



**For Immediate Release**

## **LBS PROUD TO RECEIVE NUMEROUS HONOURS AT STARPROPERTY.MY AWARDS 2019**

*Multiple Recognitions Reinforce Developer's Position as One of Malaysia's Best*

**Kuala Lumpur, 11 March 2019** – The StarProperty.my Awards return again this year to celebrate the highest levels of achievement in the property development industry. LBS Bina Group Berhad (LBS) has once again proved to be one of the top contenders by clinching the “All-Star Awards – Top Ranked Developers of The Year”; Readers’ Choice Award; Honours award in Cornerstone category for its Desiran Bayu development; Merit award in Five Elements Award for Kita @ Cybersouth development; Merit award in Starter Home category for Simfoni Perdana development and Merit award in Skyline category for Residensi Bintang Bukit Jalil.

“We are honoured for the awards recognition. It is a big achievement for us as it has recognised our effort in creating and building homes that meet the needs of home buyers specifically in three key areas of affordability, connectivity and community. The awards are a testament to the success of our developments in meeting the highest standards of the industry and satisfying the needs of home buyers in Malaysia,” said LBS Bina Group Berhad Group Managing Director, Tan Sri Lim Hock San.

LBS was given the distinction as one of the Top Ranked Developers of the Year among 11 local developers and recognised as one of the top winners in Readers’ Choice Award. Both of the highly acclaimed awards have recognized our continual efforts and achievement all along.

LBS has earned the Cornerstone Award (Honour) under the Best Landed development category for its Desiran Bayu project. Desiran Bayu is a gated development located in Puchong Prima, houses 598 units that are made up of double storey terrace, cluster link and semi-detached units. This project is a thoughtfully planned layout and it is an enticing option for homebuyers. The fundamentals of this project – strategically located, easy access to

various amenities and multitude of accessibility and not forgetting the buyers' criteria of comfort in furnishing and fittings were met.

As a renowned township developer, LBS also successfully received The Five Elements Award in the Best Comprehensive Township for its Kita @ Cybersouth project. The company's strategy in capitalizing on building a comprehensive township by implementing pertinent measures such as security, amenities, connectivity, education and health have helped in earning this accolade.

Being an inclusive developer, LBS has played an instrumental role in building the quality affordable homes to cater the needs of home buyers. LBS believed every Malaysian should own a home and have developed over 35,000 affordable homes which include homes developed under the Government Housing Projects. This year, LBS received the Best Affordable Home under the Starter Home Award (Merit) for Simfoni Perdana. Located in the LBS Alam Perdana Township, Simfoni Perdana provides good quality yet affordable homes for residents to work, live and play. Simfoni Perdana's 980 townhouses are priced at below RM500, 000.

Adding to its impressive list of accolades, LBS has also clinched the Skyline Award (Merit) under the Best High-Rise Residential Development category for Residensi Bintang Bukit Jalil project. With housing presence in a strategically located area Bukit Jalil, Residensi Bintang Jalil has not failed to impress the judges with its quality and innovative designs and purposefully-designed features as well as a comprehensive array of indoor and outdoor facilities in a bid to appeal to today's discerning generation.

The glittering awards presentation for StarProperty.my Awards 2019 was held at the KLCC Grand Ball Room. The judging panel for the award comprised of highly reputable industry experts from the real estate, design, consultancy, architect and related sectors. The panel recognised developers who demonstrated efforts to maintain the highest quality and standards, as well as incorporated aspects like lifestyle elements which is viewed as value added factors in the property industry.

## **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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