



## **LBS BINA LAUNCHES A NEW PHASE OF KITA @ CYBERSOUTH**

KITA Mesra Sets to Be the Next Successful Residence

**Petaling Jaya, Selangor, 16 November 2021** – LBS Bina Group Berhad (LBS) today unveils KITA Mesra, another affordable landed homes with a total of 646 units comprising of 3 property types, Townhouse, Double Storey as well as Single Storey Terrace Houses which will set to launch first, with an estimated Gross Development Value (GDV) of RM309 million. Previous phases within KITA @ Cybersouth has proven time after time to be a hit with its exceptional take-up rate of up to 90% for almost all units that were released from one phase to another.

LBS Executive Chairman, Tan Sri Lim Hock San said “KITA Mesra is yet another neighbourly residence that is set to follow the footsteps of KITA @ Cybersouth township, fulfilling the homeownership dreams of fellow Malaysians, with affordable pricing for new family starters. We believe that even with the ongoing pandemic, the demand for landed properties will continue to surge and this project can benefit buyers with its reasonable price range as well as value for investments in the long term,”

Mesra means ‘Friendly’. KITA Mesra, sited on a Malay Reserved Land, is built with an open space concept, ample space on the exterior, surrounded by green lungs and parks, ideal for outdoor activities and recreational endeavours to create friendly vicinity. Safety is also an integral focus for KITA Mesra where it is gated and guarded, with CCTV, access card via guardhouse and perimeter patrol for total security of residents. KITA Mesra is built with first-time homebuyers, particularly growing families, in mind, positioned near Putrajaya and Cyberjaya while providing easy access to major highways as well as amenities, all of which are pivotal features of a self-sustaining residence. Built with family-bonding and community living as its primary intend, KITA Mesra is equipped with a plethora of facilities such as community hall, open courtyard

area, jogging and cycling tracks, multi-purpose courts, reflexology garden, barbeque pods, just to name a few, perfect for an array of recreational and community activities.

KITA Mesra is one of the participating projects for the Vacci-Nation Bonanza campaign which has been further extended till the end of the year. In this campaign, LBS will be giving out a total of RM671,120 cash incentives and extra cash incentives of up to RM334,500 for those who are in line for vaccination or have been vaccinated. Also, in the 1st round of the LBS Fabulous 20-21 campaign lucky draw, LBS Bina has recently given away prizes worth RM445,000 with the Proton X50 as the grand prize. KITA Mesra homebuyers who place their booking by end of 2021 will be entitled for the 2nd round of the lucky draw with even more amazing prizes such as the Proton X70, Persona, Iriz, Exora valued at RM750,000 to be won.

For more information on KITA Mesra, please visit us at <https://virtualfair.lbs.com.my/township/cybersouth/> or contact 1700 81 8998.

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