Press Release
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For Immediate Release

SETIA FOUNDATION REACHES OUT TO *ASNAF* COMMUNITY THROUGH "SINCERELY, SETIA *RAMADAN MUBARAK*" PROGRAMME

SHAH ALAM – In conjunction with *Ramadan,* S P Setia Foundation ("Setia Foundation"), the charity arm of S P Setia Bhd ("Setia" or the "Group") successfully held its **Sincerely, Setia *Ramadan Mubarak*** programme for the *Asnaf* community through events in three Setia townships.

Organised in collaboration with Perumahan Kinrara Berhad (PKB), a subsidiary of Setia, the programme took place near the *Asnaf* communities' living areas of Bandar Kinrara, Setia EcoHill, and Setia AlamImpian. The Sincerely, Setia *Ramadan Mubarak* programme benefitted 240 *Asnaf* families, with each family receiving RM200 of *zakat* from PKB and Ramadan baskets worth RM80.

A total of RM67,200 in *zakat* was disbursed across three Sincerely, Setia *Ramadan Mubarak* events: at Masjid Al-Ehsan Bandar Kinrara, on 5 March; at Club 360, Setia EcoHill on 10 March; and at LakePoint Gallerie, Setia AlamImpian on 12 March. The initiative was supported by 86 volunteers, contributing a combined 628 volunteer hours across all three events.

Datuk Yuslina Mohd Yunus, Trustee of Setia Foundation and Chief Operating Officer of S P Setia, said the Sincerely, Setia *Ramadan Mubarak* programme reflects the Foundation's long-term commitment to uplifting community well-being, in line with its second Trust Object.

"At Setia Foundation, our aspiration goes beyond short-term aid. We are focused on building stronger, more resilient communities by addressing real and immediate needs, particularly among the underprivileged, persons with disabilities, the poverty-stricken and the critically ill.

"By extending *wakalah zakat* to *Asnaf* families living near our developments, we aim not only to ease their preparations for Hari Raya, but also to reinforce a culture of care, dignity and inclusion that is central to Setia's purpose as a responsible corporate citizen."

Datuk Yuslina added that the annual Ramadan initiative underscores Setia's belief in shared responsibility within the communities where it operates.

The *zakat* was contributed by PKB, while Setia Foundation acted as the mediator to identify the beneficiaries and coordinate the Sincerely, Setia *Ramadan Mubarak* programme.

In Bandar Kinrara, Setia Foundation worked with programme partner Masjid Al-Ehsan Bandar Kinrara to direct support to local *Asnaf* beneficiaries, while in Setia AlamImpian, the foundation partnered with Masjid Alam Impian and Surau Al-Muhtadin.

In Setia EcoHill, beneficiaries included residents of Kg Rinching Hulu, Kg Sesapan Kelubi, and Pangsapuri D'Cerrum as well as congregants of Musolla Al-Muhibbin, Taman Pelangi Semenyih, reflecting Setia Foundation's continued commitment to supporting communities in need across its townships.

Each family received a food basket of essential food items such as cooking oil, *ketupat nasi, kuah kacang,* sugar, flour, *bihun*, sardines, Milo, tea bags, biscuits, and coffee powder. In addition, Datuk Yuslina personally sponsored 5kg bags of rice for each family.

Another key stakeholder within Setia Group was Amari Kuala Lumpur, which also participated in the Sincerely, Setia *Ramadan Mubarak* events and donated Amari souvenirs including Raya cookies prepared and baked specially by Amari chefs.

Established in 2000, Setia Foundation's mission is to create a brighter future for the communities it serves, guided by its three Trust Objects. In addition to the Community Well-being Trust Object, Setia Foundation is guided by two other Trust Objects: Disaster Relief and Education.

While the Disaster Relief Trust Object focuses on helping those affected by epidemics of disease, natural disasters, or other similar emergencies, the Education Trust Object supports the educational advancement of financially disadvantaged pupils.

As a key player spearheading the Social initiatives under the ESG agenda for the Group, Setia Foundation is committed to promoting sustainable development and social responsibility, and takes pride in driving positive change by advancing the United Nations Sustainable Development Goals.

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