

JOURNEY WITH LBS

VOL
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SCAPES Hotel:
The Great Escape

JANUARY 2022

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Note from Executive Chairman

Firstly, allow me to wish everyone a Happy New Year 2022!

Ushering into the year of the Tiger, we hope to emulate the strength and ferocity of the Tiger, living life well and to the fullest. While the fight against COVID-19 continues, there is light at the end of the tunnel. In fact, we are practically at the end of it, breaking into bright, sunny daylight.

More good news! We have been able to weather through 2021 with resilience and perseverance. The achievement of RM1.58 billion in sales speaks for itself and is miles ahead of the projected RM1.2 billion we set as a target early in 2021.

On behalf of the whole company, we are humbled by the continued support of everyone, especially LBS home-buyers. Rest assured; we intend to reward your trust by continuing in our aim to provide affordable homes for all Malaysians.

We are not resting on our achievements as there will be 14 new launches planned for 2022 across Klang Valley, Johor, Pahang and Perak, with Gross Development Value (GDV) of RM1.77 billion. Even

in the midst of uncertain and uncontrollable forces that is faced by everyone in the world, we have contingencies in place to make this a great year for home-buyers.

And a reminder, with CNY just around the corner, LBS is currently offering some Ang-Pows through the "Bring Happiness Home" Campaign that is on-going till the end of February 2022. There is no better time to own a home, and make your dream come true.

As we prepare to celebrate the CNY festivities, we should all remain vigilant and follow the basic SOPs to safeguard our family and loved ones. By all means, spread joy and good fortune... just make sure you do not spread the virus.

Lastly, with this new year, there is renewed hope. Let us make this a year we will remember for all the right reasons. Stay safe, and stay Tiger-strong.



Tan Sri Lim Hock San
LBS Bina Group Executive Chairman

CNY holiday × Checklist

With CNY quickly approaching, here is a checklist to help you with this busy time where many are going back to their home town or home state, or even on holidays:

1 Ensure all travel plans fall within the law governing travel, be it locally, inter-state or internationally.



2 Make sure your MySejahtera app and status is updated, this include being properly vaccinated, which may or may not include booster jabs as ordered by the relevant authorities. If you do intend to get booster jabs, do it two weeks before travelling to ensure no significant side-effects.

3 Follow all COVID19 SOPs, which include wearing mask and washing hands frequently.



4 If you plan to drive long-distance, send your vehicle to the mechanic a month or two before, to avoid the CNY last-minute rush to the mechanic. This also gives you a month or so to drive your car to ensure everything is in order, and if it is not, you can send it back to the mechanic for remedial action.





5

Fill up the fuel tank at least a day or two before, to avoid long last-minute queues at the fuel stations.

10

Ensure close friends and family members know where you are planning to go and when, in case of emergencies and they need to contact you.



Top-up your Touch-n-go cards before travelling.



11

If you or your dependents have special needs or special medical needs, ensure you have the extra medical supplies at hand.

7

Before you leave your home for a long-trip, ensure all electrical switches are off, and as an extra precaution, pull out all plugs from plug-points. Ensure every window and doors are locked. Inform a trustworthy neighbour to keep an eye out for your home.

12

Take note of emergency numbers (hospital, police, etc) wherever you are; be it at home or at your destination.

If you are staying at home, ensure you have enough supplies as many businesses are closed for at least a few days.



9

Ensure payment of your Credit Cards are done promptly so there will be no issues when you need to use them. It may also be a good idea to have some extra cash on you for the week.

13

If you are travelling internationally, ensure your handphone connection and credit cards are fully functional and accepted at your destination. Lastly, ensure your passport is valid with the required buffer before expiration date.

How to keep fit at home

PART 2

We hope you have been using the first five exercises we introduced in the previous issue. Here are five more for you to try out.

Do keep in mind, even if you are vaccinated against COVID-19, one of the best defences against any form of illness is staying active and healthy. It is easy to understand this but still hard to start exercising. The easiest way to begin this journey to a healthier life is to just do it.

You can start with just one exercise... spend 5 minutes doing it every day for a week. Start small. Gradually and weekly, increase the types of exercises and the length of time spent doing them. You will see the benefits in a few weeks, your body will thank you, and your family members will appreciate you being healthier.

Next... get your family and friends involved, so you can encourage one another.

Remember, exercise is proven to be a mood booster, so it is not only beneficial physically but mentally as well.



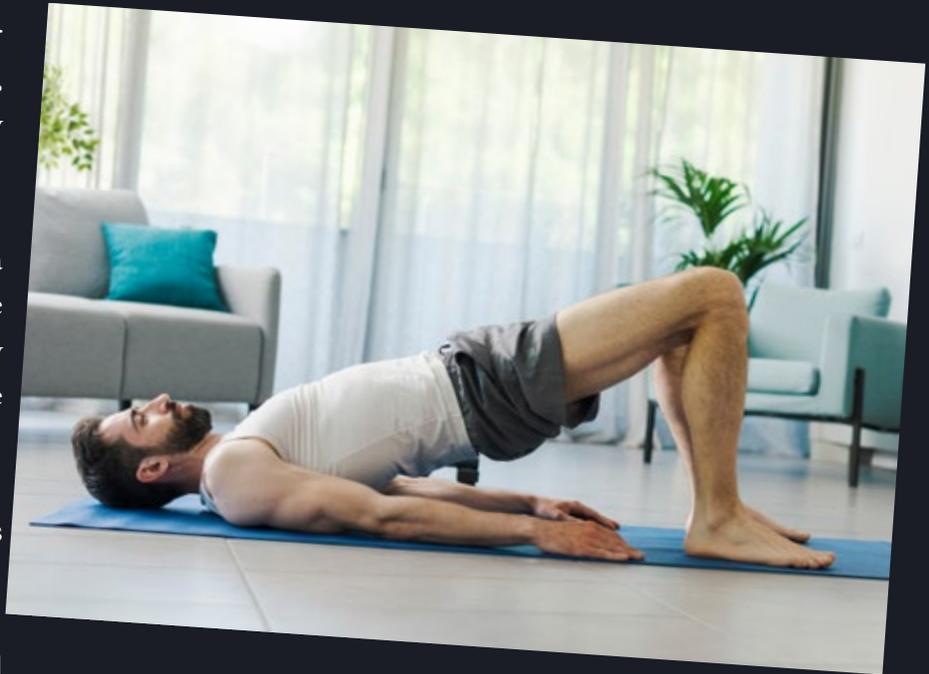
Bridge

Start by lying down on the floor, your back flat, knees bent facing upwards, feet flat, and your arms extended by your sides.

Use your feet and hands as a foundation, slowly raise your backside off the ground till you cannot go any higher. This will activate your core muscles as well as your glutes.

