



LBS Town Hall Meeting 2024

Celebrating Diversity and Unity within the LBS Community

Petaling Jaya, 9 February 2024 – LBS Bina Group Berhad (“LBS” or the “Group”), a renowned developer guided by people-first values, hosted its annual town hall meeting on 6 February 2024, marking a significant milestone by incorporating a celebrative cultural feast for the first time.

The event marked a memorable celebration for employees at SJK (C) Sg. Way, the inaugural venue for the town hall meeting initiated in 2012. Over the years, LBS has witnessed remarkable growth, evolving from a team of 160 to a substantial workforce of over 800 employees.

Under the central theme of 'Celebrating Diversity and Strengthening Unity,' the occasion represented a significant milestone in fostering an inclusive community. Employees adorned themselves in traditional attire, emphasizing the sense of unity within the LBS family. The event commenced with a dignified Traditional Lion Dance on stage, setting the tone for a series of cultural activities and performances.

Noteworthy participants included representatives from the publicly listed subsidiary MGB Berhad and Zhuhai International Circuit Limited (ZIC), contributing to the overall festive ambiance and prosperity of the celebration. The event encapsulated a professional atmosphere, highlighting LBS's commitment to both corporate excellence and cultural appreciation.

The successful engagement is indeed a reflection of the company's growth in being able to bridge a cultured community through the power of flexibility, adaptability, and mutual respect nurtured among each other.

Tan Sri Ir. (Dr.) Lim Hock San, Group Executive Chairman of LBS and MGB Berhad, said, “2023 was an achievement-filled year applicable in both personal, cultural, and corporate contexts. Similarly, I envision the team to continue staying united not just as

the employees of LBS but as a talented family which will continue our success journey ahead.”

The focal point of the meeting brought to light the key priorities for 2024, encompassing strategy, innovation, culture, and financial governance, all centred around one objective: Sustainability. This underscores our ongoing commitment to nurture and cultivating a sustainable workforce, aligning with the company’s broader mission to contribute significantly to the community through the progressive green building practices.

The stage also featured insights on advanced AI, digitalization, and construction technology initiatives. These endeavours hold the potential to position our organization as a prominent leader in the Construction Industry 4.0, reflecting our dedication to staying at the forefront of industry trends and advancements.

Furthermore, LBS will navigate its journey through its ESG initiatives set for the year. Sustainability stands as a critical component of Malaysia's current development landscape, and LBS is poised to share its efforts in kick-starting its action plan towards achieving net-zero carbon emissions by 2050.

“Our success is not merely measured in numbers but through the sustainable impact we create for our community. To achieve this vision, we recognize the imperative of cultivating a sustainable workplace culture from within as employers. We are committed to providing our employees with the necessary platforms and opportunities, be it through educational initiatives, training programs, or the creation of a flexible environment that enables them to thrive and adapt. This empowerment will enable them to drive the sustainable impact we aspire to have within the community” says Dato’ Cynthia Lim, the Executive Director.

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