



# LBS:

## Dreams, Desire, Destiny

LBS Bina Group is the result of decades of dreams, desires, and destiny. Like many prominent entities, we started small with one man who dared to defy the odds in the 1960s, with a small construction company, in an equally small township called Petaling Jaya. Through the hard work and perseverance of his forebears, a fire was stirred up in the belly of the young Tan Sri Lim Hock San as he completed his studies in 1982, with 1st class honours in civil engineering from the University of Wales, UK. He then declined a fully-paid PhD scholarship to return home to help his father in this fledgling business. The rest, as they say, is history.



Today, we are proud to have a part in shaping the landscape of the nation by enhancing the communities of the future. We create inspiring and delightful spaces that cater to all Malaysians. Be it residential, commercial, retail, leasing, hospitality or even tourism, we ensure our homes, townships and premises give you the platform to experience a quality and balanced lifestyle suitable to meet your needs in today's ever-growing market.

LBS Bina Group is driven by the desire to house the nation by providing everything from affordable homes to chic, up-market abodes for all Malaysians. We are pushing the boundaries with advancements in construction technology and keeping up with the ever-evolving trends in architectural design. We have built over 34,000 homes to date and will continue to deliver more joy to homeowners.



Not forgetting how we started, Tan Sri Lim Hock San and LBS Bina Group are committed to giving back to the community through philanthropic endeavours. This adds value to various strata of the economy and improves the lives of countless recipients.

### ***Our Vision:***

*To be an internationally recognised developer, building and inspiring delightful spaces that enhance community living.*

### ***Our Mission:***

*To consistently deliver exceptional performance through progressive creations, realising value to all stakeholders and enriching communities at large.*





We have also received numerous awards and recognitions for CSR and excellence in property development. There are just too many to list here. But what does the future hold for LBS Bina Group? We are not designed to rest on our laurels. There is literally a world to conquer, and we will do it at a pace that will assure the continuous growth of the Group.

Always thinking of the next generation, we are careful in what we pass on to all Malaysians of the future. To this end, we have heavily committed to achieving lofty goals set internally for ESG. Even now, we are adding features to our projects that will likely enhance the long-term value and energy efficiency of the home. This will benefit both homeowners and the environment. We have programmes that give back to the environment through the simple act of planting trees. This shows our dedication to improving and protecting the environment, from ground level and upwards. It is not just words but also actions.

We have achieved much, and yet there is so much more to reach for. In all we do, we remember where we came from and the dedication, hard work and sacrifice of everyone who came before us and everyone who is still with us today. Together, we can achieve all we set out to do.

Our latest achievement of note is winning an award in The Edge Malaysia Centurion Club Corporate Awards 2023. In the property category, LBS Bina Group Bhd won “Highest Growth in Profit After Tax Over Three Years.” To be considered for the awards, a member of The Edge Malaysia Centurion Club must have been listed for at least four calendar years before the cut-off date of the end of March of the current year. Those eligible to be recognised for the highest ROE and PAT must be profitable for every year during the evaluation period, which is 2019 to 2022 for this year’s awards, and is applicable to companies with a market capitalisation of at least RM100 million but less than RM1 billion.

# 3 Questions

with Tan Sri Dato' Sri Ir. (Dr) Lim Hock San

## **In helming LBS, what is the greatest challenge you have faced?**

To date, one of the most challenging periods we have faced at LBS was during MCO. Like most industries, COVID-19 has significantly impacted our operations. Construction progress was adversely affected and sales galleries remained closed during various lockdowns. Despite these challenges, we placed a strong emphasis on digital campaigns and social media, allowing us to remain flexible in the challenging business environment. With the hard work of everyone in LBS, we successfully reached RM2 billion in sales by the end of 2022, surpassing our initial target of RM1.6 billion by 25%.



