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JANUARY 2021

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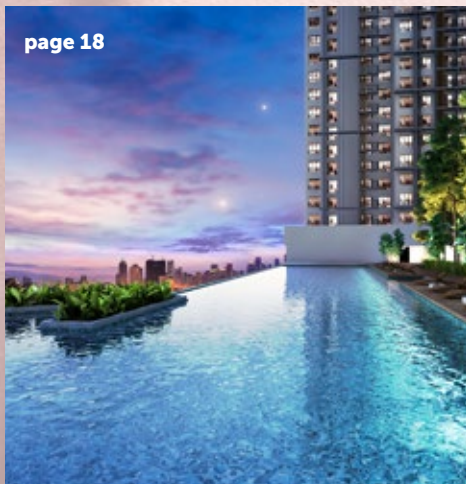
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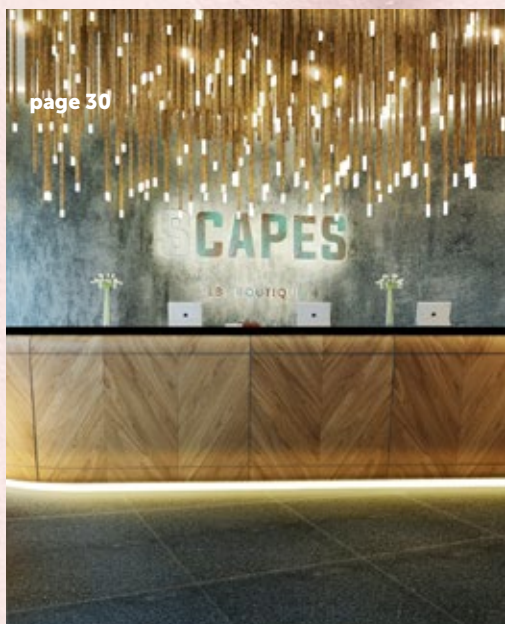
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Note from Managing Director

Happy New Year and greetings to our readers! We wish all our readers good health, peace and prosperity.

Due to the pandemic, the year 2020 has been the most challenging year in the past two decades. COVID-19 has quickly become the main global concern since the virus was detected at the end of 2019 and unfortunately, it still is today. With early reports of successful vaccine trials, there is still a long journey ahead for all of us. Understandably, there is a great sense of unease everywhere as we start 2021.

Despite this, all our 19 ongoing property projects in Klang Valley, Cameron Highlands, Johor and Perak continue to record good sales result, contributing significantly to the Group's performance. I am very pleased to share that our new project launches in the last few months of 2020 received tremendous responses from homebuyers of all walks of life.

On September 2020, LBS Bina unveiled Ritma Perdana, the fourth phase of affordable landed homes in the gated and guarded LBS Alam Perdana township. It is an elegantly designed and well-curated project comprising of townhouses and double storey terrace houses. This development emphasizes an open concept interior, surrounded by verdant greens and a safe environment for families. In addition, KITA Mekar – the recently launched landed development at KITA @ Cybersouth township also received an outstanding take-up rate even before it

was officially launched. Practical designs, well thought through facilities and different layout plans were carefully crafted to fit buyer's requirements making KITA Mekar the ideal choice for a comfortable family home.

As the 'People's Developer', we remain committed to continue supporting the Government's housing agenda by building affordable homes that is accessible to all Malaysians. We build affordable homes that not only inspires, but enriches the lives of the community. Moving forward, LBS will continue to build products based on the three core pillars of affordability, community and connectivity.

Lastly, we would like to take a moment to extend our utmost appreciation for the continuous support that we have received from each and every one of you. Through the collective effort of this nation and the global community, we believe we will be able to control the pandemic. We can do this by embracing the new normal towards a safe and healthy life. As we say goodbye to 2020, I look forward to 2021 with renewed optimism, confident that this new year will be more rewarding as we overcome challenges and explore the great opportunities that is ahead of us. Lastly, my heartfelt wishes are with you and your family members throughout this Chinese New Year.

Stay safe, stay healthy, stay well!

Tan Sri Lim Hock San
LBS Group Managing Director



JOBS IN DEMAND TOMORROW

*Do you need to make a
change in your career now?*

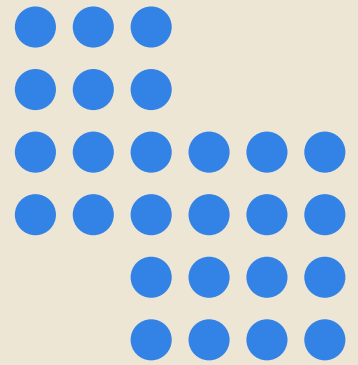
Why make a list of jobs that will be required in the future? Firstly, you may want to know how secure your current job or industry is, and then maybe consider making a change in your profession. Secondly, if it is too late for you to make that change, you will be able to better guide your children or the next generation so they have a better chance of making a decent living in the future.

The COVID-19 environment has led the world on a roller coaster ride and every job has been affected one way or another. Jobs once considered safe is no longer, and new demands are being created in certain industries. Regardless, everyone has to adapt.

In general, we feel that everyone should follow their passion, whatever it is, because when you are passionate, there is a higher chance that you will be good at it. Therefore, if you are a parent, we suggest that you do not force your child to study or pursue something they are not interested in because they may grow up miserable and stuck in jobs they hate. They may even end up hating you. The recommended way is still to observe and interact with them so to get to know what their own interests are, and then guide them to achieve the best results they can.

This is a guide and is not meant to be an exhaustive or comprehensive list. This does not necessarily mean they will be the best paying jobs though. We will also focus our attention on jobs that are needed today and will be on the rise in the near future.

Let's begin. Technology is a very large and growing sector. We are living in a new age of technology, and things do not seem to be slowing down. The fact is, our smartphones are more powerful than the early computers. Whether we realise it or not, we are reliant on technology on a daily basis. It has become a necessity. If you don't believe me, try not touching your handphone, tablet or computer for a week.



Some jobs that are required more and more in this sector are User Experience (UX) Developer, Software engineer, Mobile Application Developer, Artificial Intelligence or Machine Learning Engineer, Computer Hardware Engineer... just to name a few.

Two of the more obvious and common jobs from the list above that we rely on a daily basis are 1) User Experience (UX) Developer and 2) Mobile Application Developer. The first job deals with how the end-user physically use the device or app. Is it more natural to swipe-left, swipe-right, pinch, expand or zoom? The flow of using the device/app must feel logical and natural, to the point where the end-user will be able to use it immediately.



