



**For Immediate Release**

## **SHINE BRIGHT THIS RAYA WITH 'EMAS BLING-BLING': LBS UNVEILS GOLDEN OPPORTUNITY FOR HOMEBUYERS**

**LBS Homebuyers Stand a Chance to Score Gold Bars Worth up to RM600,000 and Exclusive Raya Deals**

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**Petaling Jaya, 1 April 2024** – LBS Bina Group Berhad (“LBS” or the “Group”), a developer guided by people-first values, proudly launches its latest campaign, "Emas Bling-Bling Bersama LBS," combining the spirit of Hari Raya with LBS's commitment to the community and offering golden opportunities for homebuyers to purchase a new home and celebrate Raya in style.

Complementing the celebratory spirit, the campaign opens the door for potential first-time home buyers with an exclusive chance of winning a 999.9 Gold Bar, adding to the exciting deal of the campaign. This initiative caters specifically to Malaysians valuing the spirit of community and are seeking the best Raya deals for this season. Moreover, it serves as an additional opportunity for the existing LBS community, who would like to consider purchasing a second home, partaking in the festive deal.

More than just gold, the homebuying package offers exclusive benefits for customers, including customized furniture packages, zero legal fees, flexible payment schemes, zero exit fees, and low booking fees. Adding to the excitement, customers will automatically be enrolled as lifetime members of LBS Perks and Plusses, our customer loyalty programme with up to 50 collaborative partners from a wide array of categories such as Automotive, Electrical Appliances, Home & Living, Hospitality, Education, and more.

Tan Sri Ir. (Dr) Lim Hock San, Group Executive Chairman of LBS Bina Group, shared his enthusiasm, stating, “As a developer deeply rooted in community values, we are thrilled to enhance the festivities for our esteemed customers and the wider LBS family. Our aim is to deliver a personalized homebuying journey that brings joy and fulfillment to each individual, while also fortifying their investment portfolio with enduring assets. Why gold? Like homes, the prices of gold are ever-rising, and we hope that with this campaign, homeowners are able to garner more than just one investment asset into their portfolio.”

Buying a house is more than just bricks and mortar; it is the long-term added value that comes with it, which continues to ripple even after handing over the keys. Among the participating projects of 'Emas Bling Bling Bersama LBS' will be Prestige Residence at Seri Kembangan, which also happens to go live on WOWSHOP @ 8TV today with an exclusive booking fee of just RM1.

The campaign will run from 1st April to 31st May 2024. To engage with the campaign and explore its many offerings, customers are encouraged to visit [www.campaign.lbs.com.my](http://www.campaign.lbs.com.my) for more details. Please note that all prizes are subject to the terms and conditions.

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