(Be careful not to hurt your neck, as everyone has different flexibility)

Slowly relax to the position you started with and repeat.



Stationary lunge

Start in a position as if you are walking, with one leg in front of the other. With your right leg in front, the soles of your foot should be flat on the ground, while your left foot should be on the toes.

Bend your right knee slowly and naturally lunge forward. When your right thigh is parallel to the ground, stop.

Next, slowly push with your right foot and return to the starting position. Do as many reps as you can, and switch legs to repeat the same reps.

This will tone your quads, hamstrings, and glutes.



Straight-leg donkey kick

Get on the floor with your knees and hands supporting your whole body. Your hands should be straight down to the floor and shoulder-width. Likewise, your thighs and knees should be straight down and hips-width.

Keeping your back straight and horizontal, slowly lift your knees by pushing your right foot out and all the way back, forming a straight horizontal line with your back. Throughout this movement, your toes should be pointing towards the ground.

Slowly return to the starting position and repeat with the other leg.

This is a great exercise for your glutes.

Side-lying hip abduction

The hip muscles are always taken for granted, so here is a specific exercise for that crucial part of our body, strengthening and toning it.

Begin by lying down on the floor on your left side, ensuring the outer side of your leg and body is touching the ground. Your hands are used to provide support – your left arm is opened up and the elbow bent back to allow your head to rest on your palms, while your right hand is bent 90 degrees back to the ground allowing your palms to touch the ground.

Lift your right leg up, while keeping the rest of your body still. Lift your right leg as high as you comfortably can and slowly go back to the starting position.

Repeat as many times as you can and turn over to the right side of your body on the ground to work your left leg.





Bicycle crunch

Ideal for your core and abs, this exercise begins with lying flat on your back, on the floor.

With your fingers touching the side of your head, move your legs as if you are cycling in the air. Done properly, your shoulders will naturally lift off the ground alternating to your leg movement. This means at the cycling stroke where your left knee is closest to your chest, your right shoulder will lift up from the ground to meet the left knee. The right leg is also straightened out at this point in the cycling movement.

And vice versa with your right knee, left shoulders and left leg.

You will find that only the lower half of your back is on the ground at any given point in time.

Repeat as many times as possible.

The Great Escape

A NEW GEM EMERGES IN THE HIGHLAND MIST

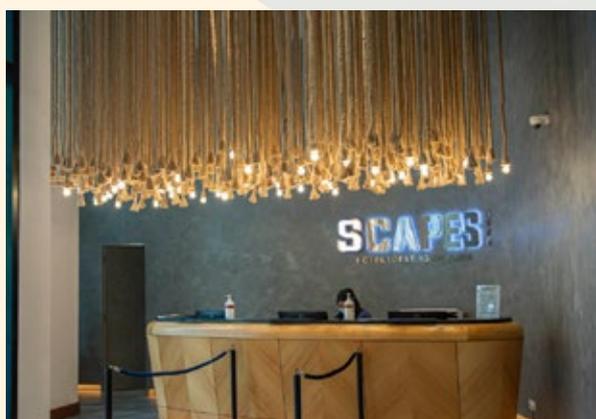
The rain was incessantly heavy in PJ as I left for Genting Highlands. The road up to this part of Malaysia is a familiar one, like an old friend, it beckons me upwards. Just at the edge of Goh Tong Jaya, a right turn through a break in the middle of the road lead me to a newer area in Genting Highlands, one that was only developed in the past few years, and yet it has quickly filled up with all forms of economic enterprises, more than sufficient to cater to all the needs of the people in the neighbourhood.

Drive a bit farther in, you will pass some hidden bungalows on your right and this will eventually lead you to the area that marks the (temporal) end-of-the-road (as more development is happening beyond this) where Scapes Hotel is located on your right. Scapes Hotel sits within Midhills, a cluster of four buildings, three of which are privately owned apartments and the fourth being the hotel. Scapes or you can choose to pronounce it as “S-capes” Hotel is the latest foray of prolific developer LBS Bina Group, and marks their entry into the hospitality industry.

The guards direct me into the basement carpark, where another guard was posted for security and to ensure guests and visitors follow the COVID19 SOPs. A short walk and a shorter lift ride brought me to the reception area that is Level G. The lift doors open to a subtle notes of flower petals in the air and a glorious Orchid plant on a display table. The ceiling at the lift foyer displays gigantic leaf motive in monotone, a theme that can be seen throughout different parts of the hotel.



Just towards the front of the hotel is the modest reception desk, befitting the size of this cosy hotel. The staff at the main entrance was particularly helpful and diligent, and the same can be said of the personnel here.



I love the dangling hemp ropes that created a natural canopy as I checked-in. The light bulbs at the end of a few of these ropes delivered the necessary lighting when it got dark, but since it was only 9am, it provided the soothing ambience that reflects the vast swath of green hills that Scapes Hotel is built on.



My room for the duration of my stay? 007..., one 007. Situated on the top floor, the door opens to a grey/brown ensemble, neatly put together ensuring wide open walkways and an air of spaciousness. The bed was draped in pristine white sheets and four rather fluffy looking pillows. I resist the temptation to sprawl on the cool bedsheets as I proceeded to check out the rest of the room. The build quality was good and the shower area was larger than usual. Having been to more than my share of hotels all over the world, I particularly like the scent of the body wash. On a side note, the water pressure is on the high side... just be aware of that before you use the bidet.



The organic-shaped mirror sits on the wall, near the working area that was a long wall-mounted sliver of a desk that stretches from mid-room to the windows. The curtains hide a beautiful green hill, a natural mix of what nature intended. And once the luscious swirls of mist disappear, it reveals the light greens of the shorter ground-level shrubs are dwarfed by the more matured and taller trees with dark green leaves. But the harmony of the view is so enticing that I stare out the window for a long while into this carpet of green-ness of the comfy couch next to the

bed. Soon enough, my tense muscles begin to relax, my breathing is just that much slower and calmer. Yeah... this is what a holiday in the hills should be. This may be a short stay, but it looks very promising.



In fact, all the rooms in Scapes Hotel are of a decent size. With a total of 176 deluxe rooms in various configurations to sleep two to four guests, including four units of 2-bedroom suites that can sleep six, comes with a small dining table and a large bathroom area. The appointments within each unit vary with a play on green leaves, natural wood to an urban jungle setting that is industrial-looking. This is perfect for those who want a change of scenery every time they come to Scapes Hotel.