If you are the creative type with a strong sense of logic, you may well be suited for this job. Part of the satisfaction you will get is how simple everyone thinks the app is to use. We are all end-users, and one thing you will notice is the application on your device that you use the most is the one that is most "natural feeling", this is courtesy of the UX Developer.



The second job is also very in-demand because we all use and need apps on our phones. Let's be honest, where apps are concerned, there is already something out there for everyone and everything. The challenge for a Mobile Application Developer is how do they improve on what is already there, or how do they make existing apps better. At the highest level, this job will require you to come up with something so simple and useful that everyone will want to use. Whatsapp is a great example. It is a messaging app, which is not a new thing. But it contains usable features that everyone wants to use. And it is very easy to use.

An example of developing a new food app: you have to ask yourself... why would someone use your food ordering app as opposed to another? Rule of thumb is, 1) make it easier to use, 2) give a wider variety of choices, in this case, for food, 3) reliability of service provided and assurance of quality and lastly, 4) give attractive incentive for people to keep using it. You will need a good problem-solving skill for this, but not so much the creative side as most apps have a clear and specific end goal already set.



Another important scope of jobs will be in technology support. Good news is you don't need to be a genius, but you will need to be good with machines and/or software. This will enable you to be the go-to person to solve and fix problems with computers, tablets or handphones. These will all be essential devices for everyone in the near future.

Something at the highest level of jobs found in technology category, and pays significantly more would be Artificial Intelligence (AI) or Machine Learning Engineer. This job will focus mainly on automation. The job is to "teach" computers to "understand" how things work in the real world so machines can do what we do. If it has to do with roles like in the service or medical industry, how to interact with humans and provide a service.

These engineers will build programs that control the machines to help the machine to recognise patterns by giving it data that leads to a logical conclusion. The simplest way to describe this is A must happen first before B.

One day, AI machines may take over the Doctors job in your local clinic on a General Practitioner level. This can be achieved by using all the data related to any common sickness, so the AI can find out what is wrong and prescribe the right medicine. Basically, it is a process of narrowing down of what is wrong with the patient based on what the symptoms are.



The medical and healthcare sector will also see a growing need in terms of personnel. Quite the opposite of the machine-based solution above, humans are required in these jobs. Healthcare jobs that help the elderly will be in demand as the longevity of both man and woman increases due to the advances in medical science.

The list is endless and will include the typical Surgeons, Specialists, Doctors, Nurses, Medical assistants, EMT/Paramedics, Dentists, Pharmacist, etc.

While the higher paying jobs like surgeons and specialist are highly desirable, especially in Malaysia where status is a priority, other jobs that are ignored like Physiotherapists and Physical Therapists should be considered. They are the ones who will deal one-on-one with the patient, helping with general mobility of the elderly, or those who are recovering from an operation, disease, or accident. This is something that robots or programs are still unable to achieve.



Dental care will also be a growing industry, so anything to do with dentistry is pretty safe. Slightly below the perceived “premium job” category are therapy assistant, medical assistant, physician assistant, research assistant, nursing assistant, etc. Regardless, these are decent paying jobs that will be in demand as people live longer.

Cardiologists will also continue to be in demand as heart failure is the leading cause of death for many. This can be due to diseases or simply old age, where the body naturally wears down.



Other changes detected within international and local trends are the next generation putting less and less emphasis on ownership of cars and properties. While this may be the case, they still need to move around and have a place to stay. Therefore, local logistic personnel like delivery or transport services will be high in demand, but may not pay that well as an Artificial Intelligence (AI) or Machine Learning Engineer. Likewise, owning a property will enable you to rent it out to the next generation, making rental a source of income.



The Media and Communications industry will grow. People will still need to know what is happening, so news, entertainment, and sports content is important. People will still need to make purchases for their daily needs and lifestyle, so product development and marketing personnel will be required to market and sell products and services. People still need to communicate with one another, on a professional and personal level, so communications remains in this growth area of jobs in demand.

And finally, recognise what is a stop-gap measure and what can be built into a career. Many are getting into the food business now because they have lost their primary jobs. Can this help you with the finances for the short-term? Yes. Can you make it into a career? No, unless you are 1) a fantastic chef, 2) offering great tasting meals at 3) good prices with 4) a guarantee of consistent quality and 5) quick delivery nationwide. Remember that all of us can cook, but not everyone will want to eat what we can cook.



While jobs that are considered premium in Malaysia are typically Doctors, Engineers, Lawyers and Accountants, this will be the case only in the mindset of the older generation. The harsh reality is, those who can adapt in a rapidly changing and uncertain times are the ones who will actually thrive and be the most successful. This will be key for your survival where jobs are concerned. Adapt... or die.



Here is your chance to **win** RM50 AEON shopping vouchers.

LBS will pick four best entries and each winner will receive a shopping voucher completely FOC on us!

Whichever LBS development you are in, we are certain there is something about it that you absolutely love. More so with the recent MCO, we would love to hear how you have managed in your respective homes and communities. This contest is open to all residents in any LBS development. You can send in more than one entry as long as it is something different from your previous entry.

THEME: In relation to the recent MCO, show and tell us how you managed to not only survive but thrive with all the restrictions on movement in your LBS development and community.

It may be a special spot where you can be alone, a nice corner in your home where you have arranged things so you can be comfortable, a certain activity you do to destress, etc.

HERE IS HOW YOU CAN ENTER:

1) Click on the link provided here or scan the QR code

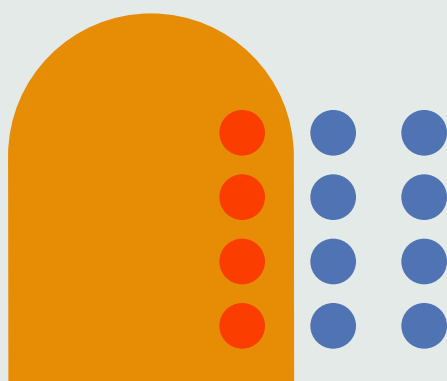
<https://lbs.com.my/journeycontest>



- 2) Fill in the required personal details
- 3) Upload a photo that best displays the theme
- 4) In a few sentences, explain the activity on the photo. Please include the name of the LBS development
- 5) Submit to us by **31st January 2021**

Winners will be notified by the LBS team through the contact information you have provided. Winning entries will be featured in the next issue of LBS Journey magazine and may be used in the future for other PR or marketing activities.

Good luck!!!





10(+1) REASONS WHY HIGH-RISE LIVING IS BEST

Thinking of making the transition to an apartment or condominium? Read on.



The concept of living in high-rise abodes is certainly not new in the 21st century, but many, especially the older set, still struggle with it. In essence, the issue is historical and therefore a part of human DNA. For the longest time, man have always lived at ground level, therefore it feels the most "normal".

