

Lagenda Properties Expands Its Footprint into Negeri Sembilan with Acquisition of 138.17 Acres of Land for RM60.19 million

KUALA LUMPUR, 20 MARCH 2025 – Lagenda Properties Berhad (“Lagenda”), through its wholly owned subsidiary, Vivafirst Sdn Bhd, has acquired 138.17 acres of land in Seremban, Negeri Sembilan for RM60.19 million. This acquisition, with an estimated gross development value (GDV) of RM560 million, marks Lagenda’s strategic entry into Negeri Sembilan, further expanding its development footprint across Malaysia.

Strategically situated in the heart of Senawang, close to key industrial parks and established residential developments, this acquisition represents Lagenda’s first venture into Negeri Sembilan and its sixth state nationwide. The site is ideally positioned to tap into the strong demand for affordable housing in the surrounding areas. With its well-connected infrastructure and proximity to essential amenities, this location offers exceptional potential for the development of a large-scale, integrated and affordable township.

Lagenda’s Group Managing Director, Dato’ Jimmy Doh, stated, “As part of our strategic growth plan, we are actively exploring expansion opportunities in new states where we have yet to establish a presence. Senawang, with its close access to key infrastructure such as the North-South Expressway (PLUS), LEKAS Highway, public transportation, essential amenities, industrial parks, and established residential communities, stands out as an ideal location for us to advance our mission of developing affordable homes within integrated townships. This will create long-term value for both residents and stakeholders.

“As Senawang has evolved from an industrial hub into a vibrant and thriving township, it has drawn a diverse population. We are confident that our expertise will allow us to address the growing demand for affordable homes and a practical lifestyle, especially for skilled workers and young families,” he added.

With this latest acquisition in Negeri Sembilan, Lagenda Properties will have its land bank increase to a total of 5,201 acres, further solidifying its presence across key states starting with Perak, Selangor, Johor, Kedah, and Pahang. Lagenda’s strategy has consistently focused on acquiring sites situated just outside established towns yet still offering easy access to essential amenities and key infrastructure. This approach enables Lagenda to effectively address the housing needs of the underserved of B40 and M40 income groups, making homeownership more accessible to a broader range of Malaysians.

As Malaysia continues to face challenges in providing sufficient affordable homes for its growing population, Lagenda’s efforts to meet the housing needs of the B40 and M40 income groups are crucial in bridging the affordability gap and ensuring more Malaysians can achieve homeownership. These efforts align with the 12th Malaysia Plan (12MP), which emphasizes the importance of closing the urban-rural living gap and addressing the increasing deficit in affordable housing.