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Vol.
02

JOURNEY WITH LBS

A Raya Celebration
with a difference

How to make your
Ramadan easier



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Message from EXECUTIVE CHAIRMAN

Firstly, as we enter the third week of Ramadan, I would like to take this opportunity to extend my heartfelt greetings of Salam Ramadan to each and every one my Muslim friends. This is not only a time for reflection but also a time to give and help those in need. May this Ramadan and the upcoming Aidilfitri bring you and your loved ones an abundance of blessings, peace, and joy.

We are glad to announce the quarter's financial performance with 12 new projects and a total GDV of RM2.09 billion, with notable expansion Klang Valley, Johor, Pahang and Perak. We aim to do better than the RM2 billion in sales achieved in 2022, which surpassed the target by 25%.

In line with the future direction of LBS, we continue to take steps towards greater sustainability practices. Our vision is to align with the latest environmental best-practices and create a greener future for. To this end we are launching the LBS Green Mission, which is our commitment towards sustainability, and we encourage all our stakeholders to join us in this endeavor and achieve a greener and more sustainable future together.

Through this initiative, we are committed to planting 1 million trees by 2030, in support of the government's 100 million trees planting plan.

LBS has challenged their staff through "One, Two... Plant a Tree Challenge!", that will be implemented through Heroes for Change program, an intra-office campaign aimed at synergizing depts within the company. This challenge is to motivate LBS and MGB staff to plant a tree at home and then submit it to the Green Mission committee.

And finally, I would like to extend my appreciation to employees, partners, and customers for their contributions and support in making our achievements a truly joint-success. May we continue to work together for the nation and future generations.

Tan Sri Lim Hock San

LBS Bina Group Executive Chairman

INTERNATIONAL Women's Day 2023



There is much wrong with the world and it is not a new phenomenon. What we all want though, is an indication of progress, that gives us hope for our future and that of the next generation.

Equality has always been an issue in the whole world, but yes, some countries have embraced it more than others. International Women's Day (IWD) is as important as any day that celebrates people. Take into account that there are almost a 50:50 ratio of men and women in the world and this means that IWD is a celebration of half of the people alive on the planet.

The traditional roles of men and women has made the world history depicted as a patriarchal society, where the men take prominence and the women are placed almost as second-class citizens. While this is a gross generalisation, it is nevertheless an accurate assumption.

Strangely enough, the first recorded IWD celebration in 28th February 1909 has communist undertones

being championed by Socialist Party of America. This was followed by different states in the US allowing women to vote in the early 1900s leading to the 1919 amendment to the US Constitution that allowed women to vote in the USA. It was not until 1967 that IWD shed the communist image and was embraced by the rise of feminism, especially in the Western world. Since then, there has been a concerted push for equal rights for women.

The key to equality lie in the recognition that neither men or women can do everything themselves, but they have unique strength and weaknesses that is meant to help one another. The truth is that men can do 80% of the "work" and women can also do 80% of the "work", because there are certain things that men can't do and there are certain things that women can't do. The beauty lies in the fact that when they work together, they can easily achieve 100%. Therefore, women should not be seen or treated as inferior, but equals from that standpoint.



The #EmbraceEquity is a call, for all, especially the men, to embrace the unique, contributory, empowering qualities a woman bring to the table. Better a competent woman in the Board than an incompetent man. Therefore we can easily achieve this when we live and practice meritocracy and not gender-biased decision-making.

The fact is, many great nations have women successfully lead them and the list is simply too long to list. In recent times, we can think of Germany and New Zealand. We are also seeing more and more women at CEO level in corporations. The good news is that women's rights are at the highest level in the history of the world. The bad news is there is still a long way to go.

In Malaysia, we are in a decent state that women have been in strong leadership positions for many years in the public, corporate and political sphere. Sure, there is still plenty of room for improvement, hence the #EmbraceEquity where we all do our part in breaking down gender-bias in our daily lives.

Companies should aim to have the best staff, regardless of gender. This will essentially help any company to grow. Women should not just be stranded in

traditional roles as a housewife or homemaker. They can equally contribute to the family's financial state working together with their husbands.

The danger lies in the extremes, where everyone (including the men) is so focussed on work that the children are neglected. Hence the current state of family affairs should be one of balance between work and homelife, for BOTH the parents.

The sad state of family life today is mainly due to the lack of a good and strong father-figure. Women are usually a lot better at being present for the kids, where the men are just too determined to make it in the corporate world. This has to change. Success and money while important, should not be the main focus because it is potentially at the cost of the next generation.

By actively promoting #EmbraceEquity includes fighting for those who are too weak to speak for themselves. Look out for the weak, be their voice. This will mean more work for us but consider that equality is empowering the weak to greater heights will directly affect the wealth and well-being of the country... this is a worthwhile endeavour for everyone.

For men, we have to #EmbraceEquity by putting aside all forms of prejudices against the women. Unfortunately, we (some of us) have been brought up with the misconception that men are better at everything when compared to women. As a matter of fact, this is simply baseless. Breaking down "traditions" and "prejudices" will take effort and time, but do it we must. Let's admit that women are better at certain things and are at least equal to men in most things.

For the women, #EmbraceEquity will mean something different. It means changing their own mindset that is also based on their upbringing that determines set and limited roles for them. Education and technology will go a long way in opening their minds first, which is already happening in third-world countries. Then they will have to prove themselves in the public and corporate world. There are many ways to do this, but we suggest the route of integrity, as some will do anything to climb the corporate ladder.

Women, we celebrate all that you are, and you are the best of us. #EmbraceEquity



A Raya Celebration with a difference

For those overseas:

1. Video celebration

Sometimes, it is difficult for those overseas to come back for Hari Raya. The good news is that we can still celebrate together, virtually. With technology and a host of different platforms such as Zoom and Google Meet, it is easy to plan a lengthy video "conference call" to catch up with dear family and friends. We should be used to this by now, thanks to the lengthy Covid-19 lockdown some time back. Obviously, some will have to wake up or stay up till "ungodly" hours due to the different time zones, but it will be worth it. The key is to have an itinerary to keep everyone on the same page and involved.