But land being what it is, is a limited resource, so if you want a good location, a high-rise will be the best option. Sure,

you have to share it with many others, but since you have your own space, these neighbours are usually out of sight and mind.

Having lived on both types of living spaces for an extended period, there is much to be said for a high-rise home. Here are a few reasons to take the higher road, but do note that not every high-rise apartment or condominium will have all the features listed here.



1. Location

As mentioned briefly above, it is easier for a developer to offer a good location to many more people, at a more affordable price if they built a high-rise. So if you want a specific, and good location, now you can afford it without robbing a bank or selling a kidney.

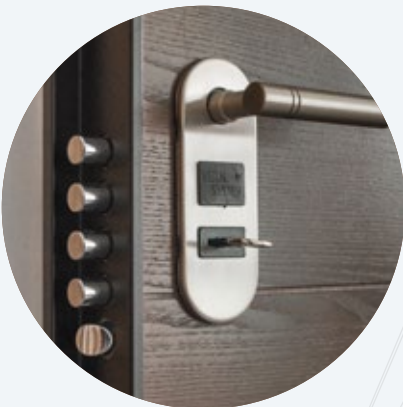
2. Security



Any good apartment or condominium will factor in security and security personnel. If you are living at ground level in a terraced neighbourhood, chances of a break-in by robbers is significantly higher. In high-rise abodes, there are also multi-tiered security features which may include secured access card, CCTV, secured parking lots, card-enabled lifts, security personnel making rounds within the premise, and visitors will also have to register themselves.

Additionally, the land where the apartment or condo is built has a smaller foot-print compared to a sprawling terraced neighbourhood, which means it is easier to keep secured 24/7.

3. Privacy



Usually, the design is such that there is only the main door that is connected to the outside, which means you have complete privacy. Sure, you are sharing your high-rise with a couple of hundred units, maybe more, but you won't even notice it, because once you are inside your home, you literally shut everything else outside. The only footfalls are those who make that short walk to their own units on your floor.



4. Quieter and more peaceful

Less footfalls means less people in close proximity to your front door, this is translated to less noise. Plus the higher up you are, the farther you are from the noise at the ground level, which will include traffic and humans. All these adds to the sense of peace you will encounter.



5. Great views

The higher you go, the better the views. This is something that ground-dwellers will never get, and they have no idea what they are missing. If you face the sunrise or sunset, be prepared for a daily masterpiece, free of charge. You will also be able to appreciate the skyline, many kilometers away, or maybe even get to see a couple of mountain ranges. And at night, you have your own private, unrestricted view of the moon and the stars.



6. Natural ventilation and light

At ground level, unless you are staying in a large bungalow... on top of the highest hill in the area... you can forget about ventilation. With high-rise apartments or condos, almost every floor will receive some form of natural ventilation that is a world away from the stuffy, ground-level, pollution-infused terrace houses. Natural light is also a given, with every unit having one or more sides facing the outside.



7. Less insects

Less incidences of dengue and other pesky tropical insects.





8. Private amenities



It is like having your own pool, gym, sports court, running and cycling track, park, BBQ area, children's park, water-feature, fountain, movie rooms, meeting rooms, library, optical cables, dedicated wi-fi facilities... and the list goes on. In essence, it is a bit like resort-living as all these amenities are at your door-step. You also don't have to worry about trash being collected and the general maintenance of the premise. Some even have retail shops, café and dry-cleaning services. And if anything fails, you have a dedicated management office that will sort things out for you.



9. Socialising with neighbours



As you will be sharing all the amenities with your neighbours, it is a great way to meet people who are interested in the same things you are.



10. Investment options

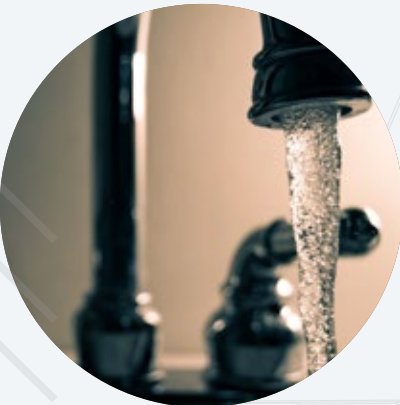


On current trend, most young adults prefer to live in apartments and condos. This makes ownership a potential rental opportunity. On the other hand, it is also easier to rent a place you want at a more affordable price.

BONUS: Be the least affected during (the many) water cuts and disruptions

While taps go dry in terraced and other ground-level areas, the large water tanks in apartments and condos will usually more than out last a few days of water-cuts.

This means you will not be affected at all and can go on living like normal as water continues to flow to your unit.





PRIME LOCATION TO BUILD YOUR FUTURE

*There are many reasons to pick RBBJ
as your forever home*

BY LBS  RESIDENSI
**BINTANG
BUKIT JALIL**



Artist Impression

Located right in the middle of one
of the most desirable location in
the country.



Playground
Artist Impression



Location

A good example of a condominium built on a prime location is Residensi Bintang Bukit Jalil (RBBJ). Located in Bukit Jalil, one of the fastest developing districts in the heart of the country, RBBJ is designed to complement and fits in the area perfectly.

Surrounded by some of the best developments in the country, the area is set to boom in a big way with Pavilion Bukit Jalil City Mall, Tzu Chi Internationals School, Kuala Lumpur Sports City, Bukit Jalil Recreation Park, Bukit Jalil Sports & Country Club, Calvary Convention Centre, Kinrara Gold Course, International Medical University and Technology Park Malaysia all within the same neighbourhood.

Clearly, this bodes well with connectivity with Alam Sutera LRT Station, Awan Besar LRT Station, LDP, MEX, KESAS, Bukit Jalil Highway, and KL Seremban Highway encircling RBBJ.

Quieter and more peaceful

These amenities will aid in socialising with your neighbours and there will be many for you to get to know and we trust these will develop into long-term friendships that you will never realise if you are living in an isolated piece of landed property.

Private amenities

On the inside, you can expect no less than 90 different facilities, ready to fulfil your need for a healthy lifestyle, or just to provide an oasis of calm after a long day at work. It is all here in RBBJ. Designed with security in mind, RBBJ provides peace-of-mind 24-7 with a three-tier security access system, multiple CCTV points and 110 units of panic button with security ready to act.

Great Views

RBBJ is built on a hill and will give the best view, bar none, of the surrounding area. Unrestricted view of the KL skyline and Titiwangsa mountain range is on the table depending on where the individual condo unit faces. Imagine waking up to this vista, every morning, for the rest of your days.

