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## **Sime Darby Property is Set to Share Values and Strengthen Bonds with its 'Raya Bersama' Campaign**

- Spreading cheer among the communities this Hari Raya with special Raya Bonanza Deals;
- The Company will host communities at its Grand Raya Bazaar at selected townships and amplify unity among Malaysians with an upcoming video.

**ARA DAMANSARA, 3 APRIL 2023** – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) is kickstarting its 'Raya Bersama' campaign by offering its special ‘Raya Bonanza Deals’. With the ‘Sharing the Values, Strengthen Our Bonds’ tagline, the campaign comes with exciting giveaways and homeownership incentives.

From now until 31 May 2023, the Company is offering 20 lucky winners with cash prizes worth up to RM10,000 each; exclusive gift boxes on a first come first served; as well as vouchers courtesy of KL East Mall and the Kuala Lumpur Golf & Country Club’s Golfer’s Terrace worth up to RM8,000 and RM5,000 respectively to homebuyers. In addition, customers will get to enjoy stamp duty and Memorandum of Transfer (“MoT”) exemptions with the purchase of selected Sime Darby Property homes.

The excellent take-up rates of Sime Darby Property’s recently launched products show the Company’s excellence as a real estate player. As a Force for Good, with a purpose to be a *Value Multiplier for People, Businesses, Economies, and the Planet* the Company is driven to develop projects that demonstrate the importance of community cohesion and the well-being of all generations.

Sime Darby Property’s Chief Marketing and Sales Officer, Datuk Lai Shu Wei said that the campaign is one of many initiatives by the Company to continue sharing its values and strengthening bonds among the communities.

“This Hari Raya, we want to provide more valuable spaces to bring families and communities closer together. As the pioneering property developer in Malaysia, we strive to go above and beyond our scope and responsibilities to add value in our customer experience, and to continue fostering resilient communities and bringing them on a journey of satisfaction and positivity. We

would also like to take this opportunity to wish all those celebrating *Selamat Hari Raya Aidilfitri*,” added Datuk Lai.

In the weeks leading up to the Hari Raya celebration, the Company is also calling on the community to embrace the spirit of togetherness by visiting its Grand Raya Bazaar, which will be held at selected Sime Darby Property townships namely Putra Heights, KLGCC Resort, Serenia City, City of Elmina, Bandar Bukit Raja and Subang Jaya City Centre (“SJCC”).

From now until 16 April 2023, the Grand Raya Bazaar will feature local retailers ranging from F&B to fashion, special appearances by local celebrities and corporate social responsibility activities such as *Bubur Lambuk* giveaways, among others. The public is invited to make their way to the bazaar on Saturdays and Sundays from 2:00 p.m. – 9:00 p.m.

Sime Darby Property will be spreading even more festive cheer with the launch of its Hari Raya video, highlighting the theme of unity and togetherness, which will be announced closer to the celebrations.

For more information on Sime Darby Property’s Hari Raya deals and rewards, please visit [www.simedarbyproperty.com/raja2023](http://www.simedarbyproperty.com/raja2023).

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#### **About Sime Darby Property Berhad**

Sime Darby Property is a leading property developer with 50 years of experience in building sustainable communities. With 25 active townships and developments under its belt, Sime Darby Property has a wide reach encompassing assets and operations across the country. It marked its presence in the United Kingdom as part of a Malaysian consortium that developed the iconic Battersea Power Station in Central London.

As a responsible corporate player, Sime Darby Property and its philanthropic arm, Yayasan Sime Darby (“YSD”) actively implement various social welfare 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 2022, the Group remains a top property developer in ‘The Edge Malaysia’s Top Property Developers Awards’, achieving the feat for the eleventh year running. The Group is also a consistent recipient of the ‘BCI Asia Awards’ for ‘Top 10 Developers (Malaysia)’ and was accorded a Platinum ranking in the Property Development category for Putra Brand Awards 2022, as well as named Top 10 in the ‘Top-of-The-Chart (RM1 billion and above)’ category under FIABCI-Malaysia and Star Media Group’s ‘Malaysia Developer Awards 2022’.

For more information, log on to [www.simedarbyproperty.com](http://www.simedarbyproperty.com)

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