2. Play virtual games together

Again, thanks to technology and the Covid-19 restrictions, there have been a glut of new platforms and games to choose from. These games are played by everyone from wherever they are and trust me, it is a lot of fun. And you will discover new things about your family and friends too, as the competitive spirit will bring out the best (and worst) in everyone.

3. Transfer money into bank account

Even though they are far away, it is just a few clicks of the mouse and a few hits of the keyboard to send "Duit Raya" to your loved ones. Just because they are not physically with you, show them that they are still precious to you.

4. Surprise them with gift

With a credit card, you can now easily log on to a gift shop in another country and order a gift to be sent to your loved ones. It is always good to receive a gift, what more if you are lonely and a bit down overseas, alone. That gift, however small, will light up their day.



Pre-Raya at home:

1. Cleaning and decorating home

No one likes to do chores, especially major ones like cleaning the whole house. One way around this is to make it fun.

Turn it into a competition – Parents can give kids different sections of the house to clean and rate the cleanliness after it is done. Points are given and can be used to buy new toys in their favourite shop.

Make it a tradition – Parents can use this time to bond with their kids by doing the chores alongside them. Teaching them tricks and tips on how to clean or maintain the house will ensure they themselves will know how to manage their own house in the future. These time can also be used to address certain things in their lives, and with an empathetic ear, they will appreciate their parents more.

Giving the kids responsibilities – Give the kids a budget and ask them to decorate certain portions of the home. They can use the money to buy items or they can buy materials to make items to decorate the home. Of course, give them a theme to follow so your house don't look like an amusement park gone wrong.

2. Buying clothes

Whether you choose to buy online or from a physical shop, do it early. It is very popular and fuss-free to make a purchase online, but there is always a risk that the picture on your screen may look very different from the product in your hand. It is also very likely that you will have to alter the clothes to fit you properly. So factor in the extra time you will need to get this done. And have a plan B, in case what you order cannot be used or worse... does not arrive.



3. Duit Raya with personal note

Duit Raya is a wonderful thing. Who does not like free money? But you can level-up with a personal note, handwritten to the specific recipient. This will make it more meaningful and the note will also be a valuable keep-sake. The note can be encouraging or inspirational, allowing the recipient to collect and keep them from one year to the next. You can also keep a copy and make a collage of all the notes over the years and frame it as a gift when the young person is old enough to no longer require a Duit Raya.

4. Cooking together

Another great idea to bond with the kids is to cook together. Passing on old, traditional recipes is one way to keep traditions alive, to be passed onto future generations. The memories will also last forever, longer than the Duit Raya, for sure. This activity will also inspire future cooks and you never know who will be the next famous chef from this humble activity.



During:

1. Visit Sultan or dignitary during their open house

Here is something not many do, and it will be a blast. Prep for a long day as there are lots of people at the venue. It is highly likely that you will be parking far away too. There will also be a long queue for food and toilet. So be prepared and plan ahead. And this applies to all places you plan to visit; wear proper attire, covering all parts of body. When you go into the house, leave your shoes outside. And it is becoming more prevalent that some women may not shake your hands, so just nod and smile.

2. Take whole family to host an orphanage and celebrate there

One way you can celebrate Hari Raya, maybe on the second or third day, is to host a Raya party at an orphanage. You will be able to achieve at least two things: firstly, you will be able to spread the joy to those who are not as fortunate as you and secondly, your children will be able to see how blessed they are compared to the orphans. This will hopefully help them appreciate what they have at home and their family too.





3. Take videos and pictures

This digital age enables round-the-clock pictures and videos being uploaded. Share your story and go crazy with your hashtags. Social media is here to stay, so why not make the most of it?

4. Ask your elders (grandparents) what they want to do and where they want to go, and fulfil their wishes together with them

Instead of doing whatever you want, why not ask your grandparents or elderly parents what they want to do for Raya? Then plan everything out for them so, as a family, you can help them make beautiful memories in their golden years. The younger generation will also benefit from this time of bonding. It could be a holiday or even a visit to the place they grew up, regardless, it will be an experience that money cannot buy.

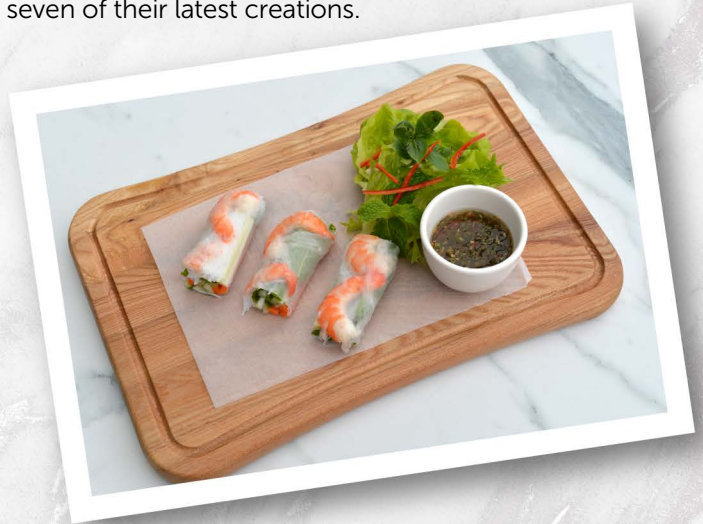
Food Review

With the ever-growing demand for good food, Scapes Hotel is updating their menu and we taste seven of their latest creations.

Shrimp Vegetables Roll

The delicately wrapped morsel is encased in a thin-translucent skin, displaying the large shrimps resting on cucumber, carrot and vermicelli. It comes with a side of fresh salad and the condiment are sweet and sour with a mild hit of spiciness.

The taste is refreshingly clean and puts forward the simple flavours of home-made goodness, that is enhanced by the condiment. The crunchy texture adds an element of bite to the dish and this is a good starter for the mains or even by itself as a healthy snack.



Sup Kambing Berempah

Rich in both flavour and tradition, this authentic and delectable slow-cooked lamb soup is expertly seasoned with traditional Malay spices. Thus, the gamey taste of the lamb has been entirely eliminated, while the lamb broth is layered with deep flavours, includes diced potato, carrot; and slices of Bengali bread to dip.

