

Redefining Homeownership: LBS Collaborates with 26 Partners for LBS Perks & Plusses - Elevating the Experience

Your Homeownership Rewards & Benefits, Amplified

Petaling Jaya, 26 August 2023 – A leading people’s developer, LBS Bina Group Berhad (“LBS” or “Group”) is thrilled to unveil a pioneering initiative that is set to redefine the standards of customer engagement and satisfaction. Introducing the “**LBS Perks and Plusses**” Customer Loyalty Programme, a revolutionary concept designed to provide unparalleled benefits and rewards to esteemed homebuyers.

Through “**LBS Perks and Plusses**”, LBS aims to revolutionize the home buying experience by providing unparalleled benefits and rewards to its valued customers. These rewards will extend beyond the initial purchase, ensuring that our customers feel valued at every step of their homeownership journey.

What makes “**LBS Perks and Plusses**” distinctive is that we have an extensive and ever growing list of corporate partners with us, resulting in the diversification of services and products. To date, LBS has had the privilege to collaborate with **26** established partners, namely Acson, Blanc Dental, Bright Empire Hotpot, Columbia Asia Hospital, Coway, Decathlon, D'Marina Marketing, Everybody Electrical, Gintell, Goodnite, Hotel Brynton, Hypergear, KarangKraf, Kiddocare, LifeCare, M3 Mall, Mamee, Metroflex Global, OMS Kitchen, Panama Heights, Perfect Companion, Scapes Hotel, The Gigabit, The Tun Hussein Onn Eye Hospital, Watson's, and ZUS Coffee.

LBS Executive Chairman, Tan Sri Ir Lim Hock San commented, “At LBS, we understand the significance of customer loyalty, and our commitment to excellence drives us to create exceptional residential spaces that inspire and elevate lifestyles. With “**LBS Perks and Plusses**”, we seek to strengthen our bond with homebuyers by offering a range of exclusive advantages and unique incentives.”

“LBS believes in providing unparalleled customer service. As part of this programme, our loyal customers will benefit from dedicated support channels to address queries and concerns promptly, reflecting our commitment to building lasting relationships and offering unparalleled value to those who have supported us throughout our journey”.

As a gesture of gratitude, participants are presented with an array of privileges, referral program, cash rebates for 2nd house purchases, including priority access to new project launches, exclusive property listings, and invitations to exclusive events. To top it off, homebuyers will also be entitled to the LBS Fabulous Extra 2022-23 campaign, winning RM 1,500,000 in exciting prizes.

Committed to establishing new benchmarks in customer satisfaction, LBS’s ambition is simple yet profound, to build exceptional connections with our customers and guarantee that their homebuying journey remains nothing short of extraordinary. **“LBS Perks and Plusses” membership** is complementary to any individual or corporate purchasers who has purchased **properties with LBS and its subsidiaries** with a minimum purchase price of RM150,000*. For more information and to embark on this journey of exclusive benefits, kindly visit the official **“LBS Perks and Plusses”** website at <https://rewards.lbs.com.my/>.

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