its first urban farm in Serenia City. The initiative is part of the property developer’s “The Greener Good” sustainable farming initiative which aims to shape resilient and healthy communities by making safe and sustainable produce accessible for its residents.

Sime Darby Property’s Chief Executive Officer - Property Development, Ir. Mohd Sohimin Mohd Alayedini said that this collaboration supports the Company’s 2030 Sustainability Goals to achieve a minimum of one urban farm in each of its townships by 2030.

“As a pioneering property developer, we aspire to develop townships which are people-centric and environmentally conscious. This means aligning the same set of values, goals, and objectives between our people to achieve a shared purpose, which is to be a value multiplier for people, businesses, economies, and the planet,” he said during the launch.

He added: “We believe that by multiplying the value of our products and services, Sime Darby Property will be able to fully harness its potential in delivering the best possible results to our customers and stakeholders, with quality, safety and sustainability at the forefront of the results.”

The collaboration with BoomGrow, a leading tech farming company will develop the pilot urban farm located at the Serenia City Sales Gallery by utilising precision farming methods such as “machine farm” technology to produce safe and nutritious vegetables for the communities within and around the township.

BoomGrow Chief Executive Officer Murali K. said: “Seeing our Machine Farm in action at Serenia City really marks an important milestone for BoomGrow as this will be the first project where we bring our tech straight to the heart of where people live and raise their families. The holistic benefit of this project expands to not only reducing environmental harm but also increasing the health

and wellbeing of our consumers. Traditionally, access to clean and pesticide free produce are challenging and needless to say, expensive. But now, this collaboration between our technology and responsible property developer such as Sime Darby Property can help move the needle on food sustainability and enhancing our food supply chain. I am excited to see how the residents here would interact with our Machine Farm and the pesticide free produce that comes from it.”

The 2,370-acre Serenia City is designed to be a self-sustaining township where residents are able to adopt home-farming within the vicinity of their own homes. It has currently progressed into a beautiful township with a near-complete 32-acre Central Park which features a FIFA-certified football field, rainwater harvesting amphitheatre and other attractive landmarks.

Strategically located near the Kuala Lumpur International Airports, Serenia City has welcomed over 900 residents to their new homes and will hold an estimated population of 60,000 residents upon completion. Upcoming launches include Serenia City’s first semi-detached homes Serenia Aqila and the final industrial precinct.

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About Sime Darby Property Berhad

Sime Darby Property is a leading property developer with a strong success rate of developing sustainable communities for 50 years. With 25 active townships/developments, Sime Darby Property has a wide reach that encompasses assets and operations across the country. It marks its presence in the UK as part of a Malaysian consortium to develop the iconic Battersea Power Station Project in central London.

As a responsible corporate player, Sime Darby Property and its philanthropic arm, Yayasan Sime Darby (YSD) actively implement various initiatives to assist underprivileged communities living within and nearby its townships. A multi award-winning property group with numerous international and local accolades, 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.

Sime Darby Property is honoured to be recognised with numerous real estate industry awards throughout the years. In 2021, the Group continues to be recognised as a top property developer in ‘The Edge Malaysia’s Top Property Developers Awards’, achieving the feat for the tenth year running. The Group was also named as ‘EdgeProp Malaysia’s Responsible Developer: Building Sustainable Development Award 2021’, as well as the winner in PwC’s ‘Building Trust Awards 2021’ under the FBM Mid 70 Index category.

For more information, log on to www.simedarbyproperty.com

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About BoomGrow Productions Sdn Bhd

We are a tech farming company on a mission to transform farming, producing 100% clean & nutritious greens directly to your door. BoomGrow is changing the way people live, enabling access to nutritious, safe, affordable and delicious greens that are sustainably produced. For everyone. Everyday. Our promise is no harmful chemical, no pesticides, no nasties. Ever.

Our produce is grown and nurtured indoors in a controlled environment. Technological advances in the way we produce food means we can get the right balance of flavour, freshness and nutrition, whilst creating a more sustainable approach to growing our food. We call our tech enabled system the Machine Farm.

BoomGrow’s urban, vertical farms are a short distance from where you live and shop. Directly delivered to your door, we truly are local.