

Sime Darby Property Welcomes the Year of the Snake with Urban Biodiversity Festivities

- A festive celebration at the Elmina Rainforest Knowledge Centre highlights the Company's commitment to championing urban biodiversity through ecological conservation;
- A heartwarming Chinese New Year short film sheds light on urban biodiversity and its role in shaping a greener tomorrow;
- Interactive workshops inspire visitors to take action in preserving Malaysia's rich biodiversity.

ARA DAMANSARA, 12 FEBRUARY 2025 – Sime Darby Property (“Sime Darby Property” or the “Company”) welcomes the Year of the Snake with a meaningful celebration that underscores its commitment to sustainability and urban biodiversity. This year's festivities shine a spotlight on the Elmina Rainforest Knowledge Centre (“ERKC”), a community hub for conservation and environmental education, located in the heart of the award-winning City of Elmina township.

Sime Darby Property's Chinese New Year celebration invites visitors to embrace the spirit of the season while deepening their connection with nature. A key highlight of the event is a specially curated potted plant display, inspired by the Chinese character “fú” (福), symbolising prosperity. Visitors are encouraged to share their moments at ERKC on social media tagging @simedarbyproperty as well as including the hashtags #SDP and #ChampioningUrbanBiodiversity to receive a special gift.

To cultivate environmental awareness, Sime Darby Property lined up a series of interactive weekend workshops on 1, 8, and 15 February 2025. These sessions provide hands-on experience in nursery maintenance, seed propagation, and Citizen Scientist activities, empowering participants to contribute to preserving Malaysia's rich biodiversity.

Sime Darby Property's Chief Marketing and Sales Officer, Datuk Lai Shu Wei, said the initiative reflects the Company's vision of fostering sustainable and thriving communities.

“We are dedicated to integrating nature into the fabric of our townships, ensuring that biodiversity flourishes alongside urban development. Through the activities at ERKC, we hope to inspire communities to take part in conservation efforts while celebrating the traditions that bring us together,” said Datuk Lai.

Participants of the weekend workshops also shared their excitement for the workshops and the opportunity to engage in meaningful conservation activities.

“It has been a great experience. I gained valuable knowledge and discovered the many activities this centre offers. I have always enjoyed planting flowers at home, but here, I learned more about trees and the importance of giving back to the environment through community service. Personally, I really appreciate what Sime Darby Property is doing for the community. It is one of the reasons we chose to buy a home in Elmina Green 6. Even after two years, the area remains well maintained, reflecting Sime Darby Property's long-term commitment to their townships,” said Ho Kian Keong, an Elmina Green 6 resident.

“I found the activities fascinating and educational for both me and my children. They enjoyed the planting session and experienced what it is like to plant a tree. We learned about various plant species, including endangered ones we had never known about before. It gave us a deeper understanding of how challenging the regrowth process is. We often assume certain trees are common, but in reality, some of them are actually endangered and take a long time to grow back. My children also learned the importance of protecting these species,” said Nur Syafina from Setia Alam.

Adding to the festive cheer, Sime Darby Property released a special Chinese New Year short film, “Sowing the Seeds for Tomorrow’s Prosperity”. The film explores the Company’s dedication to urban biodiversity and highlights the importance of conservation in creating a thriving environment. As of 10 February 2025, the video has garnered over 8 million views.

Located in City of Elmina, ERKC is a community-driven hub for ecological conservation, environmental education, and research. Established in partnership with the Tropical Rainforest Conservation and Research Centre (“TRCRC”), ERKC supports efforts to protect and restore Malaysia’s biodiversity. It is home to the Elmina Living Collection Nursery (“ELCN”), which cultivates native and endangered tree species as part of Sime Darby Property’s long-term commitment to planting 50,000 IUCN Red-Listed trees by 2030. The centre provides opportunities for visitors to engage in hands-on conservation activities and learn about the vital role biodiversity plays in urban environments.

Visitors are welcome to drop by ERKC to experience these activities firsthand and explore its interactive offerings. For more information, please visit the dedicated microsite at www.simedarbyproperty.com/cny2025.

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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, and Hamilton Nilai City. 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 an MSCI ESG Rating of BBB, is rated by the Carbon Disclosure Project, and has been re-included in both the FTSE4Good Bursa Malaysia Index and the FTSE4Good Bursa Malaysia Shariah Index, affirming its commitment to strong ESG practices.

Part of the respectable Malaysian consortium that 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, which hosts 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 has been recognised as Malaysia’s number one property developer at ‘The Edge Malaysia’s Top Property Developers Awards 2024’, with other notable achievements, including Gold and Silver wins at the prestigious FIABCI World Prix d’Excellence Awards 2023, All-Stars at the StarProperty Awards 2024, a number one ranking for the Top of The Chart Award in the RM1 billion and above market capitalisation category at the Malaysia Developer Awards 2024, a Top 10 Developers (Malaysia) Award at the BCI Asia Awards 2024, a Platinum ranking in the Property Development category at the Putra Brand Awards 2023, and a People’s Choice Award at the PropertyGuru Asia Awards Malaysia 2024. Apart from that, Sime Darby Property is listed on the Fortune Southeast Asia 500 list, one of only 89 Malaysian companies to be featured on the inaugural listicle.

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