## **Do you have any advice for aspiring professionals looking to succeed in this industry?**

In my opinion, aspiring professionals can benefit from two main pieces of advice. First of all, they may collaborate and seek out joint ventures. Collaboration between businesses and non-profit organisations, industry-wide projects, or partnerships with multiple stakeholders can all be examples of this type of partnership. Through such partnerships, ESG professionals may work together to achieve common objectives and bring about significant change. Secondly, ESG professionals are also essential for fostering innovation and making a real difference. They have the opportunity to influence upcoming models, technologies, and new sustainability initiatives, no matter if it's putting renewable energy initiatives into action or creating a sustainable supply chain. The professionals should seize this opportunity to further the promotion of ESG.

**Tan Sri Dato' Sri Ir. (Dr.) Lim Hock San,**  
*Executive Chairman of LBS Bina Group Berhad*

## With ESG elements rapidly incorporated into future projects, in your opinion, what kind of impact will it have on homeowners?



### **Costs and Savings**

While initial costs for ESG-focused features may be higher, homeowners can benefit from long-term cost savings. Energy-efficient appliances, solar panels, and other sustainable technologies can lead to reduced utility bills over time, potentially offsetting the initial investment.



### **Property Value**

Homes with strong ESG credentials may experience increased property values. As environmental and social responsibility become more significant factors for homebuyers, properties with energy-efficient features and sustainable practices may command higher prices in the real estate market.



### **Quality of Life**

ESG projects often prioritise factors that contribute to a healthier and more comfortable living environment. Homes designed with considerations for air quality, natural light, and green spaces can positively impact the overall well-being of homeowners.



### **Resilience to Climate Events**

ESG projects often include measures to enhance resilience to climate change, such as flood-resistant designs and sustainable landscaping. Homeowners in such properties may experience a reduced risk of damage during extreme weather events.



### **Community and Social Dynamics**

ESG initiatives often extend beyond individual homes to encompass entire communities. Homeowners may find themselves part of a community that values sustainability, social responsibility, and inclusivity, contributing to a positive and engaged neighbourhood.



### **Technological Integration**

ESG projects frequently involve the integration of technology for monitoring and optimising resource use. Homeowners may benefit from smart home technologies that allow for more efficient management of energy consumption, water usage, and waste.



### **Lifestyle Choices**

ESG elements can influence lifestyle choices, encouraging homeowners to adopt more sustainable practices in their daily lives. This may include choices related to transportation, waste management, and overall consumption patterns.



# Tranquillity of Astella

Come back to your forever home in Astella, a part of the award-winning D'Island Residence township. Cradled by a beautiful 1,000-acre lake, wake up to nature and breathtaking scenery every morning. The serenity of nature is within a stone's throw in every direction and there are beautifully crafted outdoor spaces for the whole family.

An Astella double-storey terrace home is the ideal recharge after a busy day at work. Come home, kick back and enjoy what nature truly can be for the modern family. A gem of natural terrain and thoughtful landscaping, Astella







ASTELLA

Double-  
Storey  
Terrace  
20' x 70' &  
20' x 72.5'