Natural ventilation and light

RBBJ is also built on the basis of environment-friendliness and energy-efficiency, with low maintenance materials, natural ventilation, recycling of rain water, reflection of heat away from its inhabitants as some of the key aspect of the development.



GREAT PRICE AT THE RIGHT LOCATION

Mercu Jalil
@Bukit Jalil

Who says you can't have it all?



Artist Impression

With key highlight being affordability in light of location, Mercu Jalil is surrounded by nature and greenery views, and spacious units that suitable for families – 1,000 and 1,200 sqft.



Greenery
Artist Impression

Location

Built on 5.43 acres of land in the heart of Bukit Jalil is Mercu Jalil. This new twin apartment blocks places home owners in one of the best addresses in the Klang Valley. Already a booming neighbourhood, it contains all that is needed to make life a breeze. Within short drives to Petaling Jaya, Subang, Damansara, Kuala Lumpur City Centre and Shah Alam, properties in the Bukit Jalil area continues to grow in demand.

Under the Perumahan Penjawat Awam (PPAM) scheme, Mercu Jalil offers affordable housing for government servants that emphasises on comfort, quality and practical designs. Prices are proposed from RM245,000 (PPAM). Mercu Jalil offers the best of city living in a matured and established neighbourhood.

It is also a great place to make a home due to the proximity to the multiple international institutions and amenities within 10km radius. These include Tzu Chi international school (50m), SJKC Lai Meng (3km), SK Bukit Jalil (4.6km), Upcoming Pavilion Bukit Jalil (2km), Paradigm Garden City Mall (6.5km), Bukit Jalil Golf & Country Club (4km), Kinrara Golf Club (6km), Bukit Jalil Recreation Park (3.5km), International Medical University (5km), Bukit Jalil National Stadium (4.5km), Asia Pacific University (7km) and Alam Sutera and Awan Besar LRT stations.



Socialising with neighbours

These amenities will aid in socialising with your neighbours and there will be many for you to get to know and we trust these will develop into long-term friendships that you will never realise if you are living in an isolated piece of landed property.

Private amenities

At Mercu Jalil, proposed amenities include a Multipurpose Hall, landscaping that maximises greenery, Children Playground, Seating Area to relax and take a load off, and even a Jogging path.

Great Views

The 2 blocks consist of 47-storeys each and gives a commanding view of the KL and PJ skyline. The higher you go, the better the view gets. This is simply a benefit that no low-rise homes can give. The sunrise or sunsets are added bonus and it is easy to just stay home and watch the day begin or end.

Security

As one can expect, Mercu Jalil has a 3-tiered security system that includes CCTV, boom gate and perimeter patrol, and a Guard entrance.

Natural ventilation and light

The air is likewise fresher and more cooling. Natural light is a given because with 47-storeys per block, there are fewer obstacles to block the light.



LAKESIDE LIVING WITH A VIEW

LBS SKYLAKE
RESIDENCE @ PUCHONG

The best of both worlds...



Artist Impression

**LBS SkyLake Residence is your ideal
retreat from the city... within the city.**



Lighting Garden
Artist Impression

Location

Situated within Puchong is LBS SkyLake Residence. Built seamlessly into a bustling township, next to a lake is a high-rise option for your home. The 746 units available are created to suit every need, from a young, single adult who's grown up in the surrounding area but want to be near their family home, to a young, medium sized family starting out on their own, with units ranging from 545 sqft to 1063 sqft.

Private amenities

Built in an area of 5.079 acres LBS SkyLake Residence comes with more than 70 amenities and facilities, which includes a built in Rooftop Garden that comes complete with Tai Chi deck, BBQ garden, Sky deck, Mini playground, Sky basketball, Outdoor gym stations and Herb gardens. On the Podium at level 7, you will also find the majority of the 72 facilities for your enjoyment and pleasure. This is a great area for family activities and bonding.



Quieter and more peaceful

You can expect lush greenery to promote a sense of zen. LBS SkyLake Residence is designed with areas that will put you immediately at peace. This will be your oasis of calm right in the heart of Klang Valley, all these from upwards of RM250,000.

Great Views

LBS SkyLake Residence delivers a daily opportunity to enjoy lakeside living in the busyness of life. Not many will be able to wake up to a lake view every day, but with this development, you can. The tranquillity of the calm waters and the greenery surrounding it is optimised as the view simply gets better the higher up you go, and you will have a commanding view of the skyline and cityscape.

Natural ventilation and light

This is to be expected with any lakeside property, more so with a floors and floors of living spaces, each one higher than the next. The unhindered view across a pristine lake enhances the nature and nurture feel of the development, delivering natural lighting and ventilation throughout the day.





REACHING NEW HEIGHTS IN A NEW DEVELOPMENT

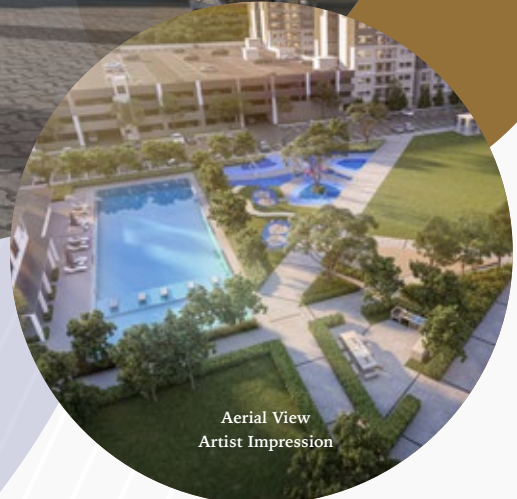


*Closer to everything
you call "home"*



Artist Impression

**Melodi Perdana is a compelling proposition
for home owners looking for something
nearby to everything you call home.**



Aerial View
Artist Impression



Private amenities

With up to 37 amenities and facilities, you will be spoilt for choices. Some of the more prominent ones are: a Clubhouse with various indoor gymnasium and games room, swimming pool for adults and kids, surrounding gardens for quiet time, bicycle lane, jogging track, lawn area, playgrounds, reflexology path, outdoor fitness area, BBQ pits, gym, Kindergarten and kindergarten playground, and sports court for Badminton, Futsal, Basketball, Volleyball, Takraw.



Natural ventilation and light

Housing four blocks of apartment on 21 acres of land, Melodi Perdana comprises of 1,520 units of 901 sqft apartments from RM359,900. These apartments are configured in 3 bedrooms of practical living spaces with an open feel all round due to the design and layout.



Security

From a security aspect, this is a gated and guarded development, designed with the well-being and safety of its residents in mind. There are perimeter fencing with CCTV, entrance with boom gate, access card to enter lift lobby, security patrolling, Mobile app to report on defect, maintenance and emergency situation.



