

Serasi Residences in Sime Darby Property's Latest Transit Oriented Development in Putra Heights is 100% Taken-Up Within Minutes

- Priced between RM356,000 and RM528,000, Serasi Residences aims to bridge the homeownership gap among the middle-income consumers;
- Serasi Residences is the first of four phases to be launched within the 25-acre Putra Heights Sentral, comprising residential and commercial components.

ARA DAMANSARA, 27 FEBRUARY 2023: Sime Darby Property Berhad ("Sime Darby Property" or "Company") sets the market ablaze with an immediate 100% take-up of Serasi Residences during its launch weekend. All 507 units of Tower One were snapped up within minutes upon the official launch through the in-house Online Booking System ("OBS") that provides customers with a holistic and complete end-to-end homebuying ecosystem.

A new landmark of the property developer's Putra Heights township, Serasi Residences is a range of freehold service apartments strategically located within Putra Heights Sentral ("PHS"), Sime Darby Property's latest Transit Oriented Development ("TOD"). Serasi Residences marries the rapid evolution of townships and public transportation systems in the Klang Valley and meets the massive demand for properties in close proximity to major public transportation hubs.

Sime Darby Property's Chief Marketing & Sales Officer, Datuk Lai Shu Wei said that the homebuyers' overwhelming response to Serasi Residences proves the Company's uncanny ability to understand the market and provide the right products at the right locations and price points.

"This achievement is a reflection of Sime Darby Property's goal to create destinations that elevate living and mobility. It is also a great way to kickstart our series of TODs to be part of the well-established Subang Jaya, with more of such master-planned developments to be included in our townships across the country in the near future," said Datuk Lai.

He added: "These homes are targeted towards first-time homebuyers within the middle-income household category. Our focus is not just on the pricing, but we also put great emphasis in ensuring that the homes we built were designed to overcome the typical shortcomings of conventional affordable homes."

Serasi Residences comprises 1,428 units, of which 749 are open market service apartments priced from RM356,000 while the remaining 679 units are *Servis Apartmen Mampu Milik*, sold at a controlled fixed price of RM250,000 by *Lembaga Perumahan dan Hartanah Selangor*.

Serasi Residences is the first of four phases to be launched within PHS, which covers a 25-acre area in the Putra Heights township comprising residential and commercial components. Residents can be assured that Serasi Residences also offers multiple modern facilities, on par with similar high-profile TODs in the Klang Valley, including an Olympic-length swimming pool as well as a multipurpose hall with two badminton courts.

Its convenient location allows hassle-free connectivity with a variety of access and transit options. For instance, there is a 400-metre covered walkway to the Putra Heights LRT station, which serves the Kelana Jaya and Sri Petaling lines and gives travellers direct access to various key destinations such as Bangsar, KL Sentral, KLCC, Wangsa Maju, Bukit Jalil, among others. Alternatively, commutes will be less stressful for those driving as Serasi Residences is well connected to various major highways such as the North–South Expressway Central Link, Damansara-Puchong Expressway, Shah Alam Expressway and New Klang Valley Expressway.

Serasi Residences provides easy access to a myriad of amenities as well as leisure, commercial, educational, religious and health centres. Among the major shopping and retail options are Giant Hypermarket and Putra Point Commercial Centre, which serves as Putra Heights' main business hub comprising restaurants and cafes, hair salons, banking service providers, car workshops and several fast-food outlets.

True to Sime Darby Property's promise of delivering liveability and sustainability across its townships, Serasi Residences fulfils its residents' and their families' lifestyle needs with the Putra Heights Linear Park, home to a 8-acre park with a walking trail along Bukit Cermin, as well as a 15km cycling path throughout the Putra Heights township. This will be further complemented by the upcoming Putra Heights Community Park, set to be completed by the end of 2023.

For those who missed out on the unbelievable opportunity to own Sime Darby Property's quality and affordable Serasi Residences, stay updated for upcoming phases at

<https://www.simedarbyproperty.com/putra-heights/serasi-residences/> or visit the Putra Heights Sales Gallery.

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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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