

## **SKYWORLD DEVELOPMENT PARTNERS WITH PR1MA TO BUILD AFFORDABLE HOMES IN BRICKFIELDS**

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**KUALA LUMPUR, 9 October 2024** – SkyWorld Development Berhad (“SkyWorld Development”), an urban property developer, today announced that its wholly-owned subsidiary, Aspirasi Cepak Sdn Bhd (“ACSB”), has entered into a joint development agreement (“JDA”) with PR1MA Corporation Malaysia (“PR1MA”) to build PR1MA Homes (the “Project”) on a 1.97-acre leasehold land.

The Project, known as SkyAwani Prima, features 491 units of affordable apartments, each with built-up area of 900 sq. ft. It is strategically situated in Brickfields, Kuala Lumpur, making it an ideal residential location due to its excellent connectivity through KL Sentral, vibrant cultural diversity, proximity to key business districts, reputable educational institutions and access to medical facilities.

Rooted in the concept of “Healthy Building, Healthy Living”, SkyAwani Prima will be designed to create a vitality living space for urban families. Each unit is competitively priced at RM390,000, making these apartments a viable option for middle income household seeking affordable housing solutions. This initiative addresses the growing demand for affordable living spaces while promoting community development.

Under the terms of the JDA, ACSB will be responsible for the development and construction of the project, which has a gross development value of RM191.49 million. In return, PR1MA is entitled to receive RM32.17 million as land cost. The Project is expected to complete within four years from the commencement date.

Commenting on the JDA, SkyWorld Development’s Chief Executive Officer Lee Chee Seng said, “By leveraging our expertise in urban lifestyle development alongside PR1MA’s dedication to enhancing community living, we are confident in our ability to deliver high-quality homes that meet the needs of diverse buyers. The strategic location of Brickfields makes it an appealing area for residential development. With this prime positioning, we are optimistic about the potential for strong demand, and we are committed to make a meaningful impact in the affordable housing sector. Together with

## **PRESS RELEASE**

### **IMMEDIATE RELEASE**



PR1MA, we aim to create living spaces that not only provide shelter but also foster a sense of community and improve the overall quality of life for residents.”

He further added, "Earlier this year, SkyWorld Development clinched its second consecutive World Gold Award at the FIABCI World Prix d'Excellence Awards 2024 in Singapore, for another SkyAwani project under our affordable housing series. This recognition is a testament to our consistent dedication to setting high standards, pushing boundaries, and striving for exceptional performance in everything we do. Our focus is on creating spaces that not only meet the needs of today's buyers but also enhance their quality of life, blending affordability with exceptional design and functionality.”

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#### **About SkyWorld Development Berhad**

Founded on one single vision – ‘Always Best City Developer’ with the purpose of ‘Make Living Better’, SkyWorld Development Berhad (“SkyWorld Development”) is an urban property developer with a proven track record for delivering innovative and quality craftsmanship for the city communities. With a focus on the development of high-rise residential and commercial as well as affordable properties, its on-going and planned developments are strategically located within Kuala Lumpur.

Staying true to its brand promise “YOU CAN NOW OWN A QUALITY HOME AND LIVING”, SkyWorld Development is about nurturing a lifelong commitment to excellence in a sustainable ecosystem for generations of now and beyond.

For more information, please visit [www.skyworld.my](http://www.skyworld.my)

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**Issued by Imej Jiwa Sdn Bhd on behalf of SkyWorld Development Berhad**

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