I make my way back down to Level G, armed with my two Nikons, strapped in a shoulder harness, one on each side. The interior of Ground floor is mostly filled with the Halal-certified Lemon3 restaurant (Lemon tree), with a capacity to sit 170 pax at any given time. Of course, with the current SOPs, it now comfortably and safely sits 120 heads. The high ceiling together with the ceiling-height windows that run from the front to the back of Lemon3 allows natural light to stream in, opening an already large dining area to the green hills outside.



This was the main place for meals and having met the new chef (1-week-old), I can see this is going to be one of my favourite spots in my stay. The jovial Executive Chef of the Scapes Hotel is Encik Ashar Daud, a familiar face within the close-knit community of local Malaysian chefs.



While well-versed with all genres of international cuisine, his heart is with his Kelantan and Terengganu roots. Some of the planned specialties guests can look out for are duck rendang, lamb shank, fish head curry, spaghetti aglio olio, mee mamak and bubur cacar.

Having sampled local favourites like Nasi goreng kampung and Chicken chop, I can vouch that they are some of the better versions I have tasted. The spices used are subtle and brings out the flavour in both dishes. As Chef says, it is not just about fresh ingredients and recipes, but the technique and experience of the chef.



In the middle of the casual interview, one of his staff beckoned and whispered into his ears, his

prompt reply was “No, no... I will do it myself”. Looking back at me he smiled, “Tan Sri Lim Hock San is coming for lunch with his entourage, I want to make sure everything is cooked just right”. I overhear something about fish head curry...

He and Encik Nasir Ismail, the GM of Scapes Hotel has a natural chemistry, having worked together in a previous employment. They make a good pairing and should see Scapes Hotel gaining prominence in the near future.



Nasir has a wholistic view of the hospitality industry, having lived and breathe in this industry for several decades. A slim gentleman, he obviously watches his weight and is quite selective on his diet. He cuts an immaculate figure in his suit and initially comes across as personable and professional. But as we chat, his guard drops when we find some common grounds and talked freely on the many things that is life.

A key element he hopes to inculcate in his team is the term “memorable experience”. He explains that Scapes Hotel, being of modest size, is able to provide a quality of service that is of higher value to its customers when compared to some of the well-oiled hospitality giants in Genting Highlands.

“We are able to personalised our service, and it starts with our staff asking the right questions to anticipate the needs of our guests. We intentionally want to be people-oriented because we are small

enough to do so, unlike some larger set-up that may seem more aloof and business-like. The human touch is important.”, he says.

Even with my short stay here, I can tell from first-hand experience that the staff are definitely skewed that way – incredibly polite and attentive, making the stay a memorable one. The only caveat is that the hotel is brand new and many of the staff are also new, hence they will require some time and training to perform at optimum level.



Two other spots to take in some food and drinks can be found in Poolside Café on the ground floor next to the pool and gym, and Urban Remedy on the 1st floor. These two outlets serve beer and in the near future, alcohol as well, to cater to those who intend to unwind and chill in this manner.



The Poolside Café oozes with a touch of retro chic complete with a tile mosaic on the wall, while the well-appointed gym next door also shares the poolside view.



Urban Remedy is designed to emit a classical pub vibe with black slats on the windows, green upholstered chairs and bar stools, tiled floors and a large backlit wall that displayed all the bottles of liquor. This is all very quaint and inviting, a pity they are unable to serve liquor for the time being. The Game Room next to Urban Remedy houses a pool table, a foosball table and a dart cabinet, with a pub-like ambience.



The mezzanine floor holds the large Meranti Ballroom; which can be partitioned to make two smaller Ballrooms; Meranti 1 and 2, and the Meranti Boardroom for meetings. This is ideal for any company retreat or off-site meetings.



A cable car is suspended from a thick cable, moving over a vast, dense forest of green trees. The scene is captured during sunset, with a warm, golden light illuminating the sky and the tops of the trees. The cable car is white with a yellow roof and is positioned in the lower half of the frame. The background shows rolling hills and a clear sky with a few wispy clouds.

Genting Highlands is the closest getaway for most city-folks. Within a short hour, they are able to escape the burn of daily life to the chill of highland weather. And why not try a new hotel that is ready to serve you as a valued guest and not just a customer?

The hotel is extremely clean and the staff are some of the friendliest I have met, plus the food is of a quality you will not be able to get in larger and busier hotels. Scapes Hotel is a hidden gem in Genting Highlands that must be sought out.



10 HABITS YOU NEED TO SUCCEED IN LIFE



There are so many books on the habits you need to succeed in life. Every author has their own list and they all make sense. But realistically, not everything they write will be applicable to everyone, because everyone is different.

The list here can be seen the same way, not everything will work for everyone, so use this as a guide and practise what works for you.

The first thing we need to define is the word “success”. Success can be seen as being rich and making a lot of money, or it can be seen as a simple life that is worth living to the max. So, you define what success is for you.

If you are looking for a list to help you make money... it would be 1) be frugal and live a simple life, 2) invest all extra resources in multiple types of investment both locally and internationally, and 3) be widely knowledgeable of all industries to help you better predict what is going to make money. Easier said than done, of course.

But this list is not just about getting rich.

We want to be heading in the right direction that will enable us to be more successful, in general. And this starts with habits that involves being discipline about your life. The right perspective here is the fact that even the richest man or woman cannot escape illness or death.

Therefore, focus on being the best you can be.





1) Get enough rest and sleep

Many people feel they do not need this, but research has shown that a person who is well-rested is the most productive and creative. Yes, there will be times when you are so busy that you may not get enough sleep. This is a normal part of working life. But do not make it a habit or a lifestyle. If your job is really that busy... find another one.

Sleep is when the body repairs itself. The benefits cannot necessarily be seen or felt, but internally your defence system against diseases and illness is at its peak, giving you the best chance of a healthy and long life. Long-term ill effects of lack of sleep or rest is well documented, and there is no good outcome to expect.

In general, a healthy adult will require seven to eight hours of sleep, therefore aim for that. It is also true that a small percentage of people require less sleep and can be as healthy as anyone else. It is your responsibility to be honest with yourself and discover if you are in that small group, for your own health.

Basic tips to sleep better is to avoid caffeine or alcohol six hours before you sleep. Learning to switch your mind off is equally important, as many are in the habit of thinking too much about things, they have no control of, which adds to the worry and stresses of life.

One way of controlling your over-active mind is to focus on something calming... like picturing a nice waterfall, or a peaceful scenery, or even a basic object like an egg. Once you do that your mind will slowly be trained to relax.



2) Wake up early

Some people are early-risers, while others are naturally late-risers. Studies have shown that waking up early to exercise, meditate or to read is beneficial to you. Many successful people are early risers so they can get the important things done without having the distractions of activities and people when everyone is awake.

Therefore, there is a natural quiet time when no one is disturbing you start your day at four or five in the morning.

