

PRESS NOTE

PropertyGuru Launches #LoveHome Movement to Support Various Affected Communities

Kuala Lumpur, 5 May – Lives and livelihoods nationwide have been disrupted by the unprecedented COVID-19 outbreak. Amidst all the uncertainty, our home and community continue to play an important role in providing shelter and security. With most people spending the majority of their time at home, we're seeing increased activity in planning their futures: browsing for future property purchases, researching neighbourhoods and assessing their financial position to realise their property aspirations.

Over the last 13 years, PropertyGuru has had the pleasure of helping millions of people find, finance and own a home across multiple markets in Southeast Asia. Over this period, the region has seen its share of challenges, but nothing like the spread and impact of the Covid-19 outbreak.

PropertyGuru has responded by developing a dedicated content hub to help current homeowners and home seekers navigate these constantly changing times. Evidence-based insights are updated frequently at www.propertyguru.com.my/covid-19 to provide support to better navigate buying, selling or renting a home during and post COVID-19, through 2020.

A helping hand in need

Amidst all the uncertainty as we continue to adjust to the "new normal", one thing is crystal clear: our homes – and our communities – are what matter most. At PropertyGuru, the belief is such that every person – no matter what their circumstance – should have a place to call home. Unfortunately, travel bans, job losses and social distancing have triggered homelessness in the short-term for some in Malaysia.

In reaching out to distressed Malaysians whose lives have been disrupted by COVID-19, PropertyGuru has also launched #LendASpace and #NeedASpace to match owners with unused spaces to those in need of accommodations amid this unprecedented national crisis.

Targeted at frontline workers struggling with long daily commutes, tourists and international workers affected by cross-border lockdowns, and anyone struggling with loss of income following the Movement Control Order (MCO), the initiative is part the PropertyGuru Malaysia **#LoveHome** effort dedicated to providing a raft of relief and support measures.

Individuals or companies who are able to **help those who need a home** can **#LendASpace** at <https://www.propertyguru.com.my/covid-19/lend-a-space>.

Those who **#NeedASpace** to temporarily stay in can check out <https://www.propertyguru.com.my/covid-19/need-a-space>.

According to the **PropertyGuru Malaysia Consumer Sentiment Study H1 2020**, nearly 20% of Malaysians are renters. Of these, most are single women with low to medium income. These



demographics may struggle to pay rent amid the MCO, as it becomes more difficult to find accommodations on a day-to-day basis in the wake of larger economic headwinds.

The initiative is in line with the group's goal to bring industry stakeholders together, through technology, to address issues close to the heart of Malaysians everywhere.

To date, PropertyGuru has responded to COVID-19 by working closely with customers, partners and employees across the region through the evolving health and economic crisis. It continues to monitor the situation and is prepared to evolve its solutions and guidance as needed.

For Further Information:
Mustard Tree Communications PLT

Aliff/ Kelly Lee /Shanty/Jade Wong
6016 909 4501/ 6016 228 2578 / 6012 747 2814/ 6012 219 5289
aliff@mustardtree.com.my / kelly@mustardtree.com.my / shanty@mustardtree.com.my
jade@mustardtree.com.my / mediaenquiry_my@propertyguru.com.my

About PropertyGuru Malaysia

PropertyGuru Malaysia is the country's leading property marketplace, with offices in Kuala Lumpur, Penang and Johor. Voted "Best Online Property Portal" by consumers at the BrandLaureate SME BestBrands Awards in 2018, it helps over three million people find and own their dream home in Malaysia, every month. The company is also part of the region's largest and most respected real estate awards programme, the PropertyGuru Asia Property Awards. PropertyGuru Malaysia is part of the PropertyGuru Group, Asia's leading property technology company. For more information, please visit PropertyGuru.com.my.

About PropertyGuru Group

PropertyGuru Group is Asia's leading property technology company and the preferred destination for over 20 million property seekers to find their dream home, every month. PropertyGuru and its group companies empower property seekers with the widest option of more than 2 million homes, in-depth insights and solutions that enable them to make confident property decisions across Singapore, Malaysia, Thailand, Indonesia and Vietnam.

PropertyGuru.com.sg was launched in 2007 and revolutionised the Singapore property market by taking it online and made property search transparent for the property seeker. Over the decade, the Group has grown from a regional property media powerhouse to a high-growth technology company with a robust portfolio of No.1 property portals across its core markets; award-winning mobile apps; best-in-class developer sales enablement platform, [FastKey](#); and a host of industry-leading property offerings including [Awards](#), events and publications across Asia.

For more information, please visit www.PropertyGuruGroup.com; <https://www.linkedin.com/company/propertyguru>.