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For Immediate Release

SNAP YOUR BEST SETIA MOMENTS AND WIN RM50,000 CASH

SHAH ALAM – Malaysians are invited to capture meaningful moments and stand a chance to win a share of RM50,000 in cash prizes as S P Setia Berhad ("Setia" or "the Group") launches the Setia Lenscape Photography Contest 2026.

A place is defined by more than its physical spaces — it is shaped by the people who experience it and the memories they create. Whether it is an early morning run through lush greenery, the appreciation of thoughtful design, family milestones, or meaningful community connections, these moments collectively create a sense of belonging and make a place truly special.

In celebration of these moments, Setia, in collaboration with EdgeProp Malaysia, launched the **Setia Lenscape Photography Contest 2026**, a nationwide photography competition that invites Malaysians to capture the essence of life within Setia townships.

Running from **6 July to 31 August 2026**, the contest offers participants the opportunity to showcase the people, places and experiences that define the Setia lifestyle, while competing for a share of **RM50,000 in cash prizes**.

Open to both Citizen Setia members (Setia purchasers) and the public, the competition seeks to uncover authentic visual stories that reflect the vibrancy of Setia communities, the beauty of its landscapes and architecture, and the unique experiences of living, learning, working and playing within its developments across Malaysia.

Participants may submit entries under two photography categories:

1. **Life in Setia**: Capturing everyday moments that reflect community spirit, family connections, lifestyle experiences and the "Live, Learn, Work, Play" philosophy within Setia townships.

2. **Iconic Setia**: Showcasing the distinctive architecture, green spaces, landscapes and thoughtfully designed environments that have become hallmarks of Setia developments.

Datuk Yuslina Mohd Yunus, Chief Operating Officer of S P Setia Berhad, said, "At Setia, we believe every township has its own story, shaped by the people who live, learn, work, play and create memories there. Through the Setia Lenscape Photography Contest 2026, we invite participants to capture these authentic moments and perspectives that showcase the lifestyle, design excellence and sense of belonging within our developments.

"Beyond recognising photographic talent, this initiative allows us to celebrate the communities that make our townships truly vibrant while building a visual legacy that reflects the Setia experience for generations to come," she said.

More than a photography competition, Setia Lenscape aims to create a rich collection of user-generated content that highlights the sustainable communities and enriching lifestyles found across Setia developments nationwide. Selected entries may also be featured in future marketing, branding and storytelling initiatives by the Group.

The contest is open to individuals aged **18 years and above**, with participants allowed to submit up to **five photographs per category**. All photographs must be taken within Setia developments across Malaysia.

For contest details, submission requirements and terms and conditions, visit https://setia-lenscape-contest.edgeprop.my/ and S P Setia's official social media platforms.

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