



For Immediate Release

LBS FABULOUS EXTRA 2022-23 CAMPAIGN RETURNS WITH EXTRA EXCITEMENT AND PRIZES

Petaling Jaya, 4th July 2022 – After a resounding success with LBS Fabulous 20-21, LBS Bina Group Berhad (“LBS”) makes a grand return with the LBS Fabulous Extra 2022-23 campaign, this time around with RM1.5 million worth of lucky draw prizes to be won. There will be extra cars, motorcycles, home appliances, entertainment systems and so much more, to be given away to lucky purchasers.

Among the prizes up for grab are 22 units of Perodua Axias, 41 units of SM Sports 110R motorcycles, 33 units of Sony 5.1 Cinema Home Soundbars, 46 units of Decathlon Rockrider ST30 mountain bikes, Panasonic 40” Televisions and a plethora of home electrical appliances ready to be won.

Tan Sri Lim Hock San, Executive Chairman of LBS Bina Group Berhad, said “It was rewarding for us to see the joy of all homebuyers when we handed them their prizes. So this round, we have doubled the amount of prizes to be given away. There is more of everything and that means greater opportunities for every homebuyer.”

Homebuyers who purchase LBS’ participating properties with the price point of RM300,001.00 and above, from 1st July 2022 till 31st December 2023 will automatically be eligible for the lucky draw.

The LBS Fabulous Extra 2022-23 will be a two-phased campaign, set to be extensively amplified with a 360-degree campaign across multiple LBS social media platforms, namely Facebook and Instagram, from 1st July till 16th September 2022, whilst the second-phase will be a carnival-styled on-ground event held in conjunction with Merdeka and Malaysia Day from August to September.

LBS Fabulous Extra 2022-23 is a year-long campaign with a host of events awaiting homebuyers, details as follows:

- 12th August (Friday) - Media Event KITA @ Cybersouth Sales Gallery
- 20th & 21st August (Saturday & Sunday) – Carnival at LBS Alam Perdana
- 27th & 28th August (Saturday & Sunday) – Mini activity at Prestige Residence
- 3rd & 4th September (Saturday & Sunday) – Mini Activity at RBBJ
- September – Carnival at Centrum Boulevard

LBS homebuyers will also enjoy extra incentives, such as a low booking fees of RM200, exemption of legal fees, loyalty reward, flexi payment scheme, zero exit fees, and furniture package.

Visit www.lbs.com.my or call 1700 81 8998 for inquiries on our latest products and campaigns. You can also visit our sales galleries or <https://virtualfair.lbs.com.my/>.

About LBS Bina Group Berhad

LBS Bina Group Berhad (“LBS”), an internationally recognized developer with a vision for building and inspiring delightful spaces, is a renowned township developer that has amassed numerous awards through their various developments. By placing people at the heart of their approach, LBS has been building and shaping the nation’s landscape for over 30 years while continuing to meet the market demands for quality and affordable homes.

The continued success of LBS is attributed to the leadership of Executive Chairman, Tan Sri Lim Hock San. In recognition of his leadership, Tan Sri Lim was named as the Property Man of the Year by Malaysia Property Award (formerly known as FIABCI Malaysia Property Awards of Distinction or FIABCI Malaysia Awards of Distinction) in 2018, which is the gold standard for developers in the real estate industry. Further recognition received was the “Oscar Award” in the property fraternity. The award was in recognition of Tan Sri Lim’s perseverance and resilience over time within the industry, excellent demonstration of strong leadership, deep industry knowledge and impeccable values of integrity and responsibility.

To date, LBS with vast land banks spread across Malaysia, will continue to grow in stature and strength, through replicating successful townships such as Bandar Saujana Putra to other parts of Selangor including KITA @ Cybersouth in Dengkil, LBS Alam Perdana in Bandar Puncak Alam and so on. Beyond property development, LBS is also venturing into retail management, hospitality and tourism.

Prepared by:
Corporate Communication, Media & Digital Dept, LBS
Email : media@lbs.com.my