The bite-size cuts of lamb retains the succulent fat that enriches the full flavours of the soup and taken with a bit of everything in a spoon, it is the epitome of traditional Malay cooking and authentic heart-felt decadence. This one is guaranteed to satisfy with a rustic ambience.



Vietnamese Chicken Noodles Soup

This simple dish is full of flavour and freshness, in line with traditional Vietnamese cuisine. The clear broth, made from beef stock bathes the soft flat noodles, while the shredded chicken meat absorbs the rich broth.

The flavourful and savoury soup takes centre stage, supported by raw onion, bean sprout and soy lime chili to taste for that warm-fuzzy feel. While the mint leaves, bean sprouts, lime and chillis are on the side, we advise you to add everything into the mix... maybe hold on to the chilli in case it gets too hot and spicy.



Udang Lemak Nenas

Here is a dish that looks as good as it taste. On one side is a small bowl of liquid gold that is the rich and milky coconut goodness of the curry sauce, and spread in the middle of the plate the large prawns nestled between pineapple slices. A bowl-shaped portion of rice sits near the sambal belacan condiment providing a hit of spiciness and sourness.

This is a proverbial favourite, with succulent braised prawn that is bathe in luscious and spicy pineapple and coconut milk sauce. Perfect with steam fragrant rice and shrimp paste sambal.



Open Face Chicken Lasagna

A sublimely designed dish that leaves a warm and fuzzy feeling inside; this Italian favourite has been deconstructed into its basic elements, thereby accentuating the flavour profile of the Lasagna. It is stuffed to the brim with homemade chicken Bolognese, mozzarella cheese, and homemade tomato concasse.

The slices of thick pasta is slightly al dente with a good bite, while the generous portions of meat and sauce is deliciously gooey with creamy cheesy goodness. So good, you will be tempted for seconds.



Foot-Long Chicken Franks

If you are feeling more hungry than usual, we have an unusually good recommendation – the Foot-long Chicken Franks. This is nothing to laugh at as it is substantial in every way and created to satisfy your deep hunger in the simplest of ways.

The massive foot-long grilled jumbo chicken sausage is displayed on a toasted bun, combined with lettuce, tomatoes, cucumber, and mayo for that all too familiar Malaysian taste. And on the side, crispy seasoned fries. Malaysian street food genius.



Crispy Banana Kataifi

What better way to finish your meal than with a modern Malaysian twist on the humble but delectable thing called Goreng Pisang. We all grew up with it and there are so many variants out there too. The version from Scapes Hotel is a unique thought that pays homage to and elevates this dish to the heights of sinful desserts.

This one is delicately rolled with crunchy and crispy fried kataifi and fried into a golden yellow perfection. When you bite it, the endless cracking of infinite filaments of kataifi pastry prepares you for the soft and sweet banana at the centre. It comes with mango sauce, seasonal fruits and a dollop of vanilla ice cream.



EARTH DAY 2023

As more and more focus and research is done, it is clear that the way we are living is having a negative impact on Earth. The unfortunate thing is, we are insulated from our own actions mainly because we are not feeling the results in the doses or regularity that will make us stop and think. But it is evident, that the world needs to make a change now to stop the erosion of Earth that will eventually lead to many more issue to both land and man.

There are many contributors to the certain decline of the environment and in this article, we will just focus on one, plastics, or more precisely microplastics.

What are microplastics?

These are bits of plastics that are less than 5 mm in size, some are so minute that they can only be seen with a magnifying glass or a microscope. The reality is, some are already floating in the air, and in the ocean.

These bits of microplastics can come from larger pieces of plastics which have been eroded over time or they are already manufactured as small plastic beads for various commercial purposes. And as you imagine, they are everywhere.

Research has shown that microplastics can damage human cells as people unknowingly consume them, since they are so small in size. It has been linked to "problems such as chromosomal and reproductive system abnormalities, impaired brain and neurological functions, cancer, cardiovascular system damage, adult-onset diabetes, early puberty, obesity and resistance to chemotherapy."