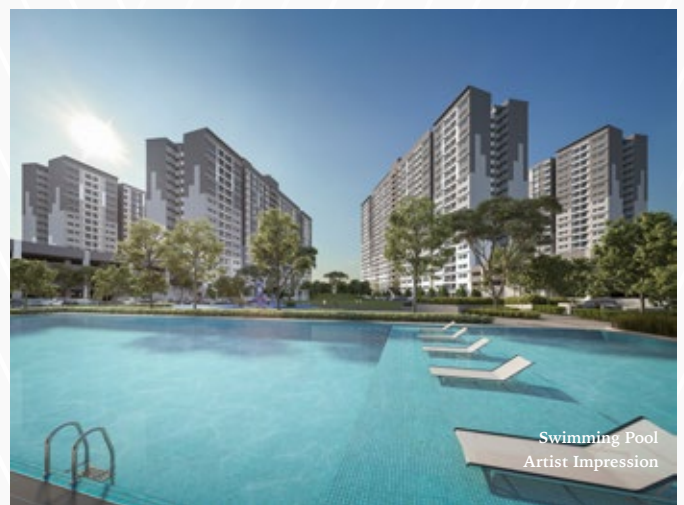
Socialising with neighbours

If you are looking for a new high-rise option in community living, Melodi Perdana located in LBS Alam Perdana township, Bandar Puncak Alam is definitely one that you should consider. Being the first of such high-rise homes to be built within the development, it is designed with connecting people in mind, as there are many amenities and family-bonding activities available within the premise.



Location

The area is being rapidly developed and its proximity to Klang, Sungai Buloh, Setia Alam and Kota Damansara makes it a viable option for those looking for quality living just a short drive from traditionally developed areas. For instance, it is 6km to UiTM Puncak Alam, 14km to Meru, Klang, 15km to Sungai Buloh, 19km to Setia Alam, 24km to Kota Damansara, 24km to Subang Airport, and 25km to Rawang. A handful of schools and major supermarket chains are already nearby, so as you can see, Melodi Perdana is surrounded by matured and rapidly growing development.





PRESTIGE IN THE HEART OF SERI KEMBANGAN

PRESTIGE
-RESIDENCE-

*Affordable high-rise meets the need
of consumers*



Created with the young working adults and small families in mind, Prestige Residence is meant to be a step up in a desirable location for new homeowners. Prestige Residence, your first step in the world of homeownership.



Location

Seri Kembangan has been slowly growing on the fringe of the heart of Malaysia, Kuala Lumpur. It is a prime spot for further development with already established venues like The Mines Shopping Mall, AEON Mall Taman Equine and Giant Seri Kembangan satisfying the locals in area. At the center of this is Prestige Residence, a new project by LBS Bina Group.



Socialising with neighbours

A 2-storey Clubhouse is available for the exclusive use of residents, perfect for gatherings, and parties.



Quieter and more peaceful

The area is high on the list for new home-seekers as it is within sight of the city, and yet the distance allows for a calm respite from the busyness. This escape is important in the current stresses of life. An attached 10-storey car-park block keeps the vehicles and associated noise from the residents.



Great Views

With a proposed 29-storey residency block, the views only get better when you go higher. You will be treated to a vista of landscape that is unmatched in the area. A daily dose of the view around the area and Ayer Hitam Forest Reserve is your reward.



Natural ventilation and light

Together with the perfect skyline is the natural light and ventilation that comes with such a high-rise development. The benefits of proper and natural light and ventilation have already been documented and adds to the well-being of home owners. Built on 7.977 acres of land, the two blocks offer a total of 1450 units.





How to perform Heimlich maneuver

Choking on food can happen to **anyone** at anytime. On the "unintentional death" category, death from choking on food is fourth on the list. Therefore, it is a **great idea** to prepare for this.

The name given to this life-saving technique is **Heimlich maneuver**. This move, when done correctly, lifts the diaphragm, forces air out of the lungs, and dislodges the food that is causing the **blockage**.

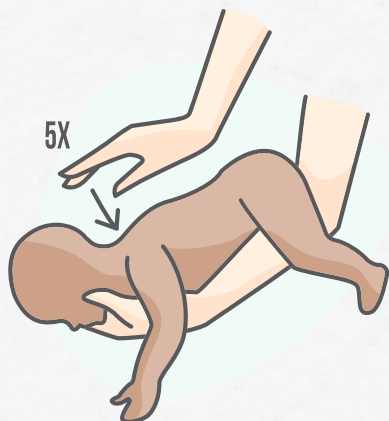
For babies or toddlers

1

Sit down and hold the infant **facedown on your forearm**, which should be resting on your thigh.

2

Give **five** back blows gently with the heel of your hand.



3

If that doesn't work, position the infant face up and resting on your forearm and thigh so **their head is lower than their trunk**.

4

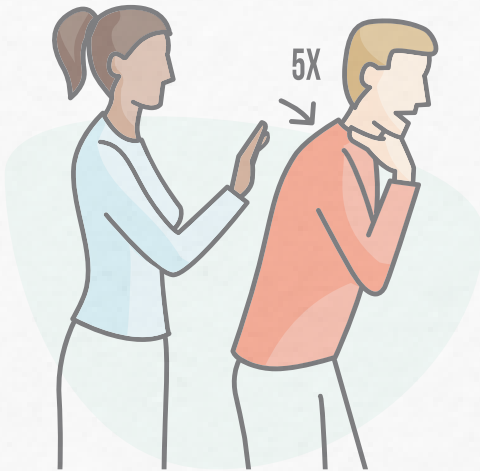
Place **two fingers** at the center of their breastbone and perform **five quick chest compressions**.



Repeat the back blows and chest thrusts until the object is expelled and the infant can breathe or cough on their own.

For adults

- 1 Instruct and help person to stand up. At the same time, try to **calm the person**.
- 2 Get behind the person. Lean the person forward and **give a few blows** to their back with the heel of your hand.



- 3 Place both your arms around their waist. **Make a fist with your dominant hand** and place it just above the navel of the person, thumb facing to person's body.

With your other hand, hold the fist, pull it towards and push it **inward** and **upward** at the same time. Perform **five** of these abdominal thrusts.



Repeat until the object is expelled and the person can breathe or cough on their own.

HOW TO PREVENT CHOKING ON FOOD

1. Cut food into **smaller portions** before you put it in your mouth, especially hard and chewy food items.
2. Try to avoid or minimise talking or laughing **excessively** when you eat, as it may cause food to unintentionally move into your throat.
3. If you have a cold or a congested nose, it is more likely you will need to breathe through your mouth. **Be extra cautious** while eating as this may cause food to unintentionally move into your throat.
4. **Pay attention** to what you are eating as a distraction may cause you to swallow food before you are ready to.
5. **Do not surprise or scare someone** while they are eating, as their reaction may cause them to choke on food.

