

HISTORY

COUNTRY HEIGHTS HOLDINGS BERHAD

Country Heights Holdings Berhad since its inception on 10th May 1984 has strived for 'Ever Searching for Better Living'. A motto and brand purpose that aptly describes its founder Tan Sri Dato' Paduka Lee Kim Yew's vision of creating Malaysia's pioneering property development led conglomerate in the areas of Hospitality, Wellness, Lifestyle, Tourism, Automotive and Investments.

Credited with transforming world's largest open cast tin mine, into a world class resort living themed city in the heart of KL, to being chosen to lead key initiatives under the Malaysian government's Economic Transformation Plan, the CHHB Group has always earned the distinction of breaking new grounds in property development. Listed on the Kuala Lumpur stock exchange the Group continues to break new borders and conventions.

Driven by its 'Ever Searching for Better Living' mission the Group in 2018 has embarked upon an ambitious mission of transforming the Malaysian landscape with five marquee initiatives. In addition, the Group in line with its ambition to continuously innovate for the digital world, is foraying into more digital technology enabled lifestyle enhancement platforms from deploying Smarter Living innovations, to adopting smarter payment solutions





A property conglomerate that primarily focuses on property development and investment holdings.

CORE BUSINESS

Healthcare
Property & Lifestyle
Hospitality & Travel
Exhibition & Convention
Tourism & Membership
Blockchain & Finance

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