



For Immediate Release

LBS Town Hall Meeting 2023: *Tu* Possibilities & Beyond

Thriving possibilities and beyond amidst global challenge

Petaling Jaya, 13 January 2023 – Believe. Become. Behold. These three corporate taglines, “*If you want to go fast, go alone. If you want to go far, go together.*” LBS Bina Group Berhad’s (LBS) management believes that teamwork is one of the vital aspects to determine a company’s achievement. LBS held its town hall meeting, an annual event held at the LBS headquarters to share the company’s objectives and direction for the year 2023.

The theme for this year’s Town Hall meeting is (Tu) Possibilities & Beyond! Which depicts the eagerness to embrace growth and look out for new strategies in expanding LBS. There are boundless possibilities and opportunities that will be achievable if we work harder and smarter. The Chinese word “兔” sounds alike to “To” and the Rabbit zodiac represents smart, clever and agile, aligned with the year of rabbit.

“The year 2022 was a challenging year for LBS and we foresee the trend will continue this year. Despite a challenging year, we managed to achieve the highest sales ever in LBS’ sales history. We have been growing for four consecutive years and we are confident that with your support, we would be able to achieve the sales target that we have set for this year. Let’s continue to work together to offer exciting projects to our customers and, at the same time, achieve our sales target of RM2 billion of sales”, said Tan Sri Lim Hock San, Executive Chairman of LBS.

Company culture is a vital aspect that LBS continues to improve on. Dato’ Cynthia Lim, Executive Director of LBS says, ‘LBS is comprised of a multi-generation workforce which on paper is great as it makes up of different individuals with a multi-faceted experience but be it in companies or even within the family, the generational gap is an inevitable communication barrier that may bound to occur. Born a Gen X, I have made it very important to understand all our employees and the differences present within, whether they are baby boomers or millennials. By embracing our

differences and learning to work together, cohesively, only then can we truly progress, achieve and grow beyond our imagination.'

LBS has been embracing digitalization and has seen great changes in this aspect, particularly prior to the pandemic outbreak and is one of the element which aid LBS to pull through during the most difficult national outbreak. Understanding its importance, LBS has adopted an omni-channel approach for all its digital platforms, from virtual booking to 360 degree showhouses. The townhall which was also conducted via a hybrid setting, served as the platform for Lucas Lim, Deputy CEO of LBS and Digitalization spokesperson of LBS to emphasize on this element, and how LBS set out to spearhead digitalization in the property developer market.

Total of 839 employees from LBS Bina Group Berhad including employees from its public listed subsidiary, MGB Berhad, and Zhuhai International Circuit Limited (ZIC) attended the town hall meeting. In addition, a review of the Group's performance and activities held in 2022 was carried out. The town hall is to foster a closer rapport with its employees and also to provide a platform for employees to communicate and garner a better understanding of the company.

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