GENERAL CAUTION (THAT MAY BE OUT OF YOUR CONTROL)

- Be aware of **age-related issues** like older folks have more brittle bones and are generally more frail.
- Some may have back issues that may become worse with hard whacks to the back.



SCAPES

HOTEL | GENTING HIGHLANDS

ESCAPE AWAY

The latest and most awesome weekend getaway venue is here... presenting SCAPES Hotel! You can pronounce it "Scapes" or "Escapes" which describes the hotel accurately, either way. "Scapes" is coined from "landscapes" and highlights the visual and tactile elements that make up the hotel, or simply "Escape" in light of the refreshing getaway that is the hotel.

SCAPES Hotel marks a watershed moment in LBS history as it is the inauguration into a subtle diversification from creating living spaces into creating experiences. Step into SCAPES Hotel and you will feel the authentic warmth and genuine intent that instantly transport holidaymakers into a world of relaxation.

The design takes inspiration from the rich natural surrounding found in Genting Highlands. It is a completely fresh look on how a boutique hotel can tie multiple elements of flora and fauna together and deliver on the promise of a new way to experiencing a hotel on your vacation. This can be seen and felt in every room as the lush greenery of Genting itself seems to frame the experience of hotel guests.

This brave new take on how a hotel makes guests feel is ideal for those looking for a new experience, like Millennials, Urbanites, Travellers and Adventure Seekers. The fresh-look at an immersive and unique design elements and cues marries fun and functionality. Built on the slopes of Genting Highlands, Pahang, SCAPES Hotel is a 4-star, 10-storey hotel. Consisting of a total of 176 rooms, 172 deluxe and 4 suites, the deluxe rooms are designed to fit from two to four dwellers while the two-room suites can fit six.

LIVING BY THE NUMBERS

★ 4-star hotel

■ 10-storey Hotel Building

■ 176 rooms in total
| 172 Deluxe rooms
| 4 two-bedroom suites

■ 5 room types

🏠 28 sqm (Deluxe rooms)

🏠 56 sqm (2-Bedroom suite)

■ 4 meeting/events rooms

■ RM650 to RM2000
per room

With six room finishing options to decide on, you are spoilt for choices and will ensure a fresh experience every time you visit the SCAPES Hotel. The rooms are:

1. BRANCH BEAUTY

Comes with a rustic wood inspired jungle theme

2. SKYLIGHT SPLENDOR

Draws on natural light to exude a dreamy effect.

3. CONCRETE COOLNESS

Designed with light grey textured walls that embody the strength of limestone-enriched concrete.

4. RESPLENDENT RATTAN

Features rattan and cane textures

5. EARTH INSPIRED STYLE

Golden touches in a décor that reflects the Earth's soil in characteristics and texture

6. FLORAL FANTASY

Designed with exquisite soft furnishings and loose furniture that reflect deep, bright and mysterious floral patterns.



Deluxe Twin Room
Artist Impression

Typically, rooms are featured with Air-Conditioner, Wireless Internet access, Coffee/Tea making facilities, Electronic Room Key, In-room Safe, Mini Fridge, Telephone, LED TV, Laundry and Dry-cleaning services, and Hair Dryer. The rooms are set at affordable prices ranging from RM650 to RM2000 per night.



Reception
Artist Impression



Pool Bar
Artist Impression

Apart from these nature-inspired dwellings, there are 4 options for meeting or event rooms. These come in the forms of Meranti Ballroom, Meranti 1, Meranti 2 and the Meranti Boardroom.

There are three uniquely refreshing F&B outlets that should keep guests happy and contented. They are 1) Lemon 3, an All-day Dining experience that churns out fresh and authentic Malaysian and Western dishes 24-7; 2) Urban Remedy, a sports bar and outdoor deck to kick back after a long day playing 18-holes in a famous nearby Golf course and 3) Poolside Café, serving the best in iced and frozen beverages and snacks.

Other amenities within the SCAPES Hotel are a Gym, lap pool, family pool, wading pool, aqua deck, outdoor jacuzzi, kid's zone, covered parking bay, 24-hour reception, scheduled shuttle service to Genting Premium Outlet and Awana SkyWay, laundry and dry-cleaning services, and rooms and facilities that are accessible for the physically-challenged.

A host of renowned attractions is within driving distance such as,

- Happy Bee Farm – 4km (10 minutes' drive)
- Genting Strawberry Leisure Farm – 4km (10 minutes' drive)
- Genting Premium Outlet – 5km (12 minutes' drive)
- Genting SkyWay – 5km (12 minutes' drive)
- Awana Genting Highlands Golf Course – 7km (12 minutes' drive)
- Mini Cameron Highlands – 5 km (12 minutes' drive)
- Chin Swee Caves Temple – 9km (16 minutes' drive)
- Awana Bio Park – 9km (16 minutes' drive)
- Genting Highlands Theme Park – 12km (20 minutes' drive)



Hotel Corridor
Artist Impression



Hotel Bedroom
Artist Impression

In a nutshell, the **SCAPES** Hotel is the latest "new experience" that should be on everyone's "to-do list". It delivers a fresh new look with design and inspiration taken from the immediate, natural environment, and this fills every space within the hotel. A uniquely varied choice of rooms and experiences await hotel guests, with multiple options of roaming to visit nearby attractions.

As local tourism is encouraged, SCAPES Hotel will be opening soon! You can enjoy your exclusive promotional rates by logging into www.scapeshotel.com, enter the Promo Code "LBS" and begin a new experience. Terms and conditions apply, call +603-6106 0833 for enquiries.



kita
MEKAR

A home that is uniquely Malaysian

As a part of the greater KITA @ Cybersouth in Dengkil, KITA Mekar is designed to provide an unforgettable experience as a first home or even a family home for many generations to come. This is due to the uniquely Malaysian design cues found in the facility design and landscaping of the development.

Inspiration is based on traditional Malay culture, art and textile designs like Batik, Songket, Kelarai and Tekat. While these four aspects of Malaysian design are unique by themselves, KITA Mekar has managed to incorporate them seamlessly into the living spaces.

For example, Batik takes its inspiration from nature with leaves and flowers used in a free-flow method with the results being floral motifs in lively vibrant colours. Songket is best displayed through geometrical design with a strong sense of symmetry and repetition. Kelarai is based on a weaving technique that utilises squares to illustrate a pattern. And lastly Tekat is an art based on organic shapes and forms that is largely unstructured.