Rising early also helps you set your mind properly and you will be fully in motion while others are groggily just getting switched on. The quiet moments are ideal for self-reflection away from the normal distractions of busied activities of a normal day. Self-discovery is essential to live a truly fulfilled life, but many are too busy to discover themselves, which leads them to living a life that is ultimately unsatisfying.

3) Exercise

Many people do not exercise enough! They may be okay in their 20s, 30s and even 40s... but growing older means less energy and if you have not taken care of yourself, things may begin to go wrong in your body. There is no shortcut to exercise, unfortunately.

The best advice to give is for everyone to find an exercise or physical activity they love doing, so it becomes less of a chore. If you love it, you will do it all the time and will need less motivation to exercise.

Again, some people find it helpful if there are other people involved in the exercise. So, find a group of like-minded people to do this activity with. The long-term benefits of regular exercise are invaluable. Exercise is universally good for everyone, and you have a better chance of living a longer and healthier life.





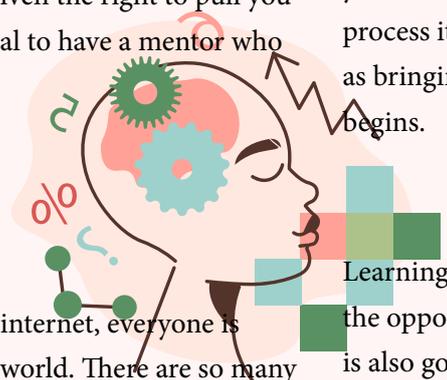
4) Plan, organise and follow-through

Nothing can be achieved without planning and organising, but even the best plan is useless unless it is acted on. It all starts with a goal or a short list of goals. What are the short-term goals and the long-term goals in your life? A goal must be specific and something practically achievable so it can be acted upon. If your goal is “to be successful”, it is too broad a goal to be acted on. Therefore, a smaller goal can be “to have RM100,000 in savings by 2022”. Remember, the more specific the goal, the more you can focus on achieving it.

The “how-to” part is also required in any plan. How do you intend to achieve the goal of RM100,000 savings? Maybe spend less, or have multiple sources of income? What are the things you can spend less on? What are other potential incomes you can get?

The follow-through part means you have to act out the plan.

Lastly, it is a good idea to share this with someone who can hold you accountable so if you get lazy or lose focus, your accountability partner is given the right to pull you back on track. It is also beneficial to have a mentor who can help you along the way.



6) Learn continuously

Never stop learning. With the internet, everyone is connected with the rest of the world. There are so many things to learn. Yes, do prioritise the things that will help you reach your specific life-goals, but also learn things that will enrich your life. For example, if you are a person in the finance field, while you learn more about finance, you can also learn cooking to break up the monotony of life. This will keep your mind fresh and not be just focussed on numbers.

5) Prioritise self-care

This is broad term that can include eating right, sleeping enough and exercises. In today’s world, where there are increased cases of depression, self-care has been put on the spotlight. Therefore, self-care is the conscious act of guarding and improving your own physical, mental and emotional health.

Apart from the physical health from exercise, mental health from reading and learning new things, we also need to socialise with others to build better bonds with family and friends. We are not created to be alone, and there is enough scientific evidence for us to prioritise building strong and lasting relationships. It promotes physical health and well-being.

Emotional self-care must be included here. It is how we deal and cope with life. Negative emotions are a part of life, because we all will face sadness, anxiety and anger in different doses. The ability to deal with all these properly and healthily is crucial for self-care.

The key is to admit they exist and express this to someone who cares for you. Do not quietly keep it inside. Talking and sharing with people you trust allows you to bring it out in the open and then be able to process it. You may not even need to discover a solution, as bringing it out can be the solution where healing begins.



Learning a new language is good as long as you have the opportunity to use it regularly. Learning new skills is also good. And all these can be anything. It can be an interest that you may not get to use often, but maybe something you always wanted to learn. Or it could be something practical that you will use every day.

Constant learning has also proved to be a good defence against brain-related diseases such as Dementia. Whatever it is... learn, and never stop.

7) Be people-oriented

Unfortunately, we live in a world that is built on consumerism. The focus is on things and experiences. This is not wrong in itself, but we must be aware that things and experiences alone are never enough. These may keep you happy only momentarily.

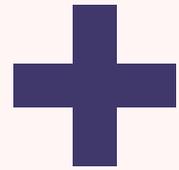
Real joy usually comes from people. People can interact and love you back, while things and experiences are not alive and therefore has no capability to fulfil your need for love. Sure, enjoy the things you buy and the experiences... but do it all with someone you love. Choose to focus on people. There is nothing sadder than a person who has everything but a close relationship with someone they love.

And it does not just have to be solely people you are closed to. Being kind to everyone is your gift to humanity. Paying it forward will multiply your one good deed to many people as others are touched and encouraged to do good to others.

8) Be focussed on productivity and efficiency

We all have only 24-hours in a day, therefore do not waste time. Time-wasters are aplenty which will include the social media and game apps on your phone. It is okay to take a break and dabble in these things, but many do not control themselves and spend many hours just on them.

Time is both precious and limited, and no successful person waste time. Focus on productivity and efficiency. The plan that you have made, work it through. Long-term goals can only be met if short-term goals are achieved. There is no shortcut, so do not waste time.



9) Have fun

On the other hand, remember to enjoy the journey towards achieving your goals. Failures and set-backs can be viewed positively as long as you learn from them. It is said that we learn more in our failures than our successes. Never let them keep you down, find ways to adjust, learn and improve.

Yes, sometimes there will be delays and you may even need to stop the journey for a while. The key is to keep heading in the right direction. And enjoy every part of the journey. Remember, every successful person has gone through multiple failures. Life is too short not to have fun every day.

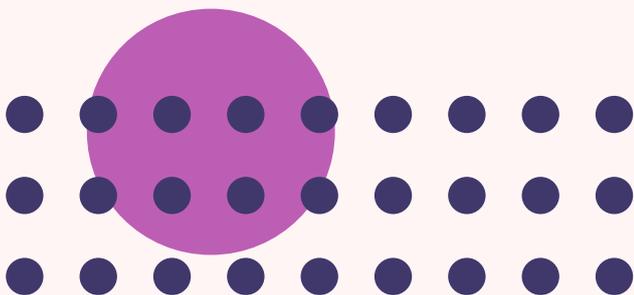


10) Evaluate and adapt to grow

Set aside time to evaluate everything. It is recommended to take regular breaks in the routine of life and to go away for a short period to evaluate what has been happening. This time is needed to ensure you are heading in the right direction and will give you the space to make changes or modifications to help you reach your goals.

