

**LBS CELEBRATES GRAND LAUNCHING OF CENTRUM IRIS:
REDEFINING HIGHLAND LIVING WITH CLASSIC ENGLISH STYLE
AND SUSTAINABILITY**

Cameron Highlands, 23 June 2025 – LBS Bina Group Berhad (“LBS” or “the Group”), a developer committed to people-first values, proudly announces the grand launch of Centrum Iris, the second precinct of its signature Cameron Centrum township. With a Gross Development Value (GDV) of RM472 million, Centrum Iris is officially the largest mixed commercial development in Cameron Highlands, setting a new benchmark for integrated highland living in Malaysia.

Centrum Iris, the second phase of the Cameron Centrum township, marks a significant milestone in LBS’ vision to redefine highland living. It builds upon the success of Precinct 1, Cameron Highlands’ largest mixed-use development completed in 2021, which features 58 shop-office units ranging from 2 to 5 storeys and is now 95% occupied by well-known brands in the food and beverage, banking, healthcare, and daily essentials sectors. The thriving commercial ecosystem in Precinct 1 has laid a solid foundation for Centrum Iris, offering a ready catchment of lifestyle convenience and investment appeal.

Centrum Iris stands out as the first development in Cameron Highlands to receive the Silver GreenRE¹ Certification, a testament to LBS’ ongoing commitment to sustainability and environmentally responsible development. Designed to promote green living, the project includes electric vehicle (EV) charging bays, 47 lifestyle-focused facilities, and a rooftop cafe and restaurant with panoramic highland views, strategically planned to foster a greener and healthier lifestyle.

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

Strategically located in the heart of Brinchang's bustling commercial district, Centrum Iris offers 705 residential units (ranging from 595 to 1,370 sq. ft., starting from RM476,000) and 26 commercial units (ranging from 615 to 2,944 sq. ft., starting from RM676,000). The development seamlessly blends modern architecture with English-inspired aesthetics, creating a distinctive and elevated lifestyle destination in the highlands that caters to both homeowners and investors.

A key highlight of the grand launch event was the signing of a Memorandum of Understanding (MOU) with short-term rental platform operators MyKey International ("MyKey") and Dreamscape Hospitality Group ("Dreamscape"). The initiative is set to drive hassle-free returns for LBS purchasers and homeowners.

"Our collaboration with MyKey and Dreamscape enables us to expand Centrum Iris' appeal beyond traditional homeownership, tapping into the short-term rental market in Malaysia's tourism hotspots," said Executive Director of LBS, Dato' Sri Daniel Lim, who officiated the grand launching event.

Also present during the grand launching were LBS Executive Director, Dato' Cynthia Lim, and Deputy CEO Lucas Lim.

Centrum Iris has already achieved strong booking rates to date, reflecting growing market confidence in its investment potential. Its central location in Brinchang — a hub for tourism and commerce — positions the development as a prime choice for buyers seeking long-term value and year-round highland appeal.

For more information, please contact 1700 81 8778 or visit www.cameroncentrum.com.my.

Alternatively, you may visit the Centrum Iris 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.

For your convenience, a Satellite Sales Gallery for Centrum Iris is also available at Ground Floor, LBS 2, Petaling Jaya, Selangor.

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