



**For Immediate Release**

## **SIX REMARKABLE WINS FOR LBS AT THE DES PRIX INFINITUS AWARD**

*Renowned Developer Won A String of Accolades At The  
2019 Des Prix Infinitus Award*

**Petaling Jaya, 18 March 2019** - LBS Bina Group Berhad (LBS) set another benchmark with its remarkable wins at the 2019 Des Prix Infinitus Award, clinching Best Developer 2019 along with 5 other awards – Best CSR Award 2019; Best Affordable Housing Development (Kita@Cybersouth); Best Township Development (LBS Alam Perdana); Best Family Living Development (BSP21) and the noteworthy Lifetime Achievement Award.

Earning the title Best Developer 2019 is a further testament of its solid track record in building homes that inspire and fulfil the needs of Malaysians. LBS' solid business strategy has been proven to sustain its dominant presence in the development industry.

Tan Sri Lim Hock San, Group Managing Director, commented, "LBS has once again achieved positive growth despite a challenging market environment. Achieving ever improving results over the last four consecutive years validates the strategy that we have adopted."

LBS remains optimistic about its growth prospects with a total unbilled sale of RM1.739 billion as of 28 February 2019. "We still have new projects lined up with an estimated Gross Development Value (GDV) of RM1.82 billion," Tan Sri Lim added.

LBS was also awarded the Best CSR award for community development. LBS through its CSR arm, LBS Foundation, has set off numerous initiatives focusing on four main aspects of life, which has also become the pillars for the Foundation; community, environment, education and health. Some of its significant efforts include sponsoring the Kiwanis Down Syndrome Foundation for the last 10 years, and supporting local educational outreach programmes like The Star's Step Up and Newspaper-in-Education (NiE) for 7 years consecutively, which aims to improve English proficiency among students across Malaysia.

LBS has been instrumental in developing affordable projects despite the volatile market environment. Having the homebuyers' interest in mind, LBS build homes to cater to their needs within the affordable price range without sacrificing on the quality. This dedication led LBS to clinch the Best Affordable Housing Development for Kita@Cybersouth.

Tan Sri Lim said, "There is still a strong underlying demand for quality and affordable units. Our strategy to focus on more affordable homes within self-sustaining and mature townships with good designs, ample amenities and easy accessibility, continues to be received positively and that has helped us ride through the challenging market condition."

LBS always follows through with its mission of transforming communities through sustainable living and real estate, and this commitment was acknowledged with LBS collecting a trophy for the Best Township Development (LBS Alam Perdana).

Winning Best Family Living Development (BSP21) was also well deserved. The masterfully designed development of BSP21 placed family as its number one priority, hence is equipped with family-friendly facilities and built to be safe and secure for peace of mind.

Adding to the list of LBS' illustrious wins was the most prestigious recognition of the night – **Lifetime Achievement Award** which was given to Tan Sri Lim Hock San, as an acknowledgement for being one of the country's most successful property developers. Being very grateful for the award and thanking everyone involved, he pledged to continue with the commitment to do his best.

### **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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