Be honest with yourself, and if you need to, do this evaluation with your accountability partner or mentor so they are able to give you their own perspective. Sometimes, we are not able to see things clearly as we may be too close to the whole thing.

Be flexible and realistic, and keep your eyes on the goal.





PRESTIGE

—RESIDENCE—

Nestled in the heart of Seri Kembangan is Prestige Residence. This serviced apartment development sits on eight acres of land and will be especially attractive to the young working adult who is just starting out their career.

Available in three different layouts that are Type A – 600 sqft, Type B - 800 sqft and Type C - 850 sqft, the footprint is made for young professionals who are looking to settle down and owning their first home. Due to the more manageable size, it is equally suited to young and small families from the middle-income group. The pricing of these units is Type A – RM270,000, Type B – from RM430,900 and Type C – from RM456,900.



Seri Kembangan is a great place to plant some roots in as it is a matured location that is a self-supporting hub for all residents. It is also a short drive away from hotspots like Kuala Lumpur city and all areas of Petaling Jaya.

Prestige Residence is located in the town of Seri Kembangan and with the nearby Ayer Hitam Forest Reserve as its green lung. As such, this serviced apartment is located near a large swath of greenery that is the envy of Kuala Lumpur city and even to a larger extent, many suburbs in Petaling Jaya.

Once inside Prestige Residence, residents are treated to a host of facilities such as swimming pools for both adults and kids, gymnasiums and sports (basketball, takraw, futsal & badminton) courts, indoor games room, kids' gym and playground, silver station and reflexology gardens for the elderly, multiple landscaped gardens for those seeking quiet time, space for family and friends to bond, BBQ and picnic lawns, and a gazebo spread across the development. A two-storey clubhouse is also available to house indoor events in a private and comfortable setting.



COMPREHENSIVE AMENITIES

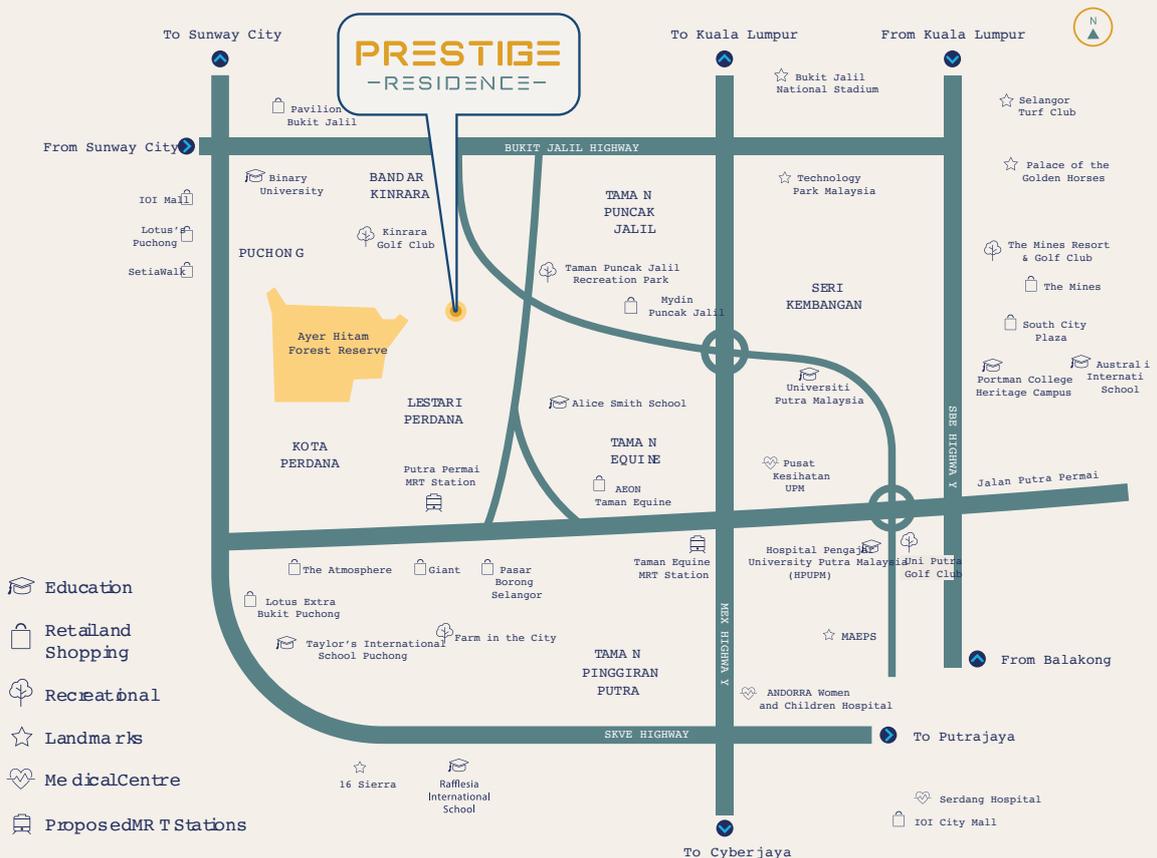


Due to its central location, it is easily accessible from every direction via major highways such as MEX, SKVE, SILK, NSE, Grand Saga Expressway, Sungai Besi Expressway and LDP Expressway. Public transportation is also widely available through Putra Permai Bus station and the upcoming Taman Putra Permai and Equine Park MRT stations.

Both public and private educational institutions such as SJK (C) Serdang, SK & SMK Taman Desaminium, SMK Bandar Puncak Jalil, Alice Smith School, Rafflesia International Private School, and Universiti Putra Malaysia are within

the neighbourhood, ensuring your children's educational needs are taken care of.

Shopping and retail therapy can be found in Mydin Puncak Jalil, AEON Mall Taman Equine, GIANT Seri Kembangan, The Mines Shopping Centre, and IOI City Mall, while the more active and adventurous can head to places such as the Ayer Hitam Forest Reserve, Taman Puncak Jalil Recreation Park, Kinrara Golf Club, and Bukit Jalil Golf & Country Resort. Also nearby are Hospital Serdang, Hospital Putrajaya, Andorra Women & Children Hospital in cases of emergencies.



Artist's Impression



Prestige Residence is located between established townships like Taman Equine, Puncak Jalil and Pusat Bandar Putra Permai (also known as Puchong South), and is close to major urban areas – Puchong, Bukit Jalil, Putrajaya and Serdang. Apart from its obvious selling point of being relatively affordable for the location it sits in, and near a prominent green lung that is a forest reserve.

Prestige Residences is a modern unit that will best support the WFH/Study from home world we live in. And with the new normal, nothing is more important than having a fully-supported home that is both comfortable and has the amenities to meet all your needs. It is also gated and guarded, with CCTV, access card via guardhouse and lift lobby, with perimeter patrol as well.