4 bedrooms  
3 bathrooms

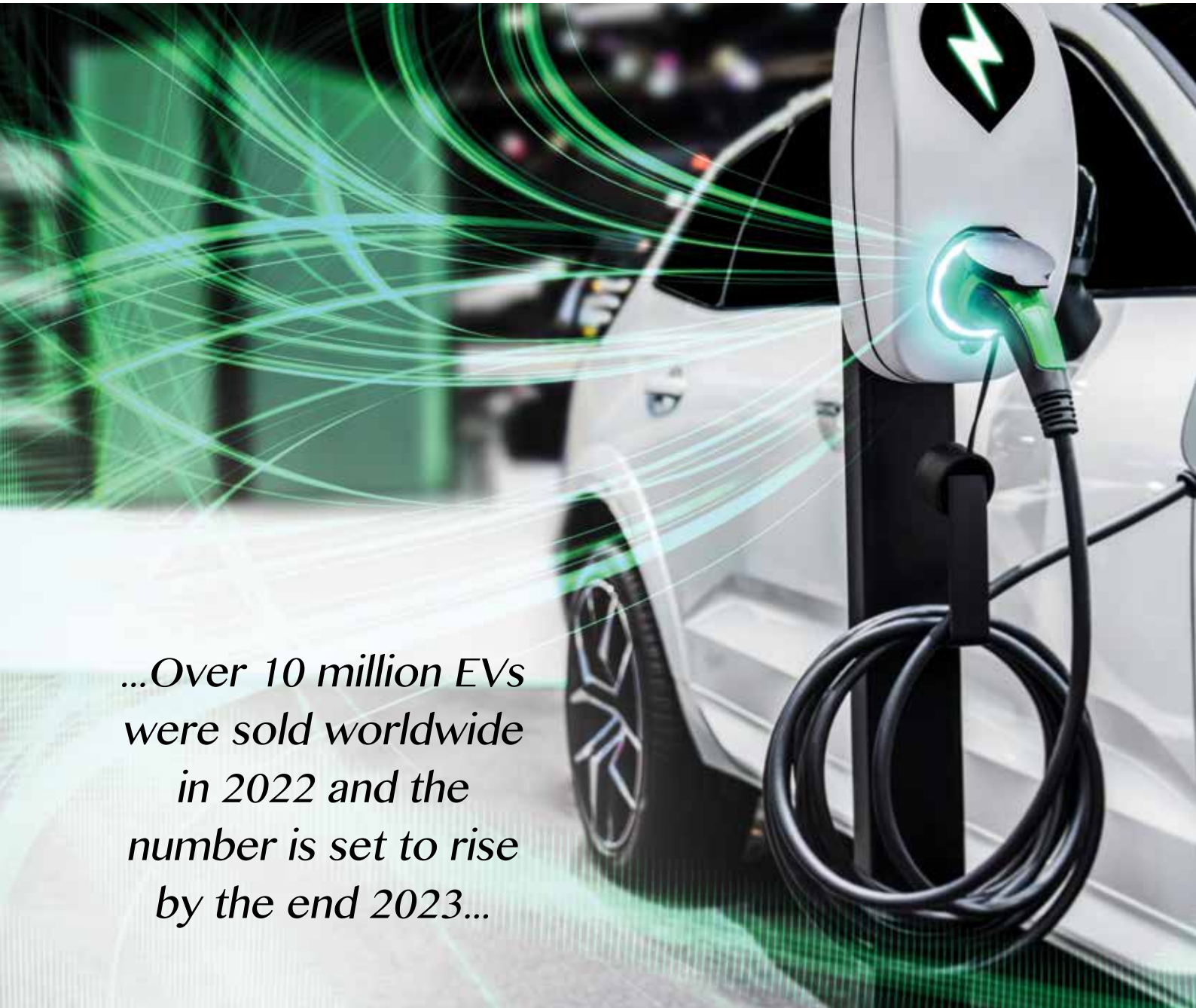
comes with all the modern amenities you can wish for, such as a playground, outdoor fitness gym and pavilion, as well as a collection of gardens and a multipurpose sports court for everyone.

Astella is also positioned close to all the major leisure/lifestyle/entertainment malls and outlets, education centres, public transport hubs, and medical centres in the area, adding to its attraction as a wise investment. It is an enchanting island that is a sanctuary of love and a haven of peace for the few lucky owners. And Astella's 24-hour security delivers peace of mind.

Configured in a 20' x 70' and 20' x 72.5', it comes with 4 bedrooms and 3 bathrooms and is priced from RM909,000. This is the ideal address for those who expect more in life. Welcome home to nature and your oasis of serenity.



# EVs and Energy Sources



*...Over 10 million EVs  
were sold worldwide  
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# Renewable

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**M**uch has been said about EVs (Electric Vehicle) taking over from traditional fossil-fuel vehicles or ICE (Internal Combustion Engine). Over 10 million EVs were sold worldwide in 2022 and the number is set to rise by the end 2023. But are EVs the solution to saving the environment?

