



For Immediate Release

LBS #DUDUKRUMAH DEALS 3.0 TO ENCOURAGE HOME OWNERSHIP

Petaling Jaya, Selangor, 1 June 2021 – LBS Bina Group Berhad (LBS) returns with #DudukRumah Deals 3.0 in conjunction with the latest Full Movement Control Order (FMCO) announcement. In addition, our homebuyers still stand a chance to win more than RM445,000 worth of *Duit Raya* from our ongoing *Raikan Rezeki Bersama LBS* campaign, and lucky draw prizes worth more than RM1 million!

Under #DudukRumah Deals 3.0 campaign, homebuyers can book selected LBS participating projects under Home Ownership Campaign (HOC), from 1st June 2021 onwards with just RM200.

LBS welcome the announcement that the Government further extended HOC to 31st Dec 2021, to stimulate the housing sector and help buyers in homeownership. Under HOC, homebuyers entitled to the stamp duty exemption on the Memorandum of Transfer (MOT) and on loan agreement.

“As the ‘People’s Developer’, LBS remains committed to support the government’s housing agenda by launching marketing campaign #DudukRumah Deals 3.0, to reduce burden of homebuyers, “LBS Executive Chairman Tan Sri Lim Hock San said.

Initially launched in April 2020, the deal allows purchasers to book a unit of LBS property with just RM200. The #DudukRumah Deals campaign was rolled out via various digital platforms which includes virtual showrooms, website, email, WhatsApp, Facebook,

Instagram and SMS to reach out to the potential buyers during MCO. Due to an overwhelming response from the initial #DudukRumah Deals marketing campaign launched in April 2020, in June 2020 LBS extended the campaign till 31st December 2020. In conjunction with MCO 2.0, the marketing campaign made its return on 13 January 2021, titled #DudukRumah Deals 2.0.

You may visit our virtual sales gallery and book now. For more information, please call 1700 81 8998 or 1700 81 7978 or visit www.lbs.com.my .

-End-