Press Release
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For Immediate Release

S P SETIA LAUNCHES KEMPEN IMPIAN BUMIPUTERA, SUPPORTING HOMEBUYERS WITH RM285,000 OF IKEA REWARDS ACROSS ALL NATIONWIDE DEVELOPMENTS

SHAH ALAM - S P Setia Berhad ("Setia" or "The Group") today announced the launch of ***Kempen Impian Bumiputera***, a targeted initiative aimed at accelerating and enabling *Bumiputera* homeownership across its developments nationwide, with a total of RM285,000 of IKEA rewards up for grabs.

From 1 July to 30 September 2026, Setia is rewarding the first 57 Bumiputera purchasers who secure a Bumiputera unit during the campaign period and sign their Sale & Purchase Agreement (SPA) within 30 days of booking. Successful buyers will receive RM5,000 worth of IKEA gift cards, an exclusive reward designed to help furnish and personalise their new home from day one.

Kempen Impian Bumiputera serves to add value, translating aspiration into tangible ownership opportunities and supporting buyers at a critical stage in their homeownership journey. The campaign reflects Setia's broader commitment to inclusive growth and community-building, by addressing both access and affordability considerations for *Bumiputera* buyers.

Datuk Zaini Yusoff, President and Chief Executive Officer of Setia said, "At Setia, we believe homeownership is a meaningful milestone that underpins long-term financial security and community stability. Through *Kempen Impian Bumiputera*, we aim to support more *Bumiputera* families in taking the first step towards owning a home by providing additional value that complements their homeownership journey.

For many homebuyers, moving into a new home involves further investment in furnishing and personalising their living spaces. The IKEA rewards offered through this campaign provide eligible purchasers with added flexibility as they prepare and settle into their new Setia homes," he said.

All Setia developments across Malaysia are included under this campaign, offering prospective buyers access to a diverse portfolio of well-planned townships and sustainable communities supported by Setia's proven track record of delivering quality, innovation, and long-term value creation for more than 50 years.

Prospective buyers may visit Setia sales galleries nationwide or meet with Setia representatives at the upcoming Setia4U roadshows in selected Klang Valley and Penang locations.

At the roadshows, purchasers will receive personalised guidance and explore tailored solutions that meet their homeownership needs including project selection, financing guidance, or campaign eligibility requirements.

Setia4U roadshow dates and locations are as follows:

No.	Venue	Date
1.	Central i-City, Shah Alam, Selangor	9 – 12 July 2026
2.	Gurney Plaza, Georgetown, Penang Island	5 – 9 August 2026
3.	AEON Mall Bukit Tinggi, Klang, Selangor	17 – 23 August 2026

Guided by its aspiration to develop sustainable townships that enrich lifestyles, Setia remains focused on shaping holistic living environments that foster well-being, connectivity, and enduring community growth.

For more information about *Kempen Impian Bumiputera*, please visit Setia sales galleries, Setia4U roadshow locations, or https://spsetia.com/kempenimpianbumiputera/

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