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## **Sime Darby Property Celebrates Dual Achievements in Marketing Excellence**

- The Company clinches top honours in four categories at the MDA d Awards 2024, cementing its status as a leader in the digital marketing space;
- Sime Darby Property further recognised with a Silver at the MARKies Awards 2024.

**ARA DAMANSARA, 26 JUNE 2024** – Sime Darby Property Berhad ("Sime Darby Property" or "Company") recently showcased its marketing excellence by securing top honours at the MDA d Awards 2024 and the MARKies Awards 2024.

The Company secured four wins at the MDA d Awards, taking the Gold in the newly introduced Best Digital Out-of-Home ("DOOH") category for its 'CNY 2023: From Point of Interest to Point of Sales' campaign.

In addition, Sime Darby Property also clinched three Silver awards in the Best Use of Data category, the Best Digital Customer Acquisition and Loyalty Campaign category, and the Best Performance Marketing Campaign category for 'Serasi: Gone in 60 minutes' campaign.

Organised by the Malaysian Digital Association ("MDA"), the MDA d Awards honours talents who excel in the digital realm. The 2024 theme, 'Unleash Possibilities', reflects the industry's drive to harness and optimise opportunities in the digital landscape.

Hot on its winning streak, Sime Darby Property also bagged a Silver at the MARKies Awards 2024 for the Most Effective Use – Omnichannel category for its 'Serasi: Gone in 60 minutes' campaign.

The MARKies Awards 2024 is dedicated to celebrating the most innovative, creative, and effective campaigns or projects that set new benchmarks in performance marketing.

"We are honoured to receive this award, especially alongside peers from different industries. This achievement is a testament to our good understanding of customers and marketing creativity," said Sime Darby Property's Chief Marketing and Sales Officer, Datuk Lai Shu Wei.

He added: “We would like to thank the judges and organisers for the acknowledgement and for recognising our dedication to creating impactful digital experiences that resonate with our customers.”

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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 25 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, Hamilton Nilai City, and the Pagoh Special Economic Zone. 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 MSCI ESG Rating of BBB and is rated by the Carbon Disclosure Project.

A part of the respectable Malaysian consortium which 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, host to the prestigious LPGA-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 is recognised as the World's Best with Gold and Silver wins at the FIABCI World Prix d'Excellence Awards 2023, with other notable achievements, including All-Stars at the StarProperty Awards 2023, a Platinum ranking in the Property Development category at the Putra Brand Awards 2023, a Top 10 Developers (Malaysia) Award at the BCI Asia Awards 2023, a People's Choice Award at the PropertyGuru Asia Awards Malaysia 2023, as well as named one of the nation's top three property developers at 'The Edge Malaysia's Top Property Developers Awards 2023'.

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

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