

LBS MATCHES DEMAND FOR AFFORDABLE HOMES WITH NEWEST LAUNCH, LBS SKYLAKE RESIDENCE

*Affordability, Security, Style and Convenience Should Go Hand-in-hand To Give
Homebuyers Value For Money, Says LBS*

Petaling Jaya, 21 September 2017 – Award winning property developer, LBS Bina Group Berhad (LBS) believes homebuyers in the middle income bracket should be offered the option of homes that incorporate style, security, and convenience, at an affordable price tag. A long term supporter of the nation's agenda to increase home ownership, LBS recently launched LBS SkyLake Residence, its latest affordable lakeside residential development located in Puchong.

“LBS continues to be focused on delivering quality homes in the affordable segment. I believe we need to be creative and innovative when it comes to developing affordable homes today. In this day and age, homebuyers, be they young families or young adults, look for value added features that match their individual lifestyle. LBS SkyLake Residence is proof that style and affordability can go hand in hand,” said LBS Bina Group Berhad Group Managing Director, Tan Sri Lim Hock San.”

Built on a 5.079 acre piece of land, LBS SkyLake Residence comprises two blocks of service apartments with a total of 746 units. Available in several built-up area options, the units range from 545 sq ft to 1,063 sq ft, and caters to different target markets, be it for single professionals, young families or savvy investors. Priced from RM250,000 onwards, the stylish designs, well-planned landscapes and value-added features of LBS SkyLake Residence raises the bar for homes in the affordable segment.



LBS SkyLake Residence, LBS Bina Group Berhad's (LBS) latest affordable development, is proof that style and affordability can go hand in hand. (Centre) LBS Group Managing Director, Tan Sri Lim Hock San officiating the ground-breaking ceremony together with (from left) ML Global Berhad (subsidiary of LBS) CEO, Datuk Richard Lim; and LBS Executive Directors, Dato' Cynthia Lim; Datuk Wira Joey Lim Hock Guan; and Dato' Alan Chia.

Leveraging on its strategic location, LBS SkyLake Residence combines the sophisticated comforts of city-living with the lush greenery of its natural surroundings, ultimately embodying its '*Nature & Nurture, Both Are Yours*' concept. This lakeside development epitomises a renewed living experience, creating a family-oriented environment complimented by thoughtful designs as well as retail, educational, healthcare and shopping amenities.

Convenience is a crucial factor homebuyers consider when purchasing a home. This is why LBS made a concerted effort to equip LBS SkyLake Residence with a complete set of facilities. Residents can be sure to maintain an active lifestyle through some of the 70 facilities made available. These include a swimming pool, aqua gym, basketball pool, futsal court, hammock garden, silver station, outdoor gym station, jacuzzi, picnic lawn, maze garden, basketball court, jogging track and others.

Entertaining guests at social gatherings can be taken to a new level at the in-house café, indoor games room, kids bowling, adventure playground, water playground, kid's pool, BBQ forest, Wifi corner, TV Room, and signature tree concourse among others, all located within the residential compound.



LBS continue to be focused on delivering quality homes in the affordable segment. (Centre) LBS Group Managing Director, Tan Sri Lim Hock San; and (fifth from left) LBS Executive Director, Dato' Cynthia Lim, with the LBS project team at LBS SkyLake Residence site, its newest affordable lakeside residential development located in Puchong.

Security is an equally important component LBS considered when designing LBS SkyLake Residence. The single access entry and exit point that is guarded at all times “ensure absolute peace of mind” for residents.

Thanks to its strategic location, LBS SkyLake Residence is in close proximity with other mature neighbourhoods including Puchong, Sunway, Putrajaya and Cyberjaya. For more options, residents can opt to drive out to the variety of shopping malls and hotels, tourist attractions, as well as educational and medical institutions.

LBS SkyLake Residence is easily accessible via the Damansara–Puchong Expressway (LDP), North–South Expressway Central Link (ELITE) and The Maju Expressway (MEX). Exclusive yet highly convenient with an established road network, it is a mere 15 minutes to Bandar Puteri Puchong, 25 minutes to Petaling Jaya, Bukit Jalil and the Sunway township, and a mere 30 minutes to the Kuala Lumpur International Airport (KLIA).

Quick Facts about LBS SkyLake Residence:

Property Type:	Serviced Residence
Total Units:	746 units - 2 Blocks (Residential) + 1 unit (Shop)
Total Acreage:	5.079 acres
Built-up Area:	From 545 sq ft to 1,063 sq ft
Facilities:	Indoor games room, outdoor gym, adventure playground, water playground, aqua gym, hammock garden, silver station, maze garden, kid's pool, basketball pool, BBQ forest, jogging track, signature tree concourse and etc
Price:	From RM 250,000 onwards
Land Tenure:	Leasehold 99 years

About LBS Bina Group Berhad

LBS has a distinct pedigree which dates back to 1980s when Dato' Seri Lim Bock Seng - a young and aggressive man with vision - founded the original construction business in Petaling Jaya. After a decade of rapid growth, LBS set its sights higher and ventured into the property development sector in 1992 where it started its first project, the Jelapang Maju Light Industrial Park in Ipoh, Perak. After taking over the baton from his father, Tan Sri Lim Hock San has grown and developed LBS into one of the major players in property development in Malaysia. LBS Bina Group Berhad (5789) was listed on the Main Board of Bursa Malaysia Securities Berhad in 2002 with business expanded to Zhuhai, the People's Republic of China.

Under the leadership of Managing Director, Tan Sri Lim Hock San, the Group re-strategised its business model, and launched a brand new image, identity and direction as part of its long term objective to be an internationally recognised developer, building and inspiring lifestyle spaces that enhance community living. To mark this new direction, the Group has extended its portfolio of quality homes to the high-end market and has embarked on a progressive journey of change, which includes the areas of product, customer experience, after-sales services, sustainability, green technology and design.

In recognition of his entrepreneurship, Tan Sri Lim was awarded the Asia Pacific Entrepreneur of the Year Award 2012 by Enterprise Asia. In July 2012, as an acknowledgement of his active involvement in the development of Zhuhai City, China, Tan Sri Lim Hock San was appointed a committee member of the Zhuhai Municipal People's Political Consultative Conference (Zhuhai CPPCC).

Under the stewardship of Tan Sri Lim, the Group was awarded the 'Best Company for Leadership of Property Development' at the 2014 International Alternative Investment Review (IAIR) Awards.

Another exemplary accomplishment of Tan Sri Lim was the conferment of The Brand Laureate Hall of Fame – Lifetime Achievement Brand ICON Leadership Award 2015. Tan Sri Lim was presented the award in recognition of his perseverance through many years, resilience that has withstood the test of time, demonstration of strong leadership, deep industry knowledge and impeccable values of integrity and responsibility through LBS.

In appreciation of his contribution to the lasting relationship between Malaysia and China, Tan Sri Lim was conferred the Lifetime Achievement Award 2015 during the World Chinese Economy Summit 2015 (WCES). The World Economic Summit honours entrepreneurs for their dedication, selfless service and innovative leadership.

LBS marked new milestones in 2016, as the company was awarded the 5 Star Best Development Marketing Malaysia award for its lifestyle-concept development BSP21, and the 5 Star Interior Design Show Home Malaysia award for its Corallia semi-detached homes, at the prestigious Asia Pacific Property Award (APPA) 2016.

LBS also clinched the BrandLaureate Most Valuable Brand Award for Property Industry 2016 award in recognition of its esteemed reputation as a trusted property developer at the BrandLaureate Best Brands Awards 2015 – 2016.

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