

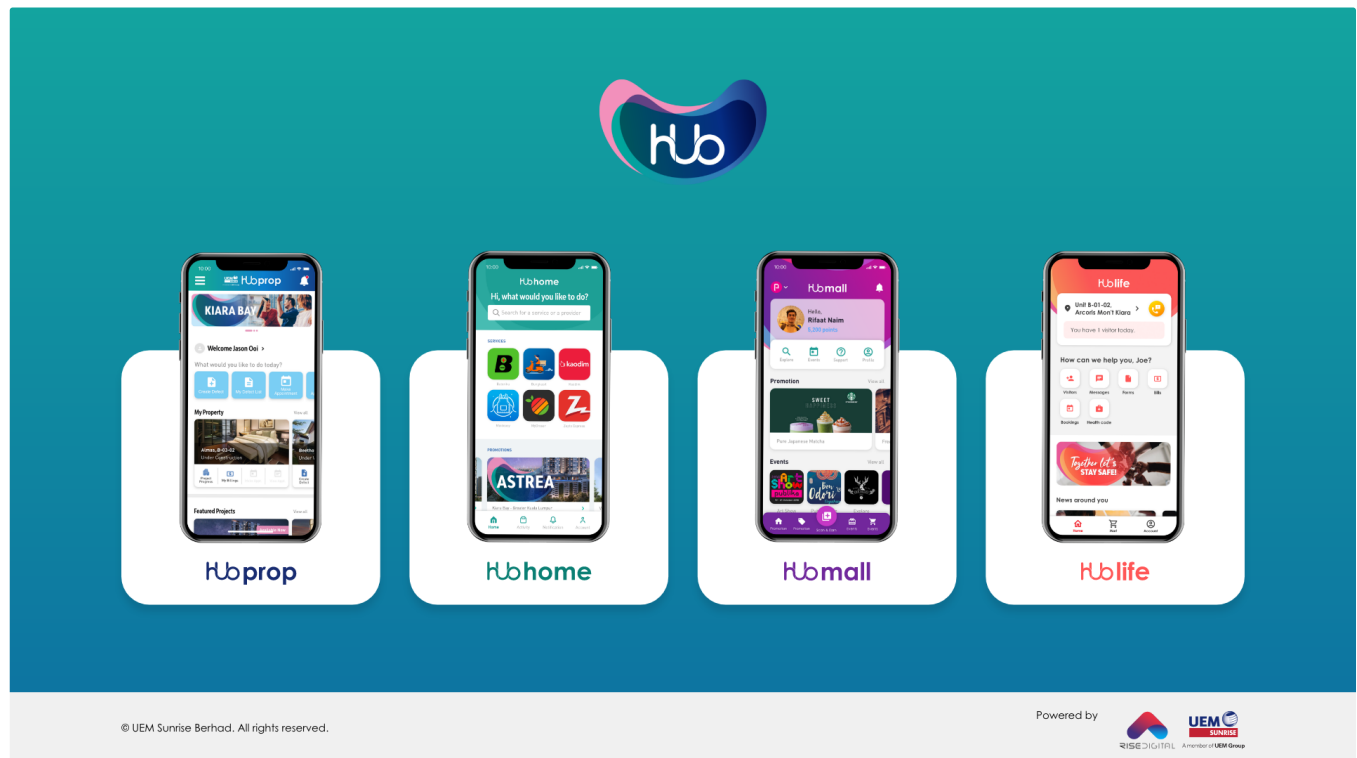
ANNOUNCEMENT

UEM Sunrise hits another milestone in its digital transformation leap with the unveiling of new mobile apps

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UEM Sunrise Berhad ("UEM Sunrise" or the "Company"), one of Malaysia's leading property developers, has begun the next phase in its digital transformation journey by unveiling three brand new hUb-themed mobile apps – hUb Home; hUb Mall; and hUb Life. The launch event further signified the Company's commitment to their digital transformation journey by creating a more digitalised and customer-centric experience for their homeowners and the public.