These elements can be found in the design and formation of garden spaces, playgrounds, and community parks, which displays the rich and natural Malay heritage that homeowners can proudly live in. In essence, KITA Mekar is a living gallery of traditional Malay design.

The 66.42 acres of Malay Reserved Land offers leasehold properties in the form of 2-storey terrace houses (20' x 60'), Single storey terrace houses (20' x 70') and Townhouse (22' x 75'). Respectively, there will be 388 units, 342 units and 432 units available for the Malay market.



■ **66.42** acres of
Malay reserved land

■ **388** units of 2
storey terrace houses
(20' x 60')



Townhouse
Artist Impression



Songket Porch
Artist Impression



Overall Facilities
Artist Impression

KITA Mekar is a place where family comes first. The open-concept in the design, which can be seen on both the interior of the home and the external surrounding area, encourages bonding and a close sense of community.

Open parks with various options of recreational activities are planned around the neighbourhood to further enhance integration of the community. Some of these includes a Rollerskate Park, Batik gazebos, Futsal/Badminton/Takraw courts, Fitness stations, Obstacle course, Playgrounds, Jogging and cycling trails, Herb gardens, Songket hut and porch, Relaxing gardens, Amphitheatre, Community Hall, and BBQ lawns.

There will be a government school built nearby in the future, and Dengkil itself is at the center of Southern Klang Valley, a hub that is connected via Putrajaya-Cyberjaya Expressway via ELITE Highway, Maju Expressway (MEX), South Klang Valley Expressway (SKVE), North-South Expressway (NSE) and Damansara-Puchong (LDP) Highway.

An 18-hole golf course, Bukit Unggul Country Club is within driving distance, as are Cyberjaya and Dengkil town, UiTM Dengkil campus, Heriot-Watt University Malaysia, SMK & SK Dengkil, D'Pulze Shopping Centre, Tamarind Square and Hospital Putrajaya.

Lastly, for complete peace of mind of home owners, the development is gated and guarded, with CCTVs at multiple points. As added security, entry will be via access card through a guardhouse. Security personnel will also manage the perimeter through regular patrol.

KITA Mekar is an ideal place for the Malay community to build their forever home.

342 units of single storey terrace houses (20' x 70')

432 units of Townhouses (22' x 75')

Affordable quality homes

kita
SEJATI



■ **6.8** acres of Malay reserved land

■ **2** blocks of 24-storey apartment

■ **1054** total units

■ **816** units of Type A (850 sqft)

■ **238** units of Type B (600 sqft)

■ **RM250,000** upwards

Another part of the greater development of KITA@Cybersouth township in Dengkil is KITA Sejati. Built on 6.8 acres of Malay Reserved land, this development is designed with the Malay market in mind, especially for first time home buyers. KITA Sejati promises to provide quality but affordable homes sharing some of the amenities that KITA@Cybersouth provides.

KITA Sejati consist of 2 blocks of 24-storey apartments with Type A (850 sqft) offering 816 units and Type B (600 sqft) offering 238 units with pricing starting from RM250,000.

This development is created to meet the high demand for affordable high-rise homes that exist in the market today. While affordable, KITA Sejati is still designed to promote community well-being and interaction through ample recreation spaces, with up to 11 percent of the space allotted for greenery, the feeling will be one of having your own personal space within the development.

Also in the plans are various family-centric facilities within the development that caters to all age groups. These will include Indoor gymnasium, Swimming pools for adults and kids, Playground, BBQ lawn, Open gardens and gazebos for relaxation, Jogging track, Badminton, Futsal and Takraw courts. These will promote a healthy community both physically and mentally.

Location of KITA Sejati puts you within 10km of essential institutions such as Cyberjaya and Dengkil town, UiTM Dengkil campus, Heriot-Watt University Malaysia, SMK & SK Dengkil, D'Pulze Shopping Centre, Tamarind Square, and Hospital Putrajaya.

A big advantage of the development in terms of accessibility is it can be accessed via a wide variety of highways, these will include Putrajaya-Cyberjaya Expressway via ELITE Highway, Maju Expressway (MEX), South Klang Valley Expressway (SKVE), North-South Expressway (NSE), and Damansara-Puchong (LDP) Highway.

Unheard of in terms of combining affordable homes and personal safety is the availability of a 3-tiered security system with CCTV, boom gate and perimeter patrol, as this development is a gated and guarded community with CCTV at the guardhouse.

KITA Sejati is an opportunity to get an affordable high-rise home with many facilities and a tight security plan at the same time. Peace of mind now comes with your first home in KITA Sejati.





LBSF Charity Car Boot Sale Plaza Seri Setia Petaling Jaya

11th September 2020

LBS Foundation organized the first Charity Car Boot Sale at LBS Function Room. This event received an overwhelming response from staff and among the items sold includes pre-loved clothing, arts, tea bags, cookies, snacks, foods and many more. LBS Foundation have collected closed to RM3000 from the coupons sold, where 40% from the total sales were donated to Ajar Ajar Malaysia, the volunteer-based program that provides learning opportunities for underprivileged communities.



World Heart Day Contest

14th September 2020

In conjunction with World Heart Day on 29 September 2020, LBS Foundation took a moment to remember and embrace the importance of heart health by treasuring loved ones and appreciate how little moments can turn life into one big adventure. This great initiative was translated into the content sharing contest called 'LBS World Heart Day Contest' on social media platform, from 14th to 30th September where participants upload their most heartfelt photo and stand a chance to win gift hampers.





Jom Tanam 1,000 Bakau – Tree Planting Event

26th September 2020

As part of environmental awareness, LBS Foundation has donated and planted 1,000 mangrove trees at Taman Rekreasi Paya Bakau Sijangkang, Selangor on 26th September 2020. The event was officiated by Yang Di-Pertua Majlis Perbandaran Kuala Langat, YBhg. Dato' Amirul Azizan bin Abd Rahim. The event is also part of the Selangor - Friends of River; an initiative that conserves and preserves up to 30 rivers in the state by the local communities which was launched by Menteri Besar Selangor, Dato' Seri Amirudin Bin Shari. Acacia Daud, a well-known influencer, was also present to support the event and help promote awareness through her social media posting.

Charity Concert by Young Musicians

27th September 2020

LBS Foundation together with J Music Studio, Bentley Music, Steinway & Sons, and a band of talented young musicians collaborated to help raise funds for the Food Aid COVID-19 program organized by Suriana Welfare Society Malaysia, a registered Malaysian NGO focussed on prevention of child abuse through their proactive and advocacy work. LBS Foundation donated food supplies to 600 families under this program.