C A M E R O N
Centrum

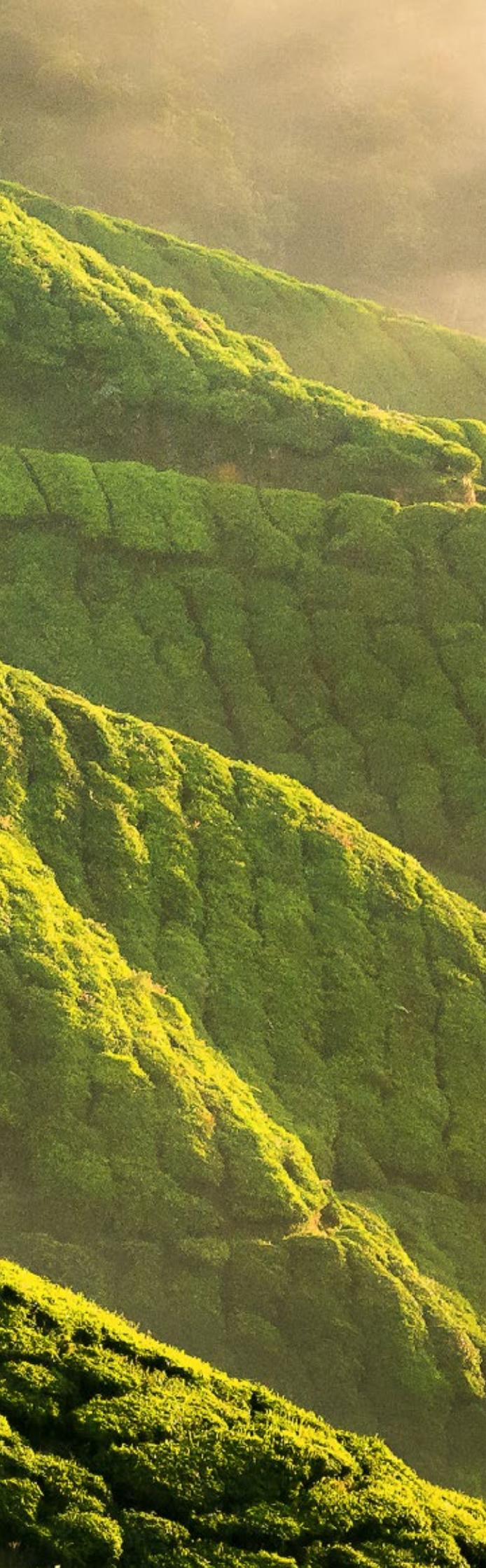
— 金马仑·中环 —

@BRINCHANG

With the country and indeed, the whole world slowly moving back to normal from the initial onset of COVID19, successful businesses and entrepreneurship will play a key role in ensuring the success of every nation, including Malaysia

The question is how fast can we adapt to changes and new SOPs, while maintain and growing our businesses and wealth. One clear angle of attack is diversification.

People in the know would be looking for new investment opportunities to provide growth. In the heart of Cameron Highlands, that is Brinchang, LBS Bina Group has designed the Cameron Centrum as a viable alternative for those who are looking at growing roots in the jewel of Pahang.



Built on approximately 86 acres, Cameron Centrum is a mix development of residential, shop and retails, hotel, mall, and entertainment outlets spread over seven carefully planned precincts.

Precinct 1 was recently completed and is now opened to the public. It consists of 2-,4- and 5-storey shop offices that are between 2,185 and 9,214 sqft. Being the first fully-developed phase, Precinct 1 sits on 5.66 acres of the total 86 acres. Comprising of a total of 58 units that is designed for work, play, food and retail. This is an ideal opportunity for those with a pioneering spirit and foresight.

These shop offices share a generous open boulevard that takes advantage of the cool and refreshing environment of the highlands - allowing natural ventilation of highland breeze. Located about 1,500 metres above sea level, Cameron Centrum enjoys nature's best with crisp mountain air.





Being the largest mixed development in Brinchang, Cameron Centrum's blueprint is drawn to attract both locals and tourists looking for contemporary, modern and stylish destination for the future. Design-wise, elements are borrowed from Tudor architecture that is both classic and ageless.

Artist's Impression



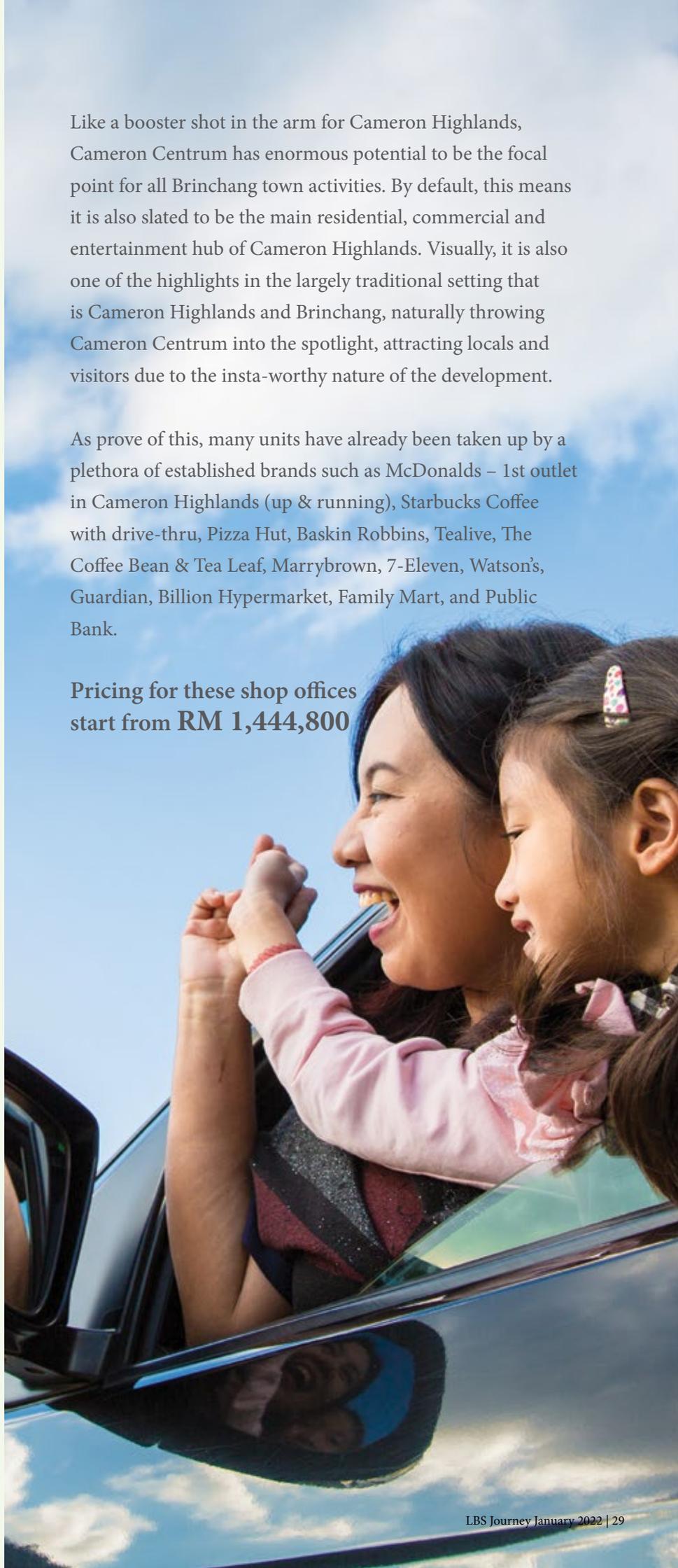
Cameron Centrum boldly aims to be the new hub of the area that offers a touch of modernity to the old-world charm that is Brinchang. Already famous in Camron Highlands, Brinchang boasts evergreen favourites like the farmers' market, local cuisine and fresh produce. Popular tourist spots such as the Night market, Big Red Strawberry Farm (also known as Taman Agro Tourism), Cactus Valley and Kea Farm. Easy access is therefore a given.



