

**FOR IMMEDIATE RELEASE**

## **MRCB & PropertyGuru's Exclusive Online Strategic Partnership to Market Sentral Suites, Kuala Lumpur Sentral CBD**

**Biggest Digital Marketing Investment in the Malaysian Property Sector**

**Kuala Lumpur, 17 August 2016** – Malaysian Resources Corporation Berhad (MRCB), one of Malaysia's leading property developers, has entered into a partnership with PropertyGuru, Asia's leading property portal, to develop an exclusive digital campaign for the marketing and promotion of MRCB's Sentral Suites, Kuala Lumpur Sentral CBD, which is slated for launch in September this year.

The deal will see PropertyGuru develop a customised digital marketing and branding plan specifically for Sentral Suites, Kuala Lumpur Sentral CBD worth RM4 million – the biggest digital spend reported by any property development company in Malaysia thus far.

The investment by MRCB also marks its biggest digital marketing and branding spend to date, and is in tandem with its strategy to better target home buyers, who largely use digital mediums for property search and research. This was validated by a PropertyGuru and Google survey which found that 90% of property buyers had moved online for their property search and research needs.

Sharing his optimism on this ground-breaking digital campaign, MRCB's Group Managing Director, YBhg Tan Sri Mohamad Salim Fateh Din said, "Leveraging on a digital online campaign is a step in the right direction for MRCB, as we want to adopt a more interactive and engaging approach in capturing our target audience".

"We are confident PropertyGuru's established regional presence and its extensive marketing platform comprising portals, publications, events, awards, project marketing solutions and more will not only enable us to reach a more relevant demographic, but also at a lower cost per reach" he said.

"It is also an efficient and focused way of engaging with our target customers, who actively utilize digital platforms and will find Sentral Suites, Kuala Lumpur Sentral CBD a very appealing residential development well suited to their active lifestyles," added YBhg Tan Sri Mohamad Salim.

Mr Sheldon Fernandez, Country Manager of PropertyGuru Malaysia said "PropertyGuru is extremely honoured to be named an exclusive partner of MRCB, and it is exciting times for us here at PropertyGuru, as we are heading this digital revolution to market Sentral Suites, Kuala Lumpur Sentral CBD. MRCB is the right partner to work with as it is renowned for setting new milestones, and as an industry innovator. What sets this apart from other partnerships we have had previously, is that MRCB is entrusting PropertyGuru to spearhead the whole digital marketing campaign".

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"That simply means PropertyGuru is accountable for all strategic decisions and to work closely with their marketing team to reach the targets necessary, yet within a pay for performance marketing model," he said.

Sentral Suites, Kuala Lumpur Sentral CBD is the last remaining residential plot within the Kuala Lumpur Sentral CBD vicinity, benefitting from its world class mass transport hub. With an indicative price of RM1100 psf, the exclusive apartments are centrally located, with a dynamic contemporary building design.

Comprising of three 43-storey towers, the development offers a total of 1,434 apartments and 41 retail units. The serviced apartments available are one to three bedrooms, ranging from 651 sqft to 1166 sqft. This strategically located residence offers the best of cosmopolitan living in a self-sustaining city, complete with lifestyle-centric amenities – all conveniently close by. Amenities include: two floors of retail shops at street level, 15 sky gardens, 15 sky pods, gymnasium, an infinity pool, a family fun pool, Jacuzzi, a dance studio, sauna and a games room.

For more information on Sentral Suites, please visit: <http://www.sentralsuites.com.my/>

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## **About MRCB**

MRCB is a leading urban property and construction company, which has been listed on the Main Board of Bursa Malaysia since 1971.

The Group's activities span four areas: Property Development & Investment, Engineering, Construction & Environment, Facilities Management and Infrastructure & Concession.

As the developer of the iconic RM18.4 billion Kuala Lumpur Sentral CBD, MRCB pioneered Transport Oriented Development (TOD) in Malaysia and is setting the standard for future fully integrated TOD projects. MRCB's property development revenues are underpinned by its 410 acre urban land bank which has an estimated GDV of RM50.0 billion. Its property investment activity is conducted through its 31.2% stake in MRCB-Quill REIT.

Apart from constructing world class commercial and residential developments, MRCB's Engineering, Construction & Environment division also has an enviable track record in highways, rail infrastructure, high voltage power transmission projects and the rehabilitation of rivers and coastal areas. The division currently has an external order book of RM6.6 billion.

MRCB's largest shareholder is the Employees Provident Fund which has a 38.9% stake in the company.

Visit [www.mrcb.com](http://www.mrcb.com) for more information.

## **About PropertyGuru in Malaysia**

Malaysia remains PropertyGuru's fastest growing property market with offices in Kuala Lumpur, Penang and Johor. PropertyGuru has been taking the lead in the mobile space in Malaysia with the consumer mobile and Agent app on Android and iPhone platforms. The mobile apps have proved to be highly popular since launching in 2012, with more than 40,000 active users and 2.5 million downloads on the PropertyGuru Mobile App. The Malaysian site currently has over 1.8 million visitors viewing more than 13 million property pages monthly, attributed to a large growth in agent members, real estate developers and bank clients.

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## **About PropertyGuru Group**

PropertyGuru Group is Asia's leading online property site group used by more than 146 million property buyers, viewing over 116 million property pages and generating over 500,000 enquiries for real estate developer and agent advertisers – every month – across Singapore, Malaysia, Indonesia and Thailand.

Headquartered in Singapore, PropertyGuru was founded in 2006 by two entrepreneurs with a vision to simplify the property search process and help buyers, sellers and investors make better property decisions faster. Taking advantage of Asia's growing affluence, property demand and online explosion, PropertyGuru has become market leader in Singapore, Thailand and Indonesia. The Group received S\$175million investment - the largest in the technology sector in Southeast Asia in 2015 - to support its innovation, marketing and further expansion in the region.

With a continued focus on innovation, PropertyGuru has developed and launched 15 mobile applications in four countries and three languages. At present, the Group records over 2.5 million downloaded mobile apps. PropertyGuru was also the first to integrate its website with social media and first to launch Singapore's only dedicated property newspaper, read by more than 100,000 readers island-wide every month. PropertyGuru has also developed a property events platform with approximately 20 shows held annually across four countries, addressing 20,000 potential property buyers on the ground.

PropertyGuru offices in the region include:

- [PropertyGuru.com.sg](http://PropertyGuru.com.sg) in Singapore
- [PropertyGuru.com.my](http://PropertyGuru.com.my) in Malaysia
- [DDProperty.com](http://DDProperty.com) in Thailand
- [Rumah.com](http://Rumah.com) and [RumahDijual.com](http://RumahDijual.com) in Indonesia

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