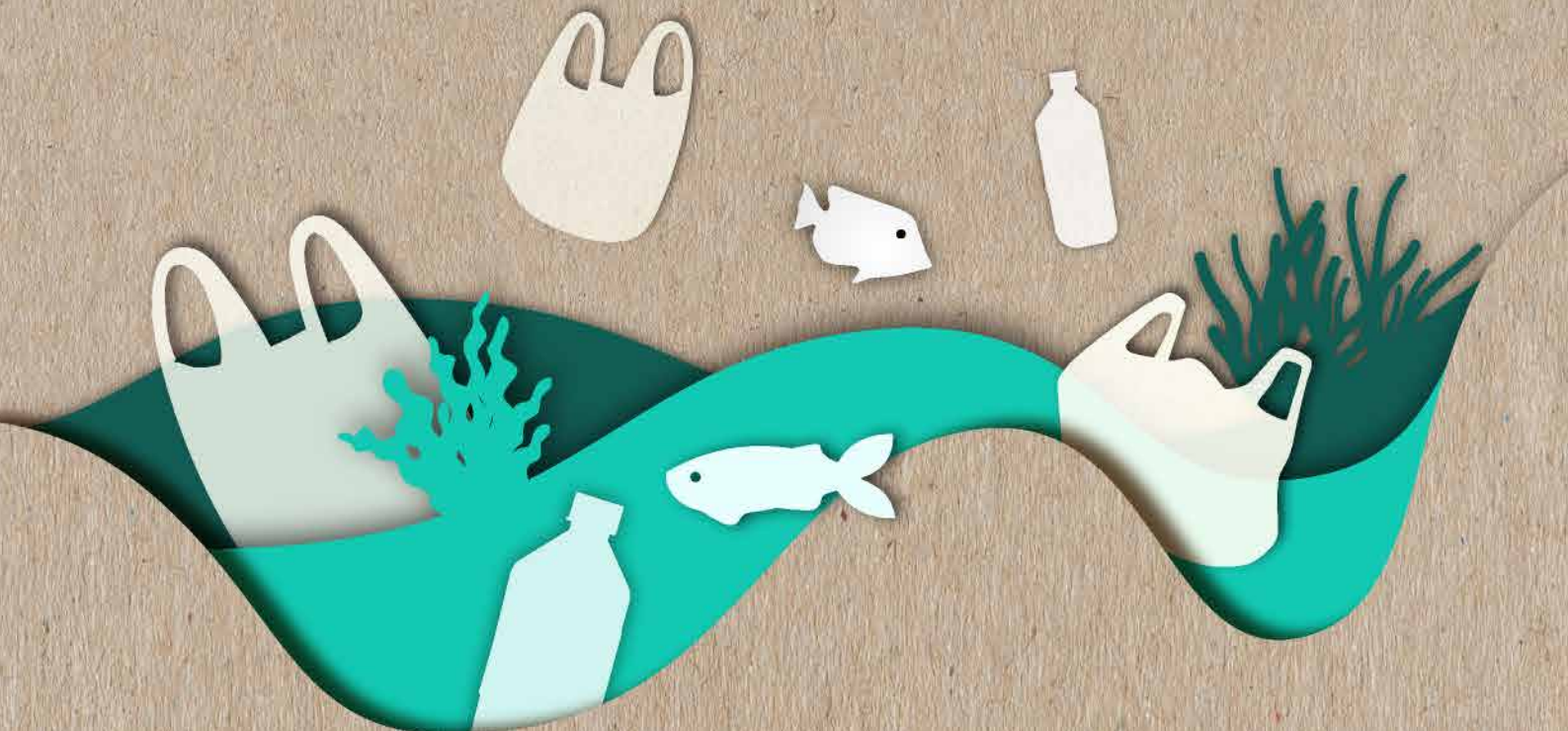
Plastics when not used properly, like as a container for food in a microwave will release contamination and chemicals into the food. Plastics come from petroleum and an estimated 8% of oil production is used to make plastics.

Today, there are floating islands of plastics in our oceans, due to our own carelessness. These will slowly break apart and will be consumed by the marine life, even to bits small enough that will circulate in their bloodstream, that we will eventually consume. And since plastics never fully breakdown, it will be there, effectively poisoning the seafood that we love so much.

In 2022, microplastics have been discovered, for the first time, in human lungs and blood. That is how serious the situation is.

What can we do? Simple: limit usage of plastics, especially one-use plastics, like disposable plates, bags, fork, spoon, straw, etc.

Can this be done? Yes, very easily... BUT... it will require a change in your habits and lifestyle. This will mean a certain level of personal inconvenience. **Bring along a metal straw, your own fork and spoon, containers** if you want to pack food back and even a bag to carry the container back. This is the beginning of a sustainable lifestyle.



The only thing that we are not in control of are one-use plastics from coffee or tea franchises which we order from, although certain brands will allow you to buy their aluminium container and use that instead of the regular plastic cups. If you need to consume from that franchise, do that.

Another thing we can do is to **buy less clothes**. It is estimated that the fashion industry produces 150 billion garments a year and almost 90% will be discarded in landfill, and is likely to be burnt, ultimately polluting the air. An estimated 150 million trees are used to produce cellulosic fabrics for the industry. Additionally, 62% of all clothing are made with synthetic fibres, mainly from petroleum-based products. And every time we wash these materials, they slowly break into microplastics and is washed away back into the sea, lakes and rivers. **Buy less synthetic products.**

If we do need to buy clothing, buy **natural materials** such as organic cotton, linen or hemp. Or go for recycled fabrics. Buying from a second-hand shop is

another good idea. Buying clothing from a local brand or manufacturer helps eliminate transportation waste that will contaminate the environment. There are also many brands that focus on sustainability and all the above are good ideas to keep our wardrobe a sustainable one.

Buying less plastic products will also go a long way, but most of our consumables are contained in plastics. Shampoo, conditioner, sweets, drinking water, coffee grounds and even fruits. The only way we can minimise this is if we get some of these products from shops that sell them without containers. You bring your own container and you pay based on weight or litres. The downside is, if you are only looking for something specific, that you need, like a shampoo that will not irritate your scalp, this is not an option.

Yet another big issue comes from the ever-useful Clingwraps. We all use them, they are usually one-use scenarios. How do we minimise? Cook the right amount so we don't have to use clingwraps to keep the food in the fridge.



All the above recommendations are complete achievable, the only drawback being we lose some convenience. Additionally, we also have to plan ahead on what we want to buy, from where, what to containers or bag to bring along and how much to cook. Yes, it will require some modification in our lifestyle, but it is for a worthy cause, your home planet.

HOW TO MAKE YOUR RAMADAN EASIER

During the month of Ramadan, many struggle to make it work, keeping strictly to what is expected from Muslims. But here are a few ideas that we trust will help you in your Holy month. For those who are about to fast... read on. We will focus on the practical aspects of achieving the fast successfully.

Pre-fasting preparation

Our bodies are used to our habits, so a good way to ace your Ramadan is to use the month before it to make small changes that will help during the actual fasting month.

01 Slow down on your bad habits

The point is to cut back on habits that are not good or healthy for you. Smoking, over-eating, staying up late at night and other bad habits can be gradually cut down the month before Ramadan. You don't have aim for anything drastic, but a simple goal of cutting off 30% will be good enough. When you are in Ramadan month, it will go a lot easier as you have less "desires" to manage and distract you, and more time to focus on what you need to focus on.

02 Ease into a new routine

During Ramadan, you will have to wake up much earlier than normal, and since sleep is going to be crucial for your well-being, you should also try to sleep earlier, without eating the normal late supper and teh tarik sessions. Wake up earlier to do some light exercises and it will help to regulate your body for the Ramadan month. You can also start eating a bit healthier so your body is not shocked on the first day of Ramadan.



During Ramadan

Even if you did not have time for a pre-Ramadan preparation, there are a few things you can do to make it practical.

