



LBS CELEBRATES 65 YEARS BY REWARDING CUSTOMERS WITH THE “SCORE MORE THAN A HOME” CAMPAIGN

Petaling Jaya, 16 April 2026 – LBS Bina Group Berhad (“LBS” or the “Group”), a leading property developer guided by people-first values, marks its 65th anniversary with the launch of its homeownership campaign, “Score More Than a Home”—a heartfelt celebration of dreams realised, milestones achieved, and the people who have shaped the LBS journey over the decades.

At its core, the campaign is a tribute to homeowners. It is designed not only to reward, but to celebrate the emotion of owning a home, the pride of stepping into a new beginning, the joy of building a future, and the quiet victories that come with every key handed over.

As part of this celebration, LBS is offering attractive incentives and high-value lucky draw prizes, headlined by an unforgettable grand prize: an exclusive football experience in England.

The grand prize includes a five-day, four-night all-inclusive trip for two to England, covering return flights, accommodation, an exclusive stadium tour, and English Premier League matchday tickets. It is more than a trip—it is a moment of excitement, passion, and lifelong memory, bringing winners into the heart of the world’s most electrifying football atmosphere.

Beyond the grand prize, participants also stand a chance to win a meaningful line-up of rewards, including signed football jerseys, limited-edition gold plates, travel vouchers, retail vouchers, and curated furnishing packages designed to help homeowners turn a house into a place filled with warmth, comfort, and belonging.

More than a campaign, “Score More Than a Home” reflects LBS’ belief that homeownership is deeply personal. For over six decades, the Group has built more than homes, it has created communities where families grow, memories are made, and life unfolds in its most meaningful form. Each development stands as a foundation for stories yet to be written.

The campaign applies to selected LBS developments, including SkyRia, Astella, Aulica, KITA Sejati, KITA Avenue, Prestige, and Centrum Iris, from 1 April to 31 July 2026.

Commenting on the milestone, Tan Sri Dato’ Sri Ir. (Dr.) Lim Hock San, LBS Group Executive Chairman said, “This 65-year milestone is more than a celebration of our history, it is a tribute to the people who have shaped our journey. Through this campaign, we aim to elevate the homeownership experience by creating meaningful value, as we continue building tomorrow together and fostering communities where families can truly thrive. For the first time, we are introducing an extraordinary grand prize, an unforgettable football experience in England, bringing a new level of excitement to the campaign and offering our homeowners a once-in-a-lifetime opportunity to live out their football dreams and create truly lasting memories.”

LBS encourages prospective homeowners to seize this opportunity to begin a new chapter—one filled with hope, achievement, and the pride of calling a place truly their own.

To explore LBS' developments, visit <https://lbs.com.my/>, and for more information on the “*Score More Than a Home*” campaign, visit <https://lbs.com.my/65celebration/> or download the Hello by LBS mobile application.

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