

Sime Darby Property Announces Capture 8 Grand Prize Winner to Experience Battersea Power Station in London

- Nearly 4,000 submissions received during the eight-month long competition;
- Held in collaboration with Canon Malaysia, Capture 8 showcased the beauty and wonders of eight Sime Darby Property townships.

ARA DAMANSARA, 21 FEBRUARY 2023: Sime Darby Property Berhad (“Sime Darby Property” or “Company”) revealed the grand prize winner of its Capture 8 Photo Contest (“Capture 8”) in a stunning ceremony in Serenia City befitting the competition that captured the beauty of the Company’s townships.

Hwong Chang Ching snagged the ultimate grand prize for an unforgettable all-expenses paid trip to experience Battersea Power Station in London, United Kingdom with her winning entry titled ‘Light Up Your Life with Passion, Love and Joy’. She won the hearts of the judges with her enchanting photograph of her daughter jumping gracefully captured against a backdrop of The Glades in Putra Heights.

Held in partnership with Canon Malaysia, the inaugural photo contest received nearly 4,000 submissions highlighting the beauty and wonders of Putra Heights, Serenia City, Subang Jaya City Centre, and City of Elmina in Selangor; KLGCC Resort and KL East in Kuala Lumpur; as well as Bandar Ainsdale and Nilai Impian in Negeri Sembilan. Participants were required to submit photos that best capture the uniqueness of the property developer’s townships using these three themes – Leisure, Culture and Nature.

Sime Darby Property’s Group Managing Director, Dato’ Azmir Merican said that the competition aimed to create visibility and awareness amongst the general public on the many great features within the property developer’s townships.

“We at Sime Darby Property are cognisant of the fact that placemaking features are crucial in bringing life to a community within our townships. Initiatives such as the Capture 8 Photo Contest serves as an important approach in ensuring that we effectively engage with the people and communities,” said Dato’ Azmir.

He added: “We have consistently geared up our efforts in ensuring that we build and develop the best and most productive facilities for the benefit of the communities across our townships.”

The Capture 8 Photo Contest was split into four categories, namely Professional, Smartphone, Drone and Special. A total of 164 winners received their share of prizes worth over RM288,888, including Canon DSLR cameras, Canon printers, DJI drones and cash prizes.

Participants were encouraged to use their skills and creativity to tell the stories of the selected townships, and the entries were judged according to adherence to theme, originality, and expressiveness. Visit www.simedarbyproperty.com/capture8photocontest/ to view the winning entries.

-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: Adela Megan Willy | +6017-604 5562 | adela.megan@simedarbyproperty.com

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