Due to a lack of EV infrastructure, EV owners face many practical issues that ICE owners do not face. The lack of charging stations, the lack of charging ports in a charging station, long charging time, range anxiety (fear of getting stranded when the battery is depleted), higher cost of vehicle, unfamiliar technology and maintenance, higher cost of repair and parts and the inability to do basic maintenance work yourselves. There is also the issue of how green an EV actually is as there are many hidden costs to the environment in terms of its production, especially where the battery is concerned.

First, one of the advantages of an EV is that it is greener than an ICE in a normal operation scenario. The early adopters are usually those who can afford them. EVs are used as city or daily cars due to their limited mileage per charge.

*More than 80% of EV owners charge their cars at home.*

In terms of fuel efficiency, the EV wins, with an estimated fuel savings of up to 60% when compared to the ICE.

Of course, once the EV infrastructure improves, it enables the EV to move further and further on longer journeys. But is there enough electricity in the grid to power EVs if everyone drives one? As an estimate, we would need an increase of up to 50% more power from our grid than what we are consuming today. That is a lot, and more than likely, the majority of that will be coal-generated.



## Malaysia currently generates electricity through coal (44%), natural gas (36%) and hydro (17%).

This will likely mean that we will need more coal to turn into electricity, as coal is the lowest hanging fruit, if everyone in Malaysia were to drive an EV. Therefore, the EV will still carry a hidden carbon cost that is invisible to its owners. Notably, the production of an EV, especially from its batteries, will also incur a carbon cost that is two times higher than that of an ICE. These are the two most significant invisible carbon costs of an EV.

Additionally, Malaysia is heavily reliant on fossil fuels, comprising up to 90% of coal (21%), natural gas (34%), and oil (35%). Malaysia is only at the beginning of its journey towards green energy or renewable energy.

To this end, LBS Bina Group has committed to net-zero carbon emissions by 2050, with short, medium, and long-term strategies. This includes integrating ESG considerations and operational reduction through decarbonisation.

For a start, LBS Bina Group is implementing the installation of solar panels at key locations, including LBS HQ, Kita@Cybersouth, and the MGB IBS Precast Factory@Nilai. These initiatives represent the Group's commitment to a greener, more sustainable future.

Also in the news, LBS Bina Group Bhd has obtained a solar power contract with a capacity of 28.67 megawatts (MW) under the Corporate Green Power Programme (CGPP). This achievement resulted from a collaborative effort involving Setara Armada Sdn Bhd, MWG Power Sdn Bhd, and Ocean Solar Energy Sdn Bhd.

This move aligns with LBS' commitment to environmental, social, and governance (ESG) principles, highlighting the company's dedication to fostering sustainable and environmentally responsible developments.

Participation in the CGPP showcases LBS' integration of eco-friendly practices into its core business operations, reinforcing its position as a responsible corporate entity and advancing its broader goal of entering the renewable energy sector."

This ensures that LBS Bina Group will be at the forefront of ESG and Renewable Energy, in line with where Malaysia and the rest of the world are headed. This is a testament to the Group's dedication to preserving the earth for future generations by minimising the negative impact of its business.

Look out for future LBS projects to come with ESG-focused and energy-efficient features that will be more in demand as home buyers become more aware of the cost to the environment even in their normal daily activities. These future homes will be even more sought-after and can potentially hold better value in the future. Keep your eyes open and on LBS Bina Group.





# Traditions

## to Create Memories for Lunar New Year

**T**he CNY is upon us again and since social media has put a steroid on globalisation, there is a fear from the older generation that the current and future generations will lose their unique identity that is intrinsically tied to their forebears.

