

For Immediate Release

LBS ACHIEVES RM1.4 BIL IN SALES IN 2017, UP 15% FROM 2016

LBS Focused On Townships, Assures More Affordable Landed Homes In 2018

Petaling Jaya, 4 January 2018 – LBS Bina Group Berhad (LBS) proved its resilience in the property sector achieving approximately RM1.4 billion in sales for the year 2017, up 15 per cent from 2016. It is full steam ahead for LBS as it remains confident in maintaining its steady momentum throughout 2018, staying ever focused on offering more affordable homes and self-sufficient townships, aligned to the needs of today's home buyers.



LBS set to maintain momentum in 2018. (From left) MGB Berhad, Executive Director & Deputy CEO, Mr Isaac Lim; LBS Bina Group Berhad, Executive Directors, Dato' Cynthia Lim; and Datuk Wira Joey Lim; Group Managing Director, Tan Sri Lim Hock San; Executive Director, Dato' Alan Chia; and MGB Berhad, Executive Director & CEO, Datuk Richard Lim at the 2018 LBS Media Outlook.

“We concluded 2017 on a high, and we continue to raise the bar by targeting to achieve RM1.8 billion in sales by the end of 2018. Looking ahead, we see that the demand for affordable homes continues to be the main need among home buyers. This is where our strength is. LBS has been involved in developing affordable homes from the start, and that is why we have a strong track record spanning 35 years. We believe our strategy of delivering the right offerings, at the right price, and at the right time, will continue to sustain our momentum,” said Group Managing Director, Tan Sri Lim Hock San.

The Group listed its BSP21 in Bandar Saujana Putra, LBS Alam Perdana and Midhills as the main contributors to its exceptional sales achievement in 2017.

LBS announced the line-up of projects for 2018 with eight new launches, amounting to a GDV of RM 2.19 billion. This year, 3,139 units would consist of affordable homes priced below RM500,000, representing 60% percent of the township developer’s RM1.8 billion sales target.

For 2018, the Group’s portfolio will include a 40 per cent landed residential developments focus in the Klang Valley, which will amount to a GDV of RM884 million. This comes following the need for more affordable homes that are easily accessible given the convenience of being located within the Klang Valley.

Aligned to its focus for 2018 and inspired by the success of its Bandar Saujana Putra township, LBS is optimistic about the progress and reception of its on-going townships namely, LBS Alam Perdana in Puncak Alam, D’Island Residence in Puchong, Bandar Putera Indah in Batu Pahat and Cameron Golden Hills in Cameron Highlands as well as its upcoming township, LBS CyberSouth in Dengkil. LBS identified LBS Alam Perdana, its *Projek Perumahan Awam 1 Malaysia* (PPA1M) and Residensi Bintang Bukit Jalil, and LBS CyberSouth as key target areas where it expects to see significant growth.

LBS currently has a land bank of 4,110 acres with a total future GDV of RM29.04 billion. These include on-going developments comprising 304 acres and a remaining 3,806 acres reserved for future developments. The plots of land are in the Klang Valley (43%), Johor (40%), Perak (11%), Pahang (5%) and Sabah (1%). As at 27 Dec 2017, LBS’ unbilled sales were at RM1.523billion.

About LBS Bina Group Berhad

LBS has a distinct pedigree which dates back to 1980s when Dato' Seri Lim Bock Seng - a young and aggressive man with vision - founded the original construction business in Petaling Jaya. After a decade of rapid growth, LBS set its sights higher and ventured into the property development sector in 1992 where it started its first project, the Jelapang Maju Light Industrial Park in Ipoh, Perak. After taking over the baton from his father, Tan Sri Lim Hock San has grown and developed LBS into one of the major players in property development in Malaysia. LBS Bina Group Berhad (5789) was listed on the Main Board of Bursa Malaysia Securities Berhad in 2002 with business expanded to Zhuhai, the People's Republic of China.

Under the leadership of Managing Director, Tan Sri Lim Hock San, the Group re-strategised its business model, and launched a brand new image, identity and direction as part of its long term objective to be an internationally recognised developer, building and inspiring lifestyle spaces that enhance community living. To mark this new direction, the Group has extended its portfolio of quality homes to the high-end market and has embarked on a progressive journey of change, which includes the areas of product, customer experience, after-sales services, sustainability, green technology and design.

In recognition of his entrepreneurship, Tan Sri Lim was awarded the Asia Pacific Entrepreneur of the Year Award 2012 by Enterprise Asia. In July 2012, as an acknowledgement of his active involvement in the development of Zhuhai City, China, Tan Sri Lim Hock San was appointed a committee member of the Zhuhai Municipal People's Political Consultative Conference (Zhuhai CPPCC).

Under the stewardship of Tan Sri Lim, the Group was awarded the 'Best Company for Leadership of Property Development' at the 2014 International Alternative Investment Review (IAIR) Awards.

Another exemplary accomplishment of Tan Sri Lim was the conferment of The Brand Laureate Hall of Fame – Lifetime Achievement Brand ICON Leadership Award 2015. Tan Sri Lim was presented the award in recognition of his perseverance through many years, resilience that has withstood the test of time, demonstration of strong leadership, deep industry knowledge and impeccable values of integrity and responsibility through LBS.

In appreciation of his contribution to the lasting relationship between Malaysia and China, Tan Sri Lim was conferred the Lifetime Achievement Award 2015 during the World Chinese Economy Summit 2015 (WCES). The World Economic Summit honours entrepreneurs for their dedication, selfless service and innovative leadership.

LBS marked new milestones in 2016, as the company was awarded the 5 Star Best Development Marketing Malaysia award for its lifestyle-concept development BSP21, and the 5 Star Interior Design Show Home Malaysia award for its Corallia semi-detached homes, at the prestigious Asia Pacific Property Award (APPA) 2016.

LBS also clinched the BrandLaureate Most Valuable Brand Award for Property Industry 2016 award in recognition of its esteemed reputation as a trusted property developer at the BrandLaureate Best Brands Awards 2015 – 2016.