



Citizen
Setia

The logo for 'Citizen Setia' is positioned in the upper left quadrant. The word 'Citizen' is in a white, sans-serif font, and 'Setia' is in a gold, serif font. To the right of the text is a decorative graphic consisting of a cluster of overlapping circles and four-pointed stars in white and gold. The background is a dark blue gradient with a repeating pattern of overlapping circles on the right side.

1. WHO IS CITIZEN SETIA?

All current and new purchasers of any Setia property.

2. WHAT IS CITIZEN SETIA?

It is a 'branded' identity that S P Setia created to recognise and acknowledge our valued purchasers.

3. WHAT CAN A SIMPLE IDENTITY LIKE CITIZEN SETIA DO TO REWARD PURCHASERS? WHAT BENEFITS WOULD CITIZEN SETIA ENJOY?

This identity is in actuality a gateway, a unique platform through which we will offer various bespoke lifestyle experiences to our purchasers. By "buying-in" to the S P Setia vision, they will belong to a privileged class; a community that enjoys extraordinary privileges and sophisticated lifestyles simply by owning a Setia property.

The Citizen Setia Programme is also intrinsically entwined to S P Setia's philosophy of LiveLearnWorkPlay. So, Citizen Setia will be entitled to experience unique, refined and extraordinary adventures, cultural and artistic performances such as concerts, musicals, festivals and exceptional destinations inspired by these four elements.

4. COULD YOU PROVIDE EXAMPLES AS TO HOW BENEFITS WOULD CITIZEN SETIA ENJOY?

The Programme is about drawing from our core strengths, our communities and our experiences/skillsets (that led to the accolades we have earned over the years); and bringing these elements together to offer Citizen Setia unique, cosmopolitan lifestyle experiences that money cannot buy. Partnership with renowned brands to offer exclusive activities is also a part of our plan for the future.

5. HOW LONG WILL THE CITIZEN SETIA PROGRAMME LAST?

This is meant to be a key component of S P Setia's long-term appreciation programme. Hence, as long as we continue building quality developments, Citizen Setia will be a mainstay for S P Setia.

6. HOW WILL CITIZEN SETIA BE KEPT INFORMED OF UPCOMING EVENTS AND PROGRAMMES?

Look out for Citizen Setia Programmes via the Citizen Setia Facebook page and www.spsetia.com/citizensetia





Setia

S P SETIA BERHAD (19698-X)