

SKYWORLD STRIKES GOLD AT THE PUTRA ARIA BRAND AWARDS 2024

- SkyWorld's recognition solidifies its brand and positioning as a trusted property developer in product quality, innovation and value creation while always staying at the forefront of new trends.
- The Putra Aria Brand Awards – “The People’s Choice” recognises brand excellence within the marketing and advertising landscape in all segments across the country.

KUALA LUMPUR, 19 January 2024 – City developer SkyWorld Development Berhad (“SkyWorld” or the “Company”), has been recognized with a distinguished accolade in the property development category at the Putra Aria Brand Awards 2024. This acknowledgement underscores SkyWorld’s positioning as a trusted property developer celebrated by its reputation in product quality, innovation, and value creation.

The Putra Aria Brand Awards, known as “The People’s Choice,” is a prestigious accolade organized by the Association of Accredited Advertising Agents Malaysia (4As). This award recognises outstanding brands within the marketing and advertising landscape across the segments in Malaysia.

Mr. Lee Chee Seng, Chief Executive Officer of SkyWorld Development Berhad, expressed gratitude for the People’s Choice award, a testament to the company’s growth in consumer preference. “This win is testament of our steadfast commitment to our brand promise of “You Can Now Own a Quality Home and Living”, he says.

“SkyWorld has long been committed to pursuing industry standards in quality. All our projects undergo stringent assessment through the Construction Industry Development Board’s (CIDB) Quality Assessment System in Construction (QLASSIC) evaluation to continuously benchmark quality workmanship against industry standards. To date, we have achieved high QLASSIC scores for all our completed developments.”

Lee adds, “This is also evident of SkyWorld’s dedication as a responsible property developer in providing quality customer service to our homeowners as a reward for their loyalty in continuously choosing SkyWorld’s products as their preferred home. This spurs us on to continue elevating, innovating and delivering homes and sky living experiences that not only meet expectations but exceed them.”

Founded on the vision of “Always Best City Developer” and driven by its purpose to “Make Living Better”, SkyWorld constantly strives to create quality, innovative products for better living, spurred by its three key brand pillars; “Integrated SkyLiving Experience”, “Value Creation” and “Innovation in a Sustainable Environment”.

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Images and captions



Lee Chee Seng, Chief Executive Officer of SkyWorld Development Berhad (centre) accepting the Gold Award from Jasmin Omar (left), Council Member of the Association of Accredited Advertising Agents Malaysia (4As) and Alex Yeow (right), Group Chief Executive Officer of Star Media Group at the Putra Aria Brand Awards 2024 in One World Hotel, Petaling Jaya.



SkyWorld Development Berhad's team celebrated a momentous victory at the Putra Aria Brand Awards 2024, securing the Gold Award in the Property Development category in its inaugural participation at the awards.

Relevant Chinese Names (for Chinese press)

李志成: Mr. Lee Chee Seng, Chief Executive Officer of SkyWorld Development Berhad

About SkyWorld Development Berhad

Established in 2006, SkyWorld Development Berhad ("SkyWorld") is an city 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 FT Kuala Lumpur. Founded on one single vision – 'Always Best City Developer' with the

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purpose of 'Make Living Better', SkyWorld crafts a culture of excellence that is centred on its 3 key brand pillars – Value Creation, Integrated Sky Living Experience and Innovative concept in a sustainable environment. Staying true to its brand promise “YOU CAN NOW OWN A QUALITY HOME AND LIVING”, SkyWorld is about nurturing a lifelong commitment to excellence in a sustainable ecosystem for generations of now and beyond.

For more information, please log on to www.skyworld.my

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