This is a continuation of the first mobile app of the hUb series, hUb Prop, which was launched in 2019. hUb Prop was conceived with the aim to serve UEM Sunrise's loyal customers – called Trésorians and future homeowners as a one-stop platform for their property buying experience. More than 4,000 customers have since downloaded the hUb Prop app.



hUb Prop together with the newly-launched three hUb-branded mobile apps are now available for download via the IOS AppStore and Google PlayStore

The 'hUb: The Next Chapter' event today kicked off with a virtual Fireside Chat session between UEM Sunrise Chief Executive Officer (CEO) Sufian Abdullah and CEO of the Malaysian Global Innovation & Creativity Centre (MaGIC) Dzuleira Abu Bakar where Sufian not only announced the new hUb mobile apps, but also the establishment of Rise Digital Sdn Bhd ("Rise Digital"), a digital arm of the Company.

"Our digital journey is just one step of our transformational leap in evolving our engagement platform with our biggest stakeholders – our customers. As one of the leading property developers in the country, we continuously find new ways to innovate and improve the livelihoods of our customers and by extension, the public.

"More than that, this is about UEM Sunrise making its mark as a Company that goes beyond just building houses, and one that anticipates what our customers would need, even in their daily lives," said Sufian during the chat.

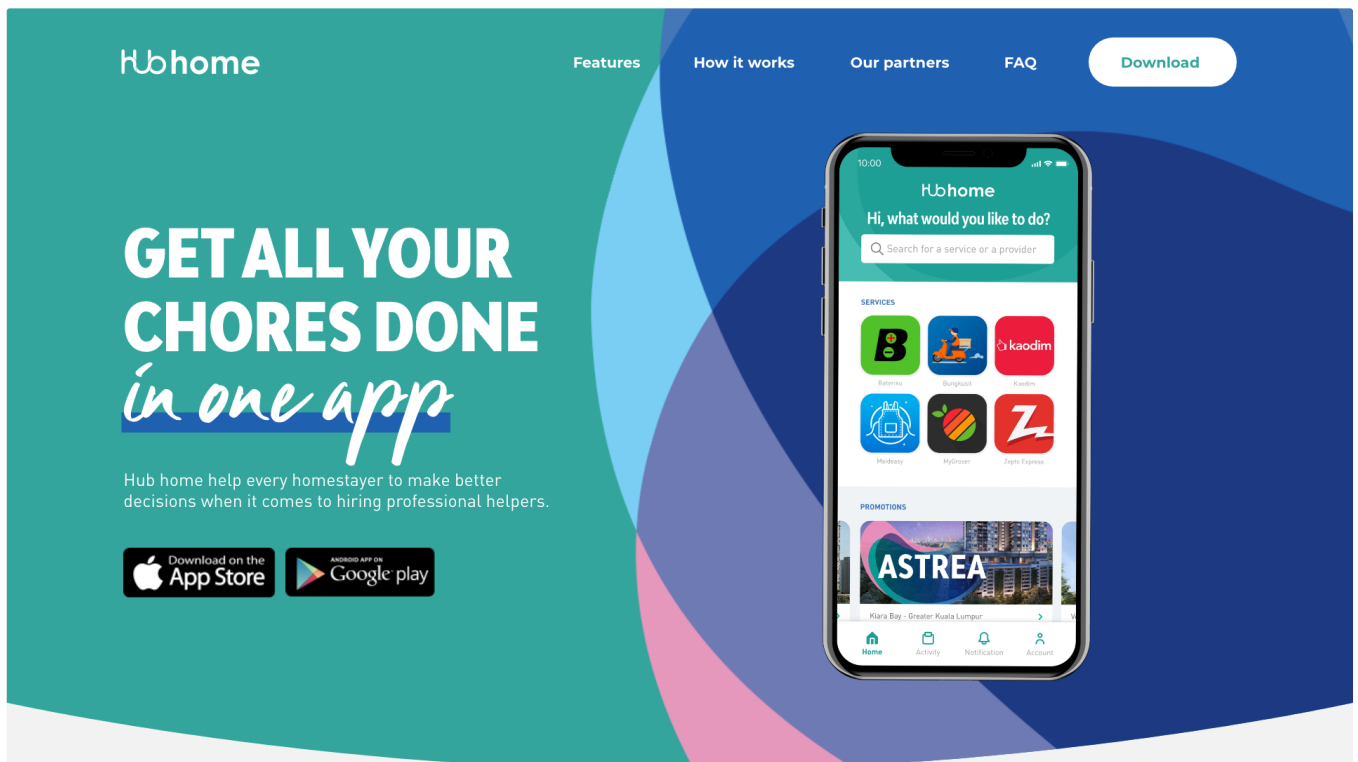


MaGIC Chief Executive Officer Dzuleira Abu Bakar and UEM Sunrise Chief Executive Officer Sufian Abdullah sharing their insights and views on digitisation, moderated by popular host and emcee Daphne Iking.

Commending the Company's digital and innovation initiatives, as well as their strategic collaboration with local start-ups, MaGIC's Dzuleira said that UEM Sunrise is a perfect example of Corporate Malaysia's outreach in playing an important role in the start-up ecosystem.

"UEM Sunrise could've taken the route of partnering with a traditional service provider for their apps. Instead, they actively sought out start-ups, and took a chance on them, trusting that they too would provide their best for their customers," she said.

The hUb Home app serves as a marketplace that provides residents with a wide range of services by professionals to assist with their daily chores and errands. hUb Home works alongside well-known and homegrown service providers such as Kaodim, Maideasy, Bungkusit, Bateriku, Zepto and MyGroser. hUb Home, which opened for downloads in May to UEM Sunrise's loyal customers – called Trésorians, is now open to the public.



