Press Release
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For Immediate Release

S P SETIA AWARDED FOR AI INNOVATION IN REAL ESTATE AT MALAYSIA TECHNOLOGY EXCELLENCE AWARDS 2026

SHAH ALAM – S P Setia Bhd ("Setia" or "the Group") was honoured with the AI (Real Estate) category award at the Malaysia Technology Excellence Awards 2026 dinner held at the Intercontinental Kuala Lumpur on 2 April 2026. Alex Chi Chong Lim, Chief Information Digital Officer of Setia, received the award on behalf of the Group.

Setia was recognised for its deployment of artificial intelligence (AI) across selected property development processes. Delivered under the *Bengkel Inovasi GLC* (BIG) programme, the initiative focused on improving sales efficiency and strengthening construction quality through automated lead qualification, design document analysis and site inspection support.

Datuk Zaini Yusoff, President and CEO of Setia said, "This recognition affirms our innovation strategy is delivering real business and community impact. Innovation is about raising quality of life, strengthening delivery and operational excellence, and consistently building better homes. This award sharpens our resolve to shape the future of real estate in Malaysia, while validating Setia's selection in the BIG programme, a key pillar under Ekonomi Madani that aims to enhance digital capabilities and innovation.

"BIG leverages Setia's potential in enabling seamless access to affordable, high-quality housing through technology. We continue to enhance AI and tech-driven efforts across our processes, towards creating more sustainable communities and enriching lifestyles," he said.

Setia's AI deployment included AI sales agents and AI-visioning based inspection solutions. On the commercial side, AI sales agents help Setia respond faster and personalise engagement, delivering clearer follow-ups and more consistent service.

On the delivery side, drone inspections and AI-enabled visual quality checks expand coverage and standardise what the Group looks for onsite—surfacing issues earlier, more consistently, and with stronger traceability. This strengthens Setia's quality assurance discipline, supports safer inspections, and reduces reliance on manual, selective checks.

The Malaysia Technology Excellence Awards, presented by *Asian Business Review*, recognise technology innovation and digital transformation in Malaysia.

Setia remains committed to leveraging technology and data-led innovation to support more sustainable development outcomes, strengthen operational efficiency and deliver enduring value for the communities it serves.

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