

LBS LAUNCHES FIRST PROPERTY GALLERY IN M3 MALL

LBS Moves Closer To Home Buyers, Set To Tap Into Potential of Taman Melati and Surrounding Townships

Gombak, Selangor, 8 December 2017 – Award winning township developer, LBS Bina Group Berhad is moving closer to home buyers. The township developer today launched the LBS Property Gallery at M3 Mall in Gombak, Selangor, making its offerings more accessible to target audiences. The launch marks two significant milestones for the group. Firstly, it is the Group's first property gallery launched in a retail space; and secondly, the Group's first foray into retail management.

"We chose M3 Mall as the location for our property gallery because it represents one very important element; convenience for our buyers. In this way, LBS is moving closer to our customers, and making our offerings more accessible. We carefully evaluated M3 Mall's location and population from nearby townships; and we purposefully designed the LBS Property Gallery to showcase developments that perfectly matches the needs of this target audience," said the Group Managing Director, Tan Sri Lim Hock San.

Occupying a 1,000 sq ft area, the LBS Property Gallery in M3 Mall features a mix of high-rise residential offerings in the affordable and medium range namely; Zenopy Residences, BSP21, Skylake Residence, and *Perumahan Penjawat Awam 1 Malaysia (PPA1M)* Bukit Jalil. Other landed residential offerings such as Irama and Simfoni Perdana from our newly launched LBS Alam Perdana township, and Desiran Bayu are also included.

M3 Mall is also the Group's first foray into retail management. The acquisition was announced in September. The mixed development project has a total floor area of 587,572 sq ft, and net lettable area of 182,609 sq ft. The tenant occupancy at M3 Mall by area is currently at 83% with The Store and Texas Chicken Restaurant as anchor tenants.

With 106 diverse retail outlets and ample parking, M3 Mall effectively attracts the mass market and a family-oriented audience. Located in Taman Melati, M3 Mall sits in the centre of a vibrant township that is home to a growing population of over 1.04 million, and a healthy mix of young adults and families comprising 30% aged below 14 years, 23% aged 15 to 24 years, and 25% aged between 25 to 39 years old.

“We have been dedicated in providing quality yet affordable homes for many years. Setting up the LBS Property Gallery in M3 Mall with its good mix of affordable and medium range offerings is a testament to our on-going commitment of supporting the nation’s ambition in helping Malaysians own homes. We also anticipate further growth as we explore new avenues which include retail management, hospitality and tourism,” added Tan Sri Lim.

Among the highlights of M3 Mall is its connectivity to a larger network of nearby densely populated townships made accessible by the Taman Melati LRT station located a mere 300 metres away from the mall. Notable landmarks in the township include the Tunku Abdul Rahman University College located less than 2km away from the mall. Other neighbourhood amenities include the Gombak Police Station, Pejabat Pertanian Daerah Gombak, Kuala Lumpur Library (Gombak Setia Branch), Zoo Negara Malaysia, Giant Panda Conservation Center and several secondary schools.