Like a booster shot in the arm for Cameron Highlands, Cameron Centrum has enormous potential to be the focal point for all Brinchang town activities. By default, this means it is also slated to be the main residential, commercial and entertainment hub of Cameron Highlands. Visually, it is also one of the highlights in the largely traditional setting that is Cameron Highlands and Brinchang, naturally throwing Cameron Centrum into the spotlight, attracting locals and visitors due to the insta-worthy nature of the development.

As prove of this, many units have already been taken up by a plethora of established brands such as McDonalds – 1st outlet in Cameron Highlands (up & running), Starbucks Coffee with drive-thru, Pizza Hut, Baskin Robbins, Tealive, The Coffee Bean & Tea Leaf, Marrybrown, 7-Eleven, Watson's, Guardian, Billion Hypermarket, Family Mart, and Public Bank.

Pricing for these shop offices start from RM 1,444,800





GOLDEN HILLS

Cameron Highlands. The way life should be.

Vines 3 2-Storey Terrace Homes

A firm favourite of Malaysians trying to escape the heat of the city, Cameron Highlands is the go-to place. Tanah Rata in Cameron Highlands is steeped in colonial history that has left it a landscape dotted with exquisite holiday homes and destinations.

It will come as no surprise that many would want a permanent holiday home in this part of Malaysia. With Vines 3, this is entirely possible. You no longer need to only dream of owning a piece of Malaysian haven. As a part of the Cameron Golden Hills township at Tanah Rata, Cameron Highlands, Vines 3 is a piece of heaven in the form of exclusive landed property.



Artist's Impression



The Double storey terrace house construction will be available in 20' x 60' with a built-up from 1,600 sqft – 1,649 sqft. There are only 41 units of these exclusive homes and with a starting price from RM850,800, they can be considered a bargain for what they represent and the location they are placed in.

These limited units will be suitable for those with a little bit of extra cash lying around and will be ideal for those in the market for a holiday home away from the business centres and cities of Malaysia. Similarly, for the locals who are in the vicinity, owning a modern home surrounded by nature's best is a pull few can

resist. Regardless, Vines 3 makes an astute investment due to its rarity and location.

The larger development that is Cameron Golden Hills is a nature-inspired township that is created with the purpose of helping you relax in the midst of these trying and stressful times. It is also a place you can call your home, away from home. For the affluent, it may even be a place to retire happily in. It is destined to be the centre of commercial attraction in Cameron Highlands.





The marriage of modern living and nature is undeniable, as Vines 3 is designed with inspiration taken from English Tudor architecture, fusing the old-charm with expected modern conveniences.

Nature is put on a pedestal in the development of Cameron Golden Hills. It is intertwined with the entire layout creating a symbiosis between the new and the old. This can be seen with the landscaping as the homes are built on natural topography to retain its original feel. An English Park will be created in the township, exclusive for residents.





Vines 3 is neighbour to the ever-popular Cameron Highlands Golf Course and with local highlights such as the Big Red Strawberry Farm (also known as Taman Agro Tourism), Cactus Valley, Kea Farm, BOH Tea Centre and the Night market in Brinchang town, which is within walking distance, residents are placed in the heart of Cameron Highlands. Strategically located at the western side of Jalan Tanah Rata, Brinchang, the main road links it to other major towns in the Highlands.

This exclusive and spacious 2-Storey Terrace Homes with 4 bedrooms and 3 bathrooms comes in limited units and will be best appreciated by the most discerning buyers.

LBS Events & Activities



13th September 2021

LBS Fabulous 20-21 1st Lucky Draw

LBS Bina successfully launched the 1st lucky draw for the LBS Fabulous 20-21 campaign with more than RM445,000 worth of amazing prizes, with the grand prize being the Proton X50 1.5L Executive. The event was aired via LBS' Facebook Live on 11th September 2021.

24th September 2021

EdgeProperty Interview

In this interview with EdgeProperty, Tan Sri Lim Hock San shared the strategies LBS adopted to obtain respectable Q2 Financial Results. He also shared how the past year has been for LBS, namely digitalization and the introduction of new departments. Not just that, he also took the opportunity to update on some projects namely Tanjung Bruas reclamation, upcoming project launches, and market outlook for the coming year.



8th September 2021

BFM The Breakfast Grille Interview

Tan Sri Lim Hock San was invited to BFM's The Breakfast Grille Interview which was carried out online due to the pandemic. The interview discussed elaborate the impacts of Covid-19 and lockdown on LBS' business and operations and what was done to combat the challenges. Forecasting on the interests of current homebuyers and updates on current LBS projects were among other things discussed upon in the interview.



17th September 2021

CITYPlus FM Interview

In the CITYPlus FM Interview, Tan Sri Lim Hock San shared how LBS improvised from the first MCO and took it as an experience, which enabled them to pull through during the following MCO and remained stable despite the lockdown. He also discussed the implementation of Industrialised Building System (IBS) and more.

10th October 2021

Nanyang Property Sector National Budget Wishlist Email Interview

LBS Bina and Nanyang continue with the trend of email interviews. Among the topics discussed by Tan Sri Lim Hock San was the National Budget wish list of 2022 for the property sector.