Abundance Charity Event

3rd November 2020

LBS Foundation, together with four other organizations manage to collect RM186,000 during the Abundance Charity Event, held in SRJKC Sg Way, Selangor where the donors contributed through the purchase of coupons. Together with Persatuan Hokkien Sungai Way Selangor, Poh Kong Sdn Bhd, Sogo Plastics and PIBG SRJKC Sungai Way, these organizations will donate the collections to their appointed charity initiatives.

Puan Sri Karen Lim, the patron and the main organizers of this event graced the Cheque Giving Ceremony to all the organizations held in LBS HQ, Petaling Jaya.



LBS Events & Activities



Ritma Perdana Launch

12th September 2020

LBS Bina Group Berhad (LBS) unveiled Ritma Perdana, the fourth phase of affordable landed homes in a gated and guarded township with a Gross Development Value (GDV) of RM611 million on 12th September 2020. This new phase is set to meet the market demand for affordable yet quality homes in up and coming Bandar Puncak Alam.



Ritma Perdana is an elegantly designed and well-crafted neighbourhood, comprising 250 units of townhouses and 901 units of double storey terrace houses which emphasizes an open concept interior, surrounded by verdant greens and a safe environment for families and offers a host of security features and facilities to homebuyers.



EKSPLO Hartanah Bumiputera 2020

16th – 20th September 2020

LBS participated in EKSPLO Hartanah Bumiputera, at DPULZE Shopping Centre from 16th – 20th September 2020. Designed with all the best elements of traditional Malay community living in Dengkil, double storey terrace houses in KITA Harmoni in KITA @ Cybersouth township, was showcased during the expo.



D' Island Residence Mid-Autumn Festival Celebration

3rd October 2020

Persatuan Kebajikan Murni Puchong Selangor, the resident association of Apicalia, Balvia and Corallia 3 for D' Island Residence organised a Mid-Autumn festival celebration on 3rd October 2020. Tan Sri Lim Hock San, Group Managing Director of LBS was invited to attend the festival and celebrate this special occasion together with the residents.



Tan Sri Lim Hock San's Commitment to the Community

Being a philanthropist and an active advocate of social and community works, Tan Sri Lim sits on the board of more than 30 charitable organizations and makes considerable effort to be personally involved in various causes.



Malaysia-Guangdong Chamber of Investment Promotion (MGCIP) Annual General Meeting

7th August 2020

The President of Malaysia-Guangdong Chamber of Investment Promotion (MGCIP), Tan Sri Lim Hock San attended the annual general meeting. During the meeting, he said the government should formulate more preferential policies for businesses as soon as possible due to the pandemic. This is to create more engagement for import and export SMEs and to revitalize the country's economy.



The Federation of Hokkien Associations of Malaysia Visitation to Petaling Street

11th August 2020

The President of Federation of Hokkien of Malaysia, Tan Sri Lim Hock San led council members to visit Petaling Street, which was hit hard by the pandemic and movement control order, to bring hope to this century-old cultural and tourist attraction. Datuk Ang Say Tee, chairman of Kuala Lumpur Hawkers and Petty Traders Association, invited Tan Sri Lim Hock San for the visit to exchange ideas on creating more opportunities for businesses.



Blood Donation Campaign

31th August 2020

In conjunction with the 63rd National Day, the Youth bureau and the Women bureau of the Federation of Hokkien Associations of Malaysia jointly organized a blood donation campaign at EkoCheras. The President of Federation of Hokkien of Malaysia, Tan Sri Lim Hock San said that in addition to responding to the call of the national blood bank, the blood donation campaign is also aimed at raising people's awareness of blood donation and giving back to the country in a very important way. This movement is also supported by Cheras Member of Parliament, Tan Kok Wai.



Exchange Meeting between The Federation of Hokkien Associations of Malaysia and MCA Ministers

7th August 2020

The President of Federation of Hokkien of Malaysia, Tan Sri Lim Hock San, led council members to meet with the ministers of MCA which are headed by Minister of Transport Datuk Seri Wee Ka Siong and exchanged views on issues faced by the Chinese community. The meeting was attended by Deputy Minister of Education Datuk Dr. Mah Hang Soon, Deputy Minister of International Trade and Industry Datuk Lim Ban Hong, Deputy Minister of National Unity Datuk Ti Lian Ker, Life Honorary President of the Federation of Hokkien Associations of Malaysia



Selangor & KL Lim Clansmen Association

6th September 2020

Chairman of Selangor & KL Lim Clansmen Association, Tan Sri Lim Hock San attended the annual general meeting and a special ceremony of academic excellence awards for the children of members. He called on members to actively participate in the association to continue building it up and provide more platform



The Federation of Hokkien Associations of Malaysia 27th Annual General Meeting

20th September 2020

The President of Federation of Hokkien of Malaysia, Tan Sri Lim Hock San, attended the 27th annual general meeting, which was attended by delegates from 79 affiliated clubs. The conference also passed 11 proposals, including urging the government to pay attention to the long-term shortage of teachers in Chinese primary schools and the fair allocation of resources. In conjunction with the annual general meeting, the Federation of Hokkien of Malaysia also convened a special member representative meeting to amend the association's rules and constitution and to appoint new auditors and tax consultants, and seek approval from member representatives.



First Board of Directors Meeting of Entrepreneurship Bureau of The Federation of Hokkien Associations of Malaysia

2nd October 2020

The president of Federation of Hokkien of Malaysia, Tan Sri Lim Hock San presided over the first council meeting and suggested that the government should provide financing guarantees or loans to enterprises. This is to ensure that these enterprises can survive the pandemic, play a social role and revitalize our country's economy. The COVID-19 pandemic has impacted the world and the Malaysian economy, therefore a stable government together with a complete set of economic revitalization packages can effectively revive the national economy. He suggested that the Ministry of Finance to increase funding for the medical system in the upcoming budget, to ensure that our country provides comprehensive medical care and assistance in the current and future epidemics.



Exchange Meeting between The Federation of Hokkien Associations of Malaysia and Minister of Finance

5th October 2020

Tan Sri Lim Hock San together with a number of well-known Chinese entrepreneurs met up with Minister of Finance, Dato' Sri Tengku Zafrul bin Tengku Abdul Aziz, to submit a proposal and conveyed the hope that the government will pay more attention to people's livelihood issues. He hopes that the government will formulate a clearer Malaysia My Second Home Plan, which will reduce the minimum threshold of RM1 million to RM600,000 for foreigners participating in this program to purchase local properties. In addition, he also hoped that the government can introduce a new Developer Interest Bearing Scheme (DIBS).

家和万事兴
团圆贺新年



empowering individuals
enhancing communities