01 Aim to reward yourself at the end of the month

All the things you usually do like having supper, smoking, etc, save all the money that you would normally spend on these things and take your whole family for a holiday at the end of Ramadan.

02 Better still... give it away to charity

Muslims are encouraged to help the needy, especially in the Holy month. All the money you have saved... donate to charity or host a meal for the needy and poor.

03 In practicing self-restraint

This is obvious, but a reminder to ourselves that Ramadan is not just about restraint from eating and drinking. But it is about self-restraint in all parts of our lives. If we cannot even get past food and drinks, then we have a long way to go. Think of it not so much as denying yourself from good things but preparing yourself for the best things that is required of us in Islam.

04 It is not just about food and drinks

The bigger picture is that aside from food and drinks, there are many inward or internal matters, desires, thoughts, temptations that will more easily cause us to break our fast. Therefore consider abstaining from food and drinks as a reminder that we have to guard our inward life as much as we have to guard our desire or need for food and drinks.

05 Do not expect others to make exemptions for you

While you faithfully accomplish your fast, do not expect everyone around you to empathise or feel for you. This is a matter between you and God. Remember, do not let the actions or inactions of others cause you to break or fail your fast.



06 Take care of your health and spiritual well-being

Yes, fasting means abstaining from food and drinks for a period of time, which means during the short period where you are able to eat and drink, do so wisely. There is a tendency to over-compensate for the many hours of fasting, but it is scientifically proven that a plan to spread your intake of food and drinks will be more beneficial.

- Ensure you drink enough water. Always open and close your fast with at least two glasses of water.
- There is also no need for too much sugary or salty food so minimise these.
- Break fast with a light meal, and then have a heavier one an hour or two later. A light and nutritious meal should be taken in the morning before you begin your fast.
- Vegetables and fruits will help digestion, so take more of these.
- Avoid one or two heavy meals and go for multiple lighter meals and eat them slowly.
- Make sure you sleep earlier and ensure the environment in the room is conducive for a good night of sleep. These may or may not include air-conditioner, diffusing essential oils in your room, etc.
- Light exercise is ideal and the best time is early in the morning before you break fast. This will reset your body for the day ahead.
- Read from the Quran, Islamic books and join at least one ceramah a day or a week from the multiple sources we have today.
- Minimise any social media activities as they may cause you to break your fast unexpectedly.
- Follow all the required and recommended practices for this Holy month and use it as a springboard for a better life.
- Give to charity and also give of yourself by volunteering or even hosting a food distribution for the poor and needy.



LBS
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 2022-23
Extraaaa

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Own a house and bring home extra 'duit raya'

worth of **RM480,000***

1st April - 31st May 2023



Furniture
Package



Loyalty
Reward



Free Legal
Fees



Flexi Payment
Scheme



Zero Exit
Fee



Low Booking
Fee

**EXTRA LUCKY DRAW PRIZES WORTH OF
RM1,500,000.00 TO BE WON!**

RM1,500,000.00*



In conjunction with Hari Raya that will be happening on 22nd April 2023, LBS will have a sub-campaign under LBS Fabulous Extra. The campaign is designed to give extra duit raya worth of RM480,000 to purchasers when they buy an LBS house from 1st April – 31st May 2023. On top of getting duit raya, they will also stand a chance to win amazing lucky draw prizes and other exclusive incentives!

The main campaign “LBS Fabulous Extra 2022-23” follows the success of LBS Fabulous 20-21 campaign and will feature a lucky draw with RM1.5mil of prizes comprising Perodua Axia cars, Motorcycles, Home Theatre System, television, Mountain Bikes and host of home electrical appliances.

The campaign incentives entails RM200 low booking fees for selected LBS Bina properties, free legal fees, loyalty rewards, Flexi payment scheme, Zero exit fee and furniture packages.





**LBS**
HOME MAKEOVER
with 

'LBS Home Makeover with Goodnite' campaign launched

LBS Bina Group Berhad ("LBS" or the "Group") and Goodnite have entered a joint collaboration to introduce the 'LBS Home Makeover with Goodnite' campaign where LBS homeowners stand an exclusive opportunity to win themselves a Goodnite home make over worth RM150,000.

LBS Home Makeover with Goodnite is only eligible for LBS homebuyers and the selected winner will stand a chance to do a redecoration with an option from Living to Bedroom Set with a total worth of RM25,000. Goodnite International Sdn Bhd, known as Goodnite Group, is a renowned group of companies primarily involved in Manufacturing, Trading and Distribution of bedding products and furniture in Malaysia with 23 furniture outlets across Malaysia offering bedding products and furniture including sofas, dining sets and accessories.

Siti Saleha.



'Owning a home is an amazing accomplishment but we understand that there is a lot more that needs to be done after collecting the keys to our dream home. A huge part of our savings will then have to go into furnishing and renovating the house. Moving into a new home can be one of life's great joys, but it can also be a time of uncertainty, especially when it comes to decorating. Over the years, LBS has introduced various home furnishing packages that boast a convenient, hassle-free, and wallet-friendly experience. However, through this strategic partnership, we will be seeing lucky LBS homeowners win themselves a home makeover where the lucky winners get to choose a part of their home that they

believe best deserves the complete makeover treatment,' says Tan Sri Lim Hock San, the Executive Chairman of LBS Bina Group.

All individuals who currently own and reside at their LBS homes will automatically be entitled an entry to the makeover campaign. To stand a chance to win, LBS homeowners are to upload photos of their living room, dining room or bedroom that needs a makeover to homemakeover.lbs.com.my, complete the slogan, and engage with LBS Bina's social media platforms by liking and following LBS' Facebook and Instagram page. Contest period will run from 3rd January to 30th April 2023.

