



MAH SING KICKS OFF 2021 WITH 'HOME WITH MAH SING' CAMPAIGN; OFFERS PAYMENT-FREE FOR UP TO 4 YEARS

~ Owning Your Dream Home Is Now Easier With Mah Sing At Zero Worries and Uncertainties ~

Kuala Lumpur, 2021 – Mah Sing Group Berhad (Mah Sing) gets year 2021 going with the launch of '*HOME With Mah Sing*' Campaign, a campaign that allows anyone to own a home – with payment-free for up to 4 years! The campaign flagged-off on 11 January 2021 and will run until 29 March 2021, with Mah Sing also throwing in various incentives and savings aimed at easing the path towards home ownership, such as low booking fees starting from RM500, free duty and legal fees.

In addition, homebuyers will be eligible to benefit further from the units available they selected under participating Mah Sing projects of the campaign, as it revolves around both existing Maybank Islamic financing solution *HouzKEY* as well as *Home Ownership Campaign (HOC) 2021*.

Understanding The Hurdles To Own A Home At Current Challenging Time

Mah Sing's Founder and Group Managing Director, Tan Sri Dato' Sri Leong Hoy Kum said, "Owning a home is an aspiration for many Malaysians. Unfortunately, financial difficulties and constraints in getting the appropriate financings have been major hurdles and these have heightened especially during the current challenging period following the impact of COVID-19 pandemic.

"It is with this in mind, that we at Mah Sing have launched our *HOME with Mah Sing* Campaign. Under this campaign, buyers have the option of choosing a sales package which offers a payment-free period of up to 4 years (the exact payment-free tenure differs for each participating project). Depending on the project, this payment-free period comes into play during construction, or upon VP," Tan Sri Dato' Sri Leong Hoy Kum continued.

"Acknowledging that the home will continue to be a cornerstone of people's lives, we want to make the ownership of *that* home ever more accessible to people so that they can commit with total peace of mind. All in all, we are optimistic about 2021 and hope

that through our *HOME with Mah Sing* Campaign, our customers will be able take that step towards home ownership this year.” Tan Sri Dato’ Sri Leong Hoy Kum said.

***HOME With Mah Sing* Seizing Up The Target Market And Addressing The Pain Points**

The *HOME With Mah Sing* Campaign is premised on the concept of everything ‘originates’ from home. For example, you can **learn new skills** from *HOME* with Mah Sing, **start a career** from *HOME* with Mah Sing, **start a business** from *HOME* with Mah Sing or **compose a novel from** *HOME* with Mah Sing.

The campaign also seeks to captivate audience from various demography namely career oriented young bucks; senior investors who are looking to settle down, help invest into the home for their families; as well as young families and those who just married, starting to build a family, looking for first home, or upgrade to a better home.

On top of that, the *HOME With Mah Sing* Campaign is designed to look into specific pain points in customers’ home ownership journey. This as the campaign is rested on three pillars or key concerns namely financial (financing issues, cash-flow, return on investment), uncertainty (job & pay security, economic recession, property market price & supply), and product (quality & features, pricing & affordability package, reputation & track record).

Mah Sing’s Chief Executive Officer, Datuk Ho Hon Sang said, “We have sought these pillars after as means to address across our customers’ base, and ways to better sell the packages and products. As a market driven and responsible developer, Mah Sing’s *HOME With Mah Sing* Campaign is aimed to address the issues faced by Malaysians when trying to own a home. We hope the introduction of this campaign will help to ease the issues for potential homebuyers to own a home especially for first time purchasers. We remain committed to provide our valued customers with the best offerings and expect home seekers out there to seize this chance to own the home of their dreams.”

Participating projects In The Campaign:

Klang Valley

- M Oscar, Off Kuchai Lama (High-rise residential)
- M Centura, Sentul (High-rise residential)
- M Arisa, Sentul (High-rise residential)
- M Adora, Wangsa Melawati (High-rise residential)
- M Luna, Kepong (High-rise residential)
- M Vertica, Cheras (High-rise residential)
- M Aruna, Rawang (2-storey link homes)
- Sensory Residence @ Southville City, KL South (High-rise residential)
- Cerrado Residential Suites @ Southville City, KL South (High-rise residential)

Johor

- Hazel @ Meridin East, Pasir Gudang, Johor (2-storey link homes)
- Orchid @ Meridin East, Pasir Gudang, Johor (2-storey link homes)
- Acacia @ Meridin East, Pasir Gudang, Johor (2-storey link homes)
- Meridin Bayvue Serviced Apartments, Sierra Perdana, Johor (High-rise residential)
- Ixora Park City @ Meridin East, Pasir Gudang, Johor (Commercial centre)
- Meridin Medini Condo, Iskandar Puteri, Johor (High-rise residential)
- Meridin Medini SOVO & Hotel, Iskandar Puteri, Johor (High-rise executive suite and hotel)
- Meridin Medini 1&2 Retail, Iskandar Puteri, Johor (Lifestyle retail mall)
- iParc, Tanjung Pelepas, Johor (Factory/ Industrial units)

Penang

- Ferringhi Residence 2, Batu Ferringhi (High-rise residential)

Datuk Ho Hon Sang elaborated, "A home is many things to many people. For some, it is a refuge from the chaos of life. To others, it is a place to nurture and grow. No matter the person and the reason, there is something we can all agree on – that a home is the bedrock and foundation of a meaningful and rewarding life. In fact, in today's new normal, where social distancing and work-from-home practices are de rigueur, a home has become an even more integral part of people's lives."

"The idea is everything good comes from home. The best investment moving forward is, as and will always be a home. What better way and there's no better time to own a home especially with Mah Sing. We want people to start thinking of their home as a place that they can do almost everything, from working, learning, raising a kid, building a family." Datuk Ho Hon Sang said.

Interested homebuyers who are keen to learn more can visit the official *Home With Mah Sing* Campaign website at: <https://www.mahsing.com.my/homewithmahsing/> or call 1300 80 6888, or drop an email at crm@mahsing.com.my to find out more about the campaign.