



For Immediate Release

LBS Virtual Town Hall Meeting 2021

Embracing the New Norm with Digitalization Enhancement

Petaling Jaya, 25 August 2021 – LBS Bina Group Berhad (LBS) officially concluded their annual town hall meeting organized in a fully virtual setting. The primary aim of the meeting was to discuss the challenges faced by the company during the pandemic, how it was resolved, objectives and direction for the year. Though it was a virtual event, the town hall meeting served as a great platform and opportunity for employees to bond and be motivated.

“The year 2021 marks the second year of us combating the pandemic. Albeit these times of uncertainty, LBS managed to pull through and continued to perform at its best. This is all possible thanks to the joint efforts of my team members in LBS Bina. Another contributor to our success would be our digitalization efforts and readiness in embracing this new normal by taking swift action and being interdependence. The road ahead may be challenging but if we continue to do what we do best, which is to provide quality yet affordable homes and improving our services, we will definitely achieve our 2021 sales target,” said Tan Sri Lim Hock San, Executive Chairman of LBS.

LBS presented its performance review for the year 2020 and provided updates on the company’s Digital Transformation Roadmap initiatives and other plans moving forward. LBS also recapped its campaign initiated in 2021 thus far namely #Duduk Rumah Deals 2.0 and 3.0, Ox-Picious 8, *Raikan Rezeki Bersama LBS*, and Vacci-Nation Bonanza, and the plans for the next half of 2021.

The town hall meeting remains to be the company’s official communication platform for both the management and employees to share the company updates and happenings. Approximately 500 employees from LBS Bina Group Berhad including employees from its public listed subsidiaries, MGB Berhad, and Zhuhai International Circuit Limited (ZIC) attended the virtual town hall meeting.

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