HOW TO WIN



OWN and **STAY**
in LBS Homes



COMPLETE this slogan,
"I want to win #LBSGoodnite
Home Makeover because..."
(not more than 300 words)



UPLOAD photos of either
your living room, dining room or
bedroom that needs a makeover
to homemakeover.lbs.com.my



LIKE & FOLLOW LBS Bina's
Facebook and Instagram
page.

kita MESRA

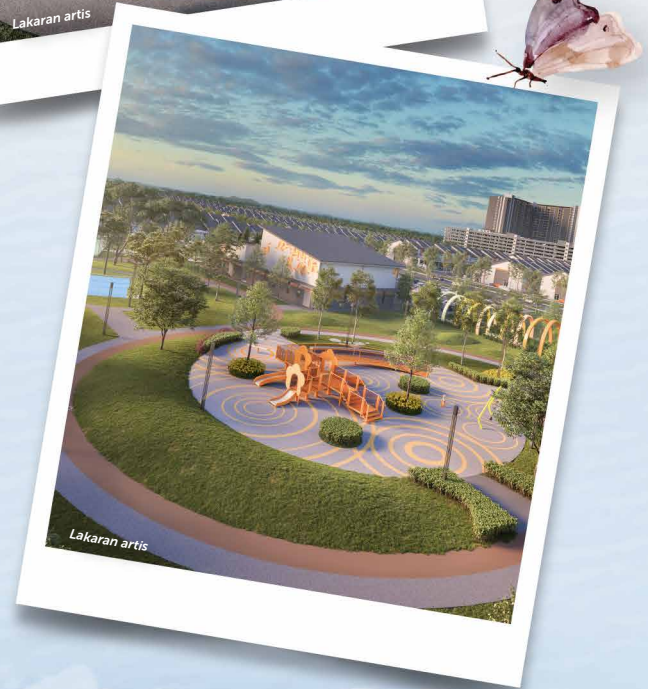
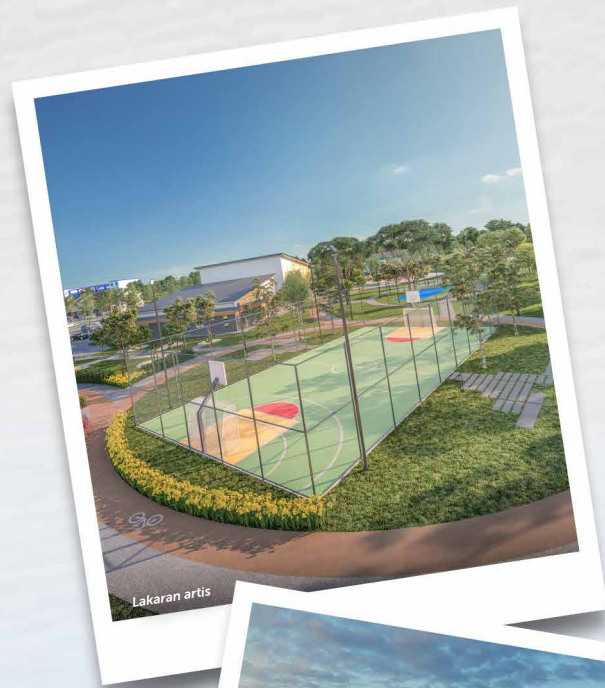
Townhouse

A new trend in properties are townhouses that seem like a good alternative to more traditional forms of abodes. They give the best of owning your own place but at a slightly lower cost when compared to a terrace-landed property. The return in what you pay for is definitely better in terms of either space, location or amenities. If you are looking for one, KITA Mesra Townhouse should be right up there on your list.

KITA @ Cybersouth is situated in the up-and-coming southern corridor of the Greater Klang Valley. Sited on three parcels of Malay reserved land that gives a total area of about 633 acres, the development is designed to be a self-sustaining neighbourhood with all the expected shops and amenities nearby.

Within KITA Mesra, the amenities include a guardhouse, community center, open air garden, jogging and bicycle tracks, kid's playground, sepak takraw court and multi-purpose courts, exercise stations, reflexology path, barbeque pit, gazebos, exercise areas and rest stops to relax in.

Strategically located near Putrajaya and Cyberjaya, KITA @ Cybersouth is found in Dengkil, the neighbourhood of Cybersouth City. This being the case, all the public amenities such as, police station, Bomba, hospital and transportation hub are conveniently available in these nearby and very established towns.



As added incentive to buyers, KITA Mesra Townhouse comes with a 10% rebate on the purchase price (to be off-set from 1st 10% down payment), free legal fees and disbursement on the Sale and Purchase Agreement, free legal fees and disbursement fees and Stamp Duty on Loan Agreement, an additional RM8,000 moving-in cash incentive after Vacant Possession, and free service charges including sinking funds for a period of six (6) months from the date of delivery of Certificate Completion and Compliance (CCC).

The townhouses are built for medium sized families with (22'x75') 1,346 sqft (Lower) and 1,483 sqft (Upper) in dimensions. There are 3 bedrooms and 2 bathrooms in each unit making it an ideal home to start a family with a view for long-term plans. This can be due to the plethora of schools and universities nearby including Seri Puteri School (6.4 km),

SMK Dengkil (6.9 km), SK Dengkil (7.1 km), ELC International School (9.6 km), SMK Cyberjaya (9.7 km), UITM Dengkil (3.3 km), Heriot-Watt University Malaysia (6.6 km), Multimedia University (MMU) (10.1 km), Limkokwing University (11.4 km) and Xiamen University (12.5 km).

As a complete development KITA @ Cybersouth is set to be a staple for the community because it is designed to bring people together and to build a nation starting from a community. KITA Mesra residents are also located near many quality establishments developed for the people such as Putrajaya Challenge Park (8.3 km), Cyberview Lodge Resort & Spa (8.7 km), Bukit Unggul Country Club (15.6 km), Taman Botani Putrajaya (15.9 km), and Putrajaya Shangri-La Hotel (16.4 km). While the hospitals and airport are all within 20kms and therefore ideal for the ease of everyone.



KITA @ Cybersouth is easily accessible via major highways which includes Putrajaya-Cyberjaya Expressway via Elite Highway, Maju Expressway (MEX), South Klang Valley Expressway (SKVE), North-South Expressway (NSE), Damansara-Puchong Highway (LDP), KLIA extension Highway and Jalan Dengkil-Banting.

Shopping and entertainment outlets are aplenty with DPULZE Shopping Mall (8.8 km), AEON BIG Putrajaya (15.9 km), Alamanda Shopping Centre (16 km), Mitsui Outlet Park (17.8 km) and IOI City Mall (19.6 km); all within a short drive.

