

Over 100,000 Visitors at Sime Darby Property's Two-Day New Year Festival at the City of Elmina

ARA DAMANSARA, 5 JANUARY 2023: Sime Darby Property Berhad (“Sime Darby Property” or “Company”) organised an epic New Year festival at the iconic Elmina Central Park in the City of Elmina, bringing over 100,000 people to ring in 2023 together.

Held over the New Year's Eve weekend, the festival truly evoked a sense of belonging by uniting communities to also celebrate the grand finale of the Company's Beyond 50 campaign. Members of the Sime Darby Property fraternity, potential homebuyers and the public commemorated the Company's five decades of experience in building homes and townships for Malaysia, sharing its vision for the future – to advance real estate as a force for collective progress, in harmony with the planet's resources.

Among the highlights at the festival was the Company's Beyond 50 Experiential Tunnel, where the public was given the opportunity to experience the property developer's journey over the past 50 years conveyed through immersive displays and light projections before sliding into the future with an experiential theatre showcasing Sime Darby Property's Concept Home 2030 initiative.

Festival goers were given a taste of all four seasons of the year through curated themed locations – Summer Dreams in Morocco, Autumn in Korea, Winter in Finland and Vivid Springs in Netherlands. Completing the festival and event experience was a slew of other activities planned around the five pillars of nature, family leisure, culture, business and sustainability, including hot air balloon rides, free-flight bird shows, adventure and amusement rides, an exhibition of prototype future homes designed by school students as well as food trucks, among others.

In the spirit of giving back, Sime Darby Property organised a fundraising drive for communities affected by the recent floods and other natural calamities. The funds from the public as well as contribution from the Company totalling RM20,000 will be channelled to the National Disaster Management Agency (“NADMA”).

“Each new year presents new beginnings and a fresh start for individuals and organisations to be a Force for Good, and this Sime Darby Property New Year Festival showed how we can combine the two forces for the greater good of people at even the township level,” said Sime Darby Property’s Chief Operating Officer – Township Development, Appollo Leong.

“We are delighted to have hosted the public at our City of Elmina township that was meticulously designed to provide an avenue for such wholesome, family-oriented activities. The overwhelming turnout shows the ability and capacity of our townships to deliver and maintain sustainable living with a community-centric lifestyle,” said Appollo.

For more information on the City of Elmina, visit www.simedarbyproperty.com/city-of-elmina/.

-END OF PRESS RELEASE-

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

Media Contact: Sharmila Nair | +6012-617 7860 | sharmila.nair@simedarbyproperty.com

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