

Sime Darby Property Wins Top Recognitions at Putra Brand Awards

- The Company bagged the coveted top ranking of Platinum for the 'Property Development' category;
- Clinched the 'Putra Malaysian Marketer Award' for its outstanding excellence in marketing.

ARA DAMANSARA, 18 JANUARY 2023: Sime Darby Property Berhad ("Sime Darby Property" or "Company") is off to a strong start for 2023 by taking home two coveted awards at the prestigious 2022 Putra Brand Awards.

As selected by the voting public, the Company bagged the top ranking of Platinum for the 'Property Development' category, after garnering the highest votes based on several key criteria including familiarity, experience, impression, intent to purchase the brand's products and the likelihood of brand recommendations.

For the first time, Sime Darby Property also clinched the 'Putra Malaysian Marketer Award' for its outstanding excellence in marketing, encompassing messaging, advertising strategy and implementation across campaign activities, all of which reflect the Company's calibre in leveraging strategic innovation and creativity to elevate the Sime Darby Property brand.

Reflecting on its achievements, Sime Darby Property's Group Managing Director, Dato' Azmir Merican attributed the recognition to the Company's ability to deliver quality, innovative and sustainable products over the last 50 years, hence cementing its position among Malaysians as an experienced and trusted property developer.

"Sime Darby Property is honoured to be named the best and most preferred property developer in Malaysia. Winning the hearts of many is truly inspiring and encouraging. We would like to dedicate this award to our customers for their confidence in our brand, products and services," said Dato' Azmir.

He added: "As a Force for Good, Sime Darby Property envisages a brand that adds invaluable impact to the lives of its homebuyers and the communities in its townships. Being recognised by the Putra Brand Awards reflects our commitment to driving the company to greater heights as well as our purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet."

Additionally, the Company in 2022 had underwent a successful digital transformation and intensified its digital marketing and online campaigns to continue engaging with its customers from various locations and providing them with a full end-to-end digital and online sales experience.

The Putra Brand Awards is a brand valuation award measured by consumer preferences and aims to recognise brands that demonstrate excellence in connecting and building a strong relationship with consumers.

Organised by the Association of Accredited Advertising Agents of Malaysia (“4As”) in association with Malaysia’s Most Valuable Brands (“MMVB”) the winners were voted through an in-depth online survey by more than 25,000 respondents across various product and services categories.

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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.

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