As a whole, KITA Mesra Townhouses are placed ideally for the whole family, everything a person can ever want or need is nearby. Education, health, fitness, entertainment and public establishments are all within easy reach.



IDAMAN M E L U R

SOLUSI PEMILIKAN KEDIAMAN TERUNGGUL



1.3km to
UiTM Dengkil



Artist's Impression



RUMAH
IDAMAN MBI
— AT —
CYBERSOUTH

As part of the Selangor state government's pledge to provide affordable homes, Rumah Idaman MBI is the latest housing project initiated in several key locations within the state. As a firm believer and supporter of this initiative, co-collaborator, MGB Berhad will raise the benchmark for affordable housing in Selangor by delivering strategically located, affordable, and comfortable furnished residences for those who qualify*.

Rumah Idaman MBI aims to provide families with their dream homes within a growing township, offering a unique opportunity for first-time homebuyers to purchase their very first home.

There are 2 layouts to choose from. Type 1 Special Unit (1,022 sq ft) comes with 3 bedrooms + 3 bathrooms price at RM 288,800. Type 2 Standard Unit (1,000 sq ft) comes with 3 bedrooms + 2 bathrooms priced at RM 250,000. Each unit is equipped with Air conditioners, Wardrobe, Refrigerator, Kitchen cabinet, TV and TV cabinet, and Water heater. The units are all designed for comfort to promote harmonious living for the families. Idaman Melur sits on 12.07 acres of land with 2 blocks and 23 storeys each.

Idaman Melur offers a range of amenities that cater to diverse interests and needs, including a playground, futsal court, half-basketball court, sepak takraw court, shops, kindergarten, multi-purpose hall, surau, and washrooms. Moreover, educational needs are amply met by nearby establishments such as UiTM Dengkil,

Heriot-Watt University, SMK Dengkil, SK Dengkil, Multimedia University MMU, Xiamen University, Seri Puteri School and Lim Kok Wing University all accessible between 1.4 km to 22.8 km from Idaman Melur.

Similarly, malls and entertainment outlets are aplenty from the likes of DPULZE Shopping Centre, AEON BIG Putrajaya, ALAMANDA Shopping Centre, IOI City Mall, and Mitsui Outlet Park, all within 22.0 km radius of Idaman Melur.

Adding to the attraction of Idaman Melur is its close proximity to essential medical facilities such as Hospital Putrajaya, Hospital Serdang, and Columbia Asia Hospital Bukit Rimau. Recreational areas such as Putrajaya Challenge Park, Cyberview Lodge Resort, Bukit Unggul Country Club, and Taman Botani Putrajaya are all on-hand to keep everyone happy.

- a. *Must be a Malaysian citizen and a resident of Selangor.*
- b. *Must be above 18 years old.*
- c. *Individual/household income must be a minimum of RM3,001.00/month and not exceed RM14,500.00/month.*
- d. *Must be a first-time homebuyer without owning any residential property in Selangor.*
- e. *Transfer of home ownership will only be permitted after 5 years from SPA Date and upon approval from the local authority.*



PRESTIGE -RESIDENCE-

LAUNCH OF NEW BLOCK B



Located at the bustling district of Seri Kembangan and sited on 7.977 acres of land, the “affordably-chic” residential development offers a myriad of features that is conducive for a new or growing family. It comes with 40 facilities suitable for people of all ages and low maintenance fees. This is an affordable development for those planning to get their first home without burning a hole in their pocket.

Facilities such as integrated playground, badminton court, futsal, half basketball court and takraw court allow active recreational activities for the youth and active adults. While fitness station, indoor and outdoor gym as

well as yoga and meditation room allow those who prefer a less vigorous health approach. Leisure spaces such as gardens, BBQ area, swimming pool, alfresco café and picnic lawn brings families together and allow interactions as well as social activities to take place in an open space.

Easily accessible via KESAS Highway, Kuala Lumpur Middle Ring Road 2 (MRR2), Lebuhraya Damansara Puchong (LDP), North South Expressway (NSE), Kuala Lumpur-Seremban Expressway (KLS), Sungai Besi Expressway (BESRAYA) and Maju Expressway (MEX), this project is not short of roads leading in and out of the area.

With an affordable price tag, Prestige Residence is the ideal starter home surrounded by a lush green lung of Ayer Hitam Forest Reserve, and within driving distance to other recreational amenities such as Taman Puncak Jalil Recreation Park, Kinrara Golf Club, and Bukit Jalil Golf & Country Resort.

Prestige Residence is located at a prime district with the most convenient and desirable amenities. It is convenient for the residents whereby they have easy access to education, daily supplies, entertainment and healthcare facilities.

Made up of 2 blocks, each with 29 floors and boasting a total of 1,450 units, Prestige Residence is designed with homebuyers in mind. With affordability in mind, it is designed for the young people with low-medium income looking to start a family soon or get a space of their own due to a low barrier of entry (low downpayment requirement) and a reasonable monthly repayment.



Prestige Residence features three practical layouts with built-up sizes from 600 square feet to 850 square feet, each unit optimising space, Type A (RM270,000) features a two-bedrooms and two-bathrooms layout while Type B (from RM450,900 onwards) and Type C (from RM476,900 onwards) comprise three bedrooms and two bathrooms, as well as a balcony.



This is a development that comes with security features such as access card, 24-Hour CCTV as well as patrolling at the compound, with emphasis on a secured environment so that residents especially families with kids can live with peace-of-mind.

In summary, Prestige Residence is an ideal starter home in terms of affordability, accessibility and connectivity, sizes as well as low maintenance. These features provide a comfortable and practical living space that

meets the needs of the first-time homebuyer. Also, it surrounded by forest reserve and the pricing is extremely attractive for its location and as a development unto itself. It is a gated and guarded property, with CCTV, and added security features such as access card via guardhouse and lift lobby. With its concept, location and truly affordable pricing, the development will definitely appeal to newly established families, empty-nesters and first-time buyers.

