



LBS STRENGTHENS KITA @ CYBERSOUTH'S COMMERCIAL ECOSYSTEM WITH MYDIN

- *As KITA @ Cybersouth grows, MYDIN will bring greater everyday convenience as the township's first supermarket*
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Petaling Jaya, 7 September 2026 – LBS Bina Group Berhad (“LBS” or “the Group”), a leading property developer guided by people-first values, is set to elevate the retail and commercial landscape at its flagship township, KITA @ Cybersouth, following the formalisation of a Tenancy Agreement (“Agreement”) with Mydin Mohamed Holdings Berhad (MYDIN), one of Malaysia’s leading HALAL home-grown retailers.

The collaboration marks a significant milestone in the ongoing development of KITA @ Cybersouth, with MYDIN set to become the first supermarket in the township. Its arrival will bring greater convenience and accessibility to residents and surrounding communities, while strengthening the township’s growing commercial ecosystem and supporting its transformation into a vibrant, well-connected community.

The Agreement was formalised at an official signing ceremony held on 5 September 2026 at the LBS Discovery Gallery, KITA @ Cybersouth, in conjunction with LBS’ KITA Merdeka celebration. The Agreement was signed by Datuk Wira Lim Hock Guan, Group Managing Director and Chief Executive Officer of LBS, and Datuk Wira (Dr.) Haji Ameer Ali Mydin, Managing Director of MYDIN, and witnessed by LBS Group Executive Chairman, Tan Sri Dato’ Sri Ir. (Dr.) Lim Hock San, and Tuan Ahimmat Mydin, Executive Director of MYDIN.

MYDIN’s arrival marks an important milestone in the evolution of KITA @ Cybersouth. As the township matures, so does its community. A growing population brings with it increased demand for the everyday amenities that make a neighbourhood truly feel like home — from groceries and household essentials to convenient places to shop and gather. MYDIN is set to address the evolving needs of this expanding community while adding greater vibrancy to the township’s commercial offering.

Commenting on the milestone, Tan Sri Dato' Sri Ir. (Dr.) Lim Hock San, Group Executive Chairman of LBS, said, "As KITA @ Cybersouth continues to grow, it is important that the amenities and services within the township evolve in line with our residents' needs. The introduction of MYDIN as the township's first supermarket is another step towards creating a more complete community, where everyday essentials are within easy reach. MYDIN is a trusted Malaysian brand with a strong understanding of local consumers, and we are pleased to welcome them to KITA @ Cybersouth."

Datuk Wira (Dr.) Haji Ameer Ali Mydin, Managing Director of MYDIN, said, "This collaboration with LBS is significant to MYDIN, given its experience in developing established communities and new growth areas. Our decision to open MYDIN as the first supermarket in KITA @ Cybersouth also reflects our confidence in the strong potential of Cybersouth, which is developing rapidly and attracting a growing number of residents, particularly young families. We want MYDIN to be more than just a place to shop, we want to be part of the community as it grows by providing affordable everyday essentials and a convenient and comfortable shopping experience for residents."

Spanning around 633 acres of Malay Reserved Land, KITA @ Cybersouth is thoughtfully planned as an integrated township that brings together homes, commercial offerings, connectivity and community amenities within a well-connected environment. MYDIN will occupy a land area of approximately 1.37 acres with a built-up of 24,000 sq ft, complementing the ongoing development of KITA Avenue Square, where shoplots are currently under construction and priced from RM1,399,000. Together, these retail offerings are expected to provide residents with a broader range of products and services while creating greater synergy within the township's commercial ecosystem.

With an estimated population catchment of approximately 67,000 people, KITA @ Cybersouth is supported by a predominantly young and growing demographic, with approximately 63% of its purchasers aged 40 and below. The township has a total planned development of around 16,000 units, with nearly 40% completed to date, another 5% currently under development, and the remaining 55% in the planning stage. As the township continues to expand, MYDIN will help meet the growing demand for everyday essentials, retail offerings and lifestyle services.

The collaboration between LBS and MYDIN marks another step forward in LBS' commitment to Building Tomorrow Together, strengthening KITA @ Cybersouth as a vibrant and connected township where quality homes, everyday convenience and community come together.

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