Let us begin by defining this. Keeping our traditions can go hand in hand with being a forward-thinker. Traditions are not meant to hold us back or keep us in a pen. Traditions are

simply meant to remind us of where we came from, and give us a foundation of values from our shared history. Traditions also help us to learn from the mistakes of our forefathers, and improve on what they have learned. Yes, some of these traditions are based on superstitions, but if you are like me, you see it as a part of your culture without believing in it, you can easily enjoy your unique culture with a clear mind.



Here are a few to pass down... I mean pass forward to the future generations.

### **It is about renewal and the discarding of the old and welcoming the new.**

This is a season of hope where we put aside the old and bad things of the year gone by and reach out for the new and good things that await us in the new year. And who does not need hope in today's society? A little hope goes a long way. Teach the next generation to let go of the bitterness they have gone through and enter the new year with a positively hopeful mindset.



### **Ang-Pow or the red packet.**

This is one tradition that bonds one generation to the next. The older generation seeks to pass the red packet to the younger one as the younger generation shows respect to the older generation as they receive the red packet. For the kids, it is about receiving money, but we should also get them to appreciate the meaning of showing love and respect to the elders. Yes, the young generation has many advantages especially with their close relation to technology, but the older generation needs to be acknowledged as they have survived their era intact. There is wisdom and resilience flowing in their veins, and the younger generation has much to learn from them in terms of their perseverance through hardships that the older ones have succeeded in.



### **Reunion dinner rounds up the top three spots.**

This is another tradition that is worth keeping. We talk about loving our family, but love is spelled “time”. Today, everyone is busy, but that one time when EVERYONE gathers for a meal is this reunion dinner. Mark it in your calendars, bug your relatives to come two months in advance and make it a joyous occasion. You will not regret spending time with family members.

### **It is about food - more food - and sharing it with friends and family.**

Yes, you have the licence to buy and stock up on food and snacks in excess. This is a time to show generosity and love to everyone. And while you are at it, treat them well.





### **Start a tradition just for your family.**

Yes, there are many old ones that you can carry on with like the making of dumplings (Crazy Rich Asian) or the cleaning of the home in preparation for CNY. Whatever it is, do it as a family. Sit down for a simple meal before or during CNY and everyone takes turns to share one thing and one person they are grateful for, and the reason; and share one thing they have learned in the past year from a mistake. Whatever it is, start a tradition.

### **Take a good family portrait.**

And I mean with a real camera, not a phone camera. Set it up where the lighting is good, and get everyone to stand in the same position every year. Hire a professional photographer if you need to.



### **And lastly, just for fun,**

even if you do not believe in the colour red, which is supposed to bring luck and ward off evil... wear as many red items as you can. Make it a competition and have the elders in the family judge everyone to secure a winner of best-dressed male and female.

Lastly, have a great CNY and may all the best things happen to you, your family and loved ones this year.



# Business Addresses

## HQ

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# SALES OFFICES & Galleries

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### D' ISLAND RESIDENCE

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### BANDAR SAUJANA PUTRA

No. 2 & 6 Jalan SPU 1  
Bandar Saujana Putra  
42610 Jenjarom, Kuala Langat  
Selangor Darul Ehsan, Malaysia  
T: 1700 81 8998

### BUKIT JALIL

E13, Pusat Bandar Bukit Jalil  
Jalan Jalil Utama 2  
57000 Kuala Lumpur, Malaysia  
T: 1700 81 8998

### ZENOPY RESIDENCES

A-1-13A Zenopy Residences  
Jalan LP 7/4  
Taman Lestari Perdana  
43300 Puncak Jalil  
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T: 1700 81 8998

### LBS SKYLAKE RESIDENCE

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### LBS ALAM PERDANA

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Selangor Darul Ehsan, Malaysia  
T: 1700 81 8998

### KITA @ CYBERSOUTH SALES GALLERY

Cybersouth  
43800 Dengkil Selangor  
Darul Ehsan, Malaysia  
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### PRESTIGE RESIDENCE

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Taman Lestari Perdana  
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empowering individuals  
enhancing communities