LBS EVENTS & NEWS

(December 2022 – March 2023)



3 DECEMBER 2022

'Shop with Watsons and Walk Away with A Home' WATSONS GRAND FINALE

LBS Bina Group Berhad (LBS) was the main sponsor in its collaboration with Watsons Malaysia for the 'Shop with Watsons and Walk Away with a Home' campaign where the grand prize winner wins with a brand-new home at LBS SkyLake Residence.

10 JANUARY 2023

LBS MEDIA BRIEFING

LBS Bina Group Berhad seeks to maintain their remarkable performance in 2022 by raising their property sales target to RM2.0 billion in 2023. LBS closed off 2022 with RM2.0 billion in property sales, surpassing their 2022 property sales target of RM1.6 billion by 25%.



13 JANUARY 2023

**LBS TOWN HALL MEETING 2023 –
'TU' POSSIBILITIES & BEYOND**

Believe. Become. Behold. These three corporate taglines, "If you want to go fast, go alone. If you want to go far, go together." LBS Bina Group Berhad's (LBS) management believes that teamwork is one of the vital aspects to determine a company's achievement. The LBS town hall meeting is an annual event held at the headquarters to share the company's objectives and direction for the year 2023.



11 FEBRUARY 2023

**LBS & GOODNITE SETS TO
REWARD HOMEOWNERS WITH
HOME MAKEOVER IN THE NEW YEAR**

LBS Bina Group Berhad (LBS) and Goodnite sparked off the new year frenzy with a collaboration to introduce the 'LBS Home Makeover with Goodnite' campaign where LBS homeowners stand an exclusive opportunity to win themselves a Goodnite home makeover worth RM150,000.





14 FEBRUARY 2023

**ROYALTY GRACE LBS BINA GROUP
CHINESE NEW YEAR DINNER 2023**

LBS Bina Group Berhad ("LBS") Chinese New Year Dinner 2023, held at Mandarin Oriental, Kuala Lumpur, was graced by His Majesty, Yang di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah Ibni Almarhum Sultan Haji Ahmad Shah Al-Musta'in Billah and accompanied by Seri Paduka Baginda Raja Permaisuri Agong, Tunku Hajah Azizah Aminah Maimunah Iskandariah binti Almarhum Al-Mutawakkil Alallah Sultan Iskandar Al-Haj. The presence of His and Her Royal Highness imbues joy and honour to the occasion.

4 MARCH 2023

**AGONG GRACES GROUNDBREAKING
CEREMONY FOR IPD SURAU
CAMERON HIGHLANDS**

LBS Bina Group Berhad, (LBS) a leading property developer, held a ground-breaking ceremony for a new surau in the Ibu Pejabat Polis Daerah Cameron Highlands (IPDCH) today. The ceremony was graced by Duli Yang Maha Mulia Seri Paduka Baginda Yang di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah Ibni Almarhum Sultan Haji Ahmad Shah Al-Musta'in Billah.

Also present for the ground breaking ceremony are Her Majesty Seri Paduka Baginda the Raja Permaisuri Agong Tunku Hajah Azizah Aminah Maimunah Iskandariah Binti Almarhum Al-Mutawakkil Alallah Sultan Iskandar Al-Haj, alongside YAB Datuk Seri Wan Rosdy Wan Ismail, Chief Minister of Pahang, Pahang State Exco Members, YDH Tan Sri Razarudin Husain, Deputy Inspector-General of PDRM, YDH Datuk Ramli Mohamed Yoosuf, Pahang Police Chief, and YBhg Dato' Seri Daniel Lim, Executive Director of LBS, who represented the Group for the ground breaking ceremony.





15 MARCH 2023

IFTAR UNTUK MU WITH SINAR HARIAN

Iftar Untuk Mu is a collaboration programme between LBS Bina Group Berhad and Sinar Harian. The objective is to strengthen the rapport between media and LBS through programs that inculcate values, especially during Ramadan. Through this program, we provided sponsorship for Asnaf and Orphans from Sekolah Kebangsaan Seri Gambut, Tanjung Karang, Selangor and brought them to shop for Raya essentials.

17 MARCH 2023

LBS GREEN MISSION

LBS Bina Group Berhad (LBS) is taking a significant step towards greater sustainability practices with the official launch of the LBS Green Mission, which aims to be the umbrella initiative, encompassing all environmental initiatives in ESG. The vision is to align the Group with the latest environmental practices and paving way for a greener future for all.



Tan Sri Lim Hock San's Commitment to the Community

January – March 2023



Tan Sri Lim Hock San, President of The Federation of Hokkien Associations of Malaysia officiated the Chinese Association 23rd Chinese New Year celebration cum parade in Batu Pahat, Johor.

7TH
JANUARY
2023



Tan Sri Lim Hock San, President of The Federation of Hokkien Associations of Malaysia attended The Federation of Malaysia Lim Associations' Chinese New Year Gathering.

11TH
FEBRUARY
2023



LBS Executive Chairman, Tan Sri Lim Hock San at the dinner ceremony in conjunction with the visit by the German President to Malaysia at Istana Negara.

17TH
FEBRUARY
2023

2ND
MARCH
2023

Tan Sri Lim Hock San, President of The Federation of Hokkien Associations of Malaysia at the networking session with Government representatives of Anxi County, China's Fujian Province.



3RD
MARCH
2023

Tan Sri Lim Hock San, President of The Federation of Hokkien Associations of Malaysia meeting with the representatives of the United Front Work, Department of Fujian Province in Fuzhou.



21ST
MARCH
2023

Tan Sri Lim Hock San, President of The Federation of Hokkien Associations of Malaysia, together with the council members attend the Luncheon with the presence of the distinguished guest, Chief Minister of Selangor, Dato' Sri Amirudin Shari.



BE THE FIRST 100 READERS TO SCAN & WIN AN EXCLUSIVE LBS GIFT



How to participate?

1. Scan the QR code.
2. Answer 3 simple questions.
3. The 1st 100 readers to scan and answer correctly will be entitled to a gift.



BELIEVE • BECOME • BEHOLD

empowering individuals
enhancing communities