



For Immediate Release

LBS PROMISES GREATER PERKS FOR HOMEBUYERS WITH 'LBS BONUS KAW²' REWARD PROGRAMME

Prospective Homebuyers At Home Ownership Campaign 2019 Expo To Enjoy Value Offerings Up To RM188,000 Through The All New Reward Programme*

Kuala Lumpur, 28 February 2019 – Leading township developer, LBS Bina Group Berhad (LBS) is set to excite homebuyers with its all new reward programme for 2019 themed '*LBS Bonus Kaw²*'. The new programme promises greater privileges to help Malaysian visiting the 'Home Ownership Campaign 2019' (HOC 2019) Expo to own their dream property.

Under the new reward programme, prospective buyers interested to buy a LBS property can enjoy special deals and a line-up of attractive perks including incentives up to RM188,000, an extra 2% rebate for repeat buyers, and a 1% referral incentive for every house purchased*.

LBS will be showcasing diverse offerings at the highly-anticipated HOC 2019 Expo to meet the ever-changing lifestyles of today's homebuyers as well as heeding the Government's call to help Malaysian own a home. The HOC 2019 Expo will be held from 1 to 3 March 2019 at the Kuala Lumpur Convention Centre (KLCC), from 10am to 8pm daily.

LBS Group Managing Director, Tan Sri Lim Hock San, said, "LBS is committed to support the Government's home ownership drive. At LBS, we pride ourselves in being 'the people's developer'. Our developments continue to enjoy warm response from homebuyers as they meet three most important criteria – affordability, connectivity and community. LBS' value proposition lies in innovative products, timely delivery, quality designs, strategic locations and more importantly, at the right price structure."

All homebuyers purchasing a property during the HOC 2019 campaign period will enjoy a minimum of 10% price discount as well as stamp duty waiver on memorandum of transfer and loan agreements for properties that meet the exemption criteria.

“This is definitely a good opportunity for homebuyers to find their dream home at a good price as many developers are offering special packages. Besides securing a good deal, homebuyers buying for own consumption would still need to consider other factors such as location, facilities and unit size which match their lifestyles,” Tan Sri Lim explained.

During the three-day expo, prospective homebuyers will have a wide selection of LBS’ exciting property projects to choose from, all of which are strategically located within the Klang Valley.

The key properties to be showcased include residential houses at LBS Alam Perdana in Bandar Puncak Alam; Kita @ Cybersouth in Dengkil; Desiran Bayu and D’ Island Residence in Puchong. Additionally, high-rise developments including LBS’ flagship Residensi Bintang Bukit Jalil in Bukit Jalil; BSP 21, BSP Skypark in Bandar Saujana Putra; LBS Skylake Residence in Puchong and Zenopy Residences in Seri Kembangan, will also be featured.

To date, LBS has delivered over 35,000 quality properties and has successfully achieved RM1.53 billion sales last year, recording its fourth consecutive year of growth.

To learn more about these LBS properties, please visit Hall 4, Booth 4079 from 10am to 8pm throughout the three day expo. For more information, please call 1700 81 8998 or visit www.lbs.com.my.

*Terms and conditions apply.

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.

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