

LBS Kicks Off 2025 with the Unveiling of Centrum Iris: A Premier Destination Combining Modern Living with English Charm in Cameron Highlands

- The largest mixed development featuring commercial offerings
- Stylish and modern project that enhances overall experience for Brinchang residents and visitors

Petaling Jaya, 10 January 2025 – As the first of many exciting developments to come in the new year, LBS Bina Group Berhad (“LBS” or the “Group”), a developer guided by people-first values, is proud to launch Centrum Iris. This is the second precinct of Cameron Centrum and the largest mixed development of commercial offerings in Cameron Highlands, Pahang. Strategically located in the heart of Brinchang’s bustling commercial district, Centrum Iris represents a strategic addition to LBS’s growing portfolio, projected to deliver a robust Gross Development Value (GDV) of RM472 million. The development is poised to redefine highland living by seamlessly combining modern sophistication with the timeless appeal of English charm. The project has already garnered an overwhelming response from potential homebuyers.

Certified with the Silver GreenRE¹ Centrum Iris features 705 residential units ranging from 595 to 1,370 square feet, with prices starting from RM476,000. Additionally, the development includes 26 commercial units, sized between 615 and 2,944 square feet, with prices starting from RM676,000. Meticulously designed, this mixed-use development caters to both homeowners and business owners, blending urban convenience with serene natural beauty.

As a gateway to Brinchang’s vibrant charm, Centrum Iris boasts a prime location, making it an ideal base for both residents and visitors to explore the dynamic surroundings of Cameron Highlands. Its mixed-use design enhances the overall experience by providing a wide range of conveniences, including stylish living spaces and retail options within a single integrated development.

¹ The GreenRE Silver Award is a rating given to projects that meet the GreenRE guidelines for green building excellence.

Reflecting its inspiration from the timeless charm of English gardens, Centrum Iris is characterized by unique elements such as an English Courtyard, the Iris Tea Garden, the Songbird Sanctuary, the Courtyard Carriage Garden, the Iris Maze Garden, and the Iris Promenade, which add a sense of elegance and tranquility to the development. These spaces provide residents and visitors with serene settings to unwind and connect with nature. The development offers up to 47 lifestyle facilities, including recreational and relaxation amenities, designed to enhance residents' quality of life.

Adding to its appeal, Centrum Iris introduces innovative features such as electric vehicle (EV) charging bays underscoring LBS's commitment to sustainable living. The development also offers a unique relaxation spot in the form of a rooftop restaurant and café, which provides breathtaking views of the surrounding highlands, making it a unique destination for dining and leisure.

Commenting on the launch, Tan Sri Dato' Sri Ir. (Dr.) Lim Hock San, Group Executive Chairman of LBS said, "Centrum Iris embodies the Group's vision of creating integrated developments that cater to contemporary lifestyles, offering a dynamic living environment that balances luxury, convenience, and peacefulness. By combining stylish architecture with unparalleled amenities, we are not only redefining highland living but also establishing a new benchmark for mixed developments in Cameron Highlands."

As LBS continues to expand its portfolio, Centrum Iris is just the beginning of more exciting projects to come. These future developments promise to bring additional value to residents, offering innovative facilities and unique features that blend modern comforts with the natural beauty of the highlands. LBS is excited to kick off 2025 with a pipeline of new projects, all aligned with our vision of providing homes that meet the evolving needs of people," added Tan Sri.

For those seeking a premier address in Cameron Highlands, Centrum Iris presents a rare opportunity to experience elevated living in a prime location. For more information, call **1700 81 8778** or visit www.cameroncentrum.com.my. Alternatively, you may drop by our sales gallery at **C-2-48, Presint 1, Cameron Centrum, 39100 Brinchang, Cameron Highlands, Pahang**. We are open daily from **10:00 AM to 6:00 PM**.

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