hUbhome

The hUb Mall app is a multiservice platform encompasses news and upcoming announcements of Publika Shopping Gallery, but also serves as a loyalty redemption programme where users can earn hUb Mall points for every purchase and redeem them for attractive rewards. With 27 merchants already onboard and more to come, users are able to locate the best deals and latest promotions through the 'E-Mall' section. hUb Mall will soon expand to enable parking reservations and other appointment reservations with Publika merchants.

Lastly, hUb Life is a one-stop solution for condominium management services such as visitors' access, facilities booking, digital ID for residents which later on can be expanded to include License Plate Recognition (LPR). For this mobile app, UEM Sunrise is working together with its technology partner, Kiple, a Green Packet company, to enable hUb Life at identified condominiums in and around Mont'Kiara. Two condominiums in Mont'Kiara are already onboard and the Company is targeting at least another 13 to be onboarded by the end of this year.



UEM Sunrise Chief Executive Officer Sufian Abdullah showing MaGIC Chief Executive Officer Dzuleira Abu Bakar the scale model of Residensi Solaris Parq, a UEM Sunrise development located opposite Publika Shopping Gallery which will be completed in 2022.

“For a while now, we have identified the threats, weaknesses, and our customers’ pain points, and we can reap from the opportunities that we have uncovered. We are cognisant of the challenges faced by our customers and the hUb apps are our solution to it. This is us anticipating our customers’ evolving needs and continuing to improve the efficiency and quality of our engagement with them,” Sufian added.

Managing the apps is Rise Digital which was established in January last year. It serves as the digital backbone of UEM Sunrise and a platform to bring on the right technologies internally for UEM Sunrise staff and externally to their customers to ease their journey and complete their lifestyle ecosystem. This further signals the Company’s commitment to its digital transformation agenda. Furthermore, Rise Digital will also be collaborating with various start-ups to provide better convenience to their customers and the public whilst aligning with the Company’s core property business.

The hUb mobile apps are available for download from the IOS App Store and Google PlayStore. Please visit www.uemsunrise.com for more information.

HUB: The Next Chapter



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