11th October 2021

Launch of Prestige Residence

LBS Bina launched Prestige Residence, a serviced apartment with a cumulative of 1,450 units built on 8 acres of land at Seri Kembangan, Selangor. Prestige Residence will comprise of three types of layouts, with built-up size starting from 600 sqft. to 850 sqft. and a truly affordable starting price of RM270,000.

5th November 2021

8TV Money Matters

Tan Sri Lim Hock San was invited to the 8TV Money Matters interview. Some of the topics covered were the reclamation and development agreement (RDA), the property sector outlook for 2022, possible overseas expansion in the future and more. The full interview can be viewed here, <https://youtu.be/zPOWXUfo-ws>.



29th November 2021

SCAPES Hotel Reopens

Following the government's announcement to reopen the interstate border and the drop in daily COVID-19 cases, SCAPES Hotel, wholly owned by LBS Bina Group Berhad, has officially announced its reopening starting from 1st November 2021. SCAPES Hotel also announced the 'X'mas Flash Deal-Stay & Dine' promotion.



30th October 2021

Opening of 554th KK Mart in M3 Mall

KK Mart opened its 554th KK Concept Store in M3 Shopping Mall, which further adds to the convenience of the already comprehensive mall. The event opening was officiated by Tan Sri Lim Hock San, Group Executive Chairman KK Group of Companies, Datuk Seri Dr. KK Chai, and Dato' Seri Michael Chong.



16th November 2021

Launch of KITA Mesra

LBS Bina unveiled KITA Mesra, another affordable landed homes with a total of 646 units comprising of 3 property types, Townhouse, Double Storey as well as the Single Storey Terrace Houses which will be set to launch first, with an estimated Gross Development Value (GDV) of RM309 million. Previous phases within KITA @ Cybersouth has proven time after time to be a hit with its exceptional take-up rate of up to 90% for almost all units that were released from one phase to another and KITA Mesra would be no exception!



17th December 2021

StarTV Interview

Through the StarTV Interview, Tan Sri Lim Hock San shared his journey after taking over the position as Executive Chairman of LBS. Amongst them were the pandemic challenges, digitalization, venturing into tourism with SCAPES Hotel, and more. Some things don't change, and in this case, it would be how LBS remained as the 'People's Developer'.



10th September 2021

Smart TV Donation to MPKS

LBS Foundation donated 3 units of Smart TVs to Majlis Perbandaran Kuala Selangor. The Smart TV was received by the YDP, Ybhg Puan Rahilah. The YDP expressed her appreciation and gratitude to LBS Foundation. According to her, these 3 units of TV will be used and placed at the Firefly Centre in Kg Kuantan.



14th September 2021

RM30,000 Donation to YWP

LBS Foundation was present at a mock cheque handover session to Yayasan Wilayah Persekutuan (YWP). LBS Foundation donated RM30,000, to assist the Yayasan in managing the quarantine individuals at Rumah Prihatin, a shelter that is fully operated by YWP. The handover was held at the YWP Headquarters in Kuala Lumpur. YWP is represented by Datuk Zaizalnizam Zainun (Chief Executive Officer), Hj Mohd Fadzil Ab Hamid (Chief Legal Officer), and Zahrulail Abdul Rahman (Senior Manager).



5th November 2021

Donation of RM45,000 to MPKS for the Purchase of Sampan

LBS Foundation donated RM45,000 to Majlis Perbandaran Kuala Selangor. This donation is to help for the purchase of sampan to be used by rovers at Santuari Kelip-Kelip Kuala Selangor. A simple mock cheque presentation ceremony was held in MPKS. The cheque was received by YDP MPKS, Puan Rahilah.



21st December 2021

Monetary Donations to LBS Staff Affected from the Severe Flood

The severe flood affected many Malaysians nationwide and it is heartbreaking to know LBS staff were among the ones affected. LBS Foundation donated cash RM1,000 each to LBS staff, Remy & Nasrul, who were both badly affected by the recent floods.



23rd December 2021

Medicinal Supplies and Supplement Donations to MBSA

LBS Foundation donated medicine supplies and vitamins to Majlis Bandaraya Shah Alam, in hopes to help lessen the burdens of the people in Shah Alam and Klang who were badly affected by the recent flood. The donation was received by Mr Fahmee, special officer to Dato Bandar Shah Alam.



23rd December 2021

Supplies and Monetary Donation to Rumah Puteri Arafiah

LBS Foundation donated RM1,500 to Rumah Puteri Arafiah, a rehab centre for ladies under the full supervision of PEKAWANIS and MB Selangor's wife, Datin Seri Masdiana Muhammad. The donation includes a monetary donation, notebooks, and also photo frames. This donation will be used for staff and teachers' appreciation programs.



24th December 2021

Donations to LBS Staff Affected from the Severe Flood

LBS Foundation donated cash RM1000 to LBS staff, Nur Hidayah from the Accounts Department which was badly affected by the recent flash floods.



25th December 2021

Donation to Harian Metro staff Affected by Severe Flood

LBS Foundation donated RM5,000 to Harian Metro staff who were affected by the flood crisis during the Harian Metro family dinner at Meranti Ballroom, Scapes Hotel. The donation was handed over to Encik Husain Jahit, the Editor in Chief.



27th December 2021

Donation of RM 20,000 to Tabung Ikhtiar Selangor Bangkit

LBS Foundation donated RM 20,000 to Tabung Ikhtiar Selangor Bangkit, a special fund for flood relief in Selangor. The Menteri Besar of Selangor, YAB Dato' Seri Amirudin bin Shari received the cheque from LBS Foundation in a special ceremony at SUK Building Shah Alam, held this morning.



28th December 2021

Donation of RM4,000 to Majlis Perbandaran Kuala Selangor

LBS Foundation donated RM4,000 to Majlis Perbandaran Kuala Selangor. This fund will be used to help the affected flood victims in the Kuala Selangor district. The cheque has been handed over to the YDP of MPKS, Puan Rahilah Rahmat in Kuala Selangor.



29th December 2021

Donation to LBS Staff Affected by the Severe Flood

LBS Foundation provided a monetary donation to LBS Alam Perdana site staff, En Bakar bin Ammad, whose house is located at Sri Muda Shah Alam and was badly affected by the flood.



29th December 2021

Donation of RM5,000 to Tabung Misi Bantuan Bencana

LBS Foundation handed over a donation of RM5,000 to Tabung Misi Bantuan Bencana (Flood Aid Relief Fund) an initiative to assist the affected Media Staff from Sinar Harian.



30th December 2021

Donation of 300 units of Gas Stoves to Lanchang flood victims

Dato Sri Daniel handed over a donation of 300 units of gas stoves (valued at RM 22,500) to the flood victims in Lanchang, Pahang.



empowering individuals
enhancing communities

