

## **LBS BINA DEBUTS THREE-YEAR 8 X 8 STRATEGY AT ANNUAL TOWN HALL MEETING**

- Three-year corporate strategy to be implemented from 2025 to 2027
- Pipeline of projects with total GDV of RM8.0 billion to be launched; anchored by 8 Focus Areas
- Celebration of LBS's rich heritage and strong solidarity

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Petaling Jaya, 27 January 2025 – LBS Bina Group Berhad (“LBS” or the “Group”), a leading property developer guided by people-first values, has proudly introduced its bold and dynamic **8 x 8 Strategy** during the LBS Town Hall Meeting 2025 held on 23 January 2025. The three-year corporate roadmap, spanning 2025 to 2027, aims to elevate the Group's achievements to unprecedented heights, solidifying its position as a leader in the property development industry.

At the core of the 8 x 8 Strategy is LBS's commitment to launch a pipeline of projects with a total gross development value (“GDV”) of approximately RM8.0 billion over the next three years. This ambitious goal is anchored by **eight (8) Focus Areas**:

- *Residential*
- *Industrial & Commercial*
- *Landbank Optimisation*
- *Pursuit of Excellence*
- *Employee Empowerment*
- *Customer Experience*
- *Sustainability Advancement*
- *Community Wellbeing*

Under LBS's development plans, the Group is dedicated to developing homes that enable Malaysians of all walks of life to realise their dreams of homeownership. These projects will feature a diverse mix of high-rise and landed homes located in key urban regions mainly across Klang Valley, Pahang, Johor and Perak. LBS will also continue to expand its existing townships, recognising that these developments are crucial to fostering sustainable urban growth, enhancing the quality of life and driving economic

development. The Group's townships currently include KITA @ Cybersouth, LBS Alam Perdana, Bandar Saujana Putra and most recently Rimbawan – a premier, eco-conscious development launched in October 2024.

Beyond residential projects, LBS will develop state-of-the-art industrial and commercial hubs tailored to modern business needs. These hubs will be strategically positioned to offer seamless accessibility to infrastructure and logistics networks, ensuring operational efficiency for their occupants. This underscores LBS's dedication to fostering a business-friendly ecosystem that supports long-term economic development and competitiveness.

While property development remains as its core business, LBS is exploring innovative ways to optimise its landbank. For instance, the Group's 43-MWp solar farm in Senawang, Negeri Sembilan, is slated for completion by the end of 2025. Once operational, the solar farm will not only support sustainable energy goals, but also generate recurring income for the Group.

The remaining **five Focus Areas** seek to differentiate LBS from the market and increase its operational efficiency and effectiveness. By adopting an attitude of continuous improvement, the Group strives to be the best in all its endeavours. The Group also aims to empower its employees to innovate and take ownership of their professional growth, thereby contributing to LBS's overall success. For its customers, the Group aims to deliver exceptional customer experience by ensuring every interaction is personalised, seamless and meaningful. Sustainability is also a cornerstone of the strategy, with eco-conscious elements incorporated in every product, from design to completion, to preserve the environment. Finally, in alignment with its commitment to community wellbeing, the Group strives to create inclusive and inspiring spaces that foster a sense of belonging while promoting vibrant, connected living. To ensure the smooth implementation, these five Focus Areas will be translated into actionable goals that will be tracked.

Through the implementation of the 8 x 8 Strategy, LBS is set to transform into a dynamic force in property development, driven by its bold vision to redefine excellence and innovation in real estate. The Group is committed to create vibrant, sustainable communities and delightful spaces that inspire, empower, and elevate lifestyles.

Commenting on this visionary initiative, LBS Group Executive Chairman Tan Sri Dato' Sri Ir. (Dr.) Lim Hock San said, "LBS has consistently stood as a beacon of quality and innovation in the property development industry. With a foundation built on trust and a long-proven track record of success, the 8 x 8 Strategy will guide the Group's next phase of growth. We are deeply committed to exceeding the expectations of homebuyers and stakeholders, redefining what it means to build a legacy of excellence."

During the highly anticipated annual Town Hall Meeting themed 'The Power of Believe, Become and Behold,' the vibrant neon-inspired event showcased the Group's dynamic culture and collective achievements. Held at SJK (C) Sg. Way, Petaling Jaya, the same venue as the inaugural town hall in 2012, the gathering marked a nostalgic yet inspiring milestone for the Group. From a modest team of 160, LBS has grown into a robust workforce of over 450 employees, all playing a vital role in its continued success.

The event celebrated this incredible journey, blending tradition with innovation. Festivities began with a lively Traditional Lion Dance, followed by vibrant employee performances, and activities that reflected LBS's rich heritage and strong solidarity.

During the event, Tan Sri Lim highlighted, "2024 has been a year of tremendous growth for LBS, with remarkable achievements in personal development, organizational culture, and corporate performance. As we look ahead, our strength lies in our unified team. Together, we will build on this momentum and accomplish even greater milestones."

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