

JODAY RNEY

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BENEFITS OF FASTING

LBS:

International Women's day

3 QUESTIONS

with Ms. Shany Lim

PRESTIGE

Residence

ARE DEI AND ESG



International Women's Day

t is true that historically, the economy is driven by a male-dominated structure, but times have certainly changed. There are many views, but if we put aside prejudices and bias, we can agree that there are some things that both genders do very well in. The traditional glass-ceiling that affected many, most and all women in the past is now (largely) broken, with prime examples of Head of State, Prime Minister, Chancellor, Political leaders and business leaders from the gentler gender.

The 2024 International Women's Day (IWD) falls on 8th March, with the theme of "Inspire Inclusions". This means being inclusive to all women of all backgrounds and walk of life. The simple fact is, everyone can contribute from where they are, and the end result is, everyone can become richer, not just economically, but emotionally and experientially.

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IWD is not just about women celebrating women

While it is true that some women will have more to offer, it is also true that all women have something to offer. This is no more evident when men went to war and the women became the backbone of the economic landscape of a country, while taking care of the home and children at the same time. These countries did not collapse, but were as strong as before.

IWD is not just about women celebrating women, but an open invitation to everyone to do so, especially the men. Regardless of the progress made by women in the workforce, there is much room for improvements.





Because women are not less intelligent, less talented, or less capable than men, they simply need the same opportunity to excel in any given sphere they choose to set their minds on. This is where **#inspireinclusions** come in. It is a call to the world to be more and more inclusive, not just with open arms, but inviting women towards the greatness that is already in themselves.

And it is a win-win scenario when this happens, because 100 percent of the population of any given nation is empowered to be productive, instead of just the men. And there are many ways we can celebrate IWD. Malaysia is rich with SMEs helmed by women, and on the ground level, we can see the industrious nature of women who are able to manage small businesses and even food stalls by the roadside. Celebration in this case can mean simply "support local businesses".





Empowering Women: Corporate Support and Home Recognition

At the corporate level, we can easily spot star-performers and let it be entirely merit-based, which means both genders have an equal shot at promotion. Corporations could easily donate to and support entities that help and empower women. There is that special group of women who have experienced hardship and abuse, who live in special homes that takes care of them, and corporations can help with donations or even job opportunities. These women more than anyone else need all the support they can get.

At home, for the crucial home-makers who have made the decision to put the family first, it is up to the men and the family to celebrate them. Help out with the chores, take them out for a treat, go for a holiday, buy them something they always wanted, etc.

Yet another key element in ensuring women are getting an equal opportunity is to make sure they have all the education and training they need to succeed in the secular world. Again, large corporations and wealthy individuals can easily support bodies that provide for such an endeavour.









#inspireinclusions

This year's theme, Inspire Inclusion simply means no woman should be left behind. It is time to embrace the great diversity that so enriches our world. LBS Bina Group says,

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LBS remains committed to diversity and inclusion in the workplace. The Group provides equal opportunity for all employees, regardless of age, gender, race, religion, sexual orientation, disability, or nationality. This allows each individual to achieve their potential, free from prejudice and discrimination.

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This is reflected by a 56% women representation in the workforce and even at Board level, from 10% in FY2021, it has drastically increased to 38% in FY2022. The Group is leading the way, and showing by their example that empowering women will be a mainstay within the organisation.

For 2024 IWD, on behalf of everyone in the Group, we want to thank and recognise all women for their unseen and under-appreciated contribution to families, society and country. Things are changing, and we want to be a part of this change to empower women to reach for the skies.



Women Representation at Board-level

3 Questions

with Ms. Shany Lim



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How do you navigate the balance between assertiveness and likeability, a challenge often faced by women in leadership roles?





Looking ahead, what do you envision for the future of women in leadership roles within the company and beyond?

Peering into the future, especially in industries like property development and construction where masculinity is often emphasised, I envision a future where women in leadership roles are no longer seen as exceptions, but as the norm. This shift will come as we focus more on skills, expertise, and leadership abilities, rather than gender. Within our company, I anticipate ongoing support for programs and mentorship initiatives tailored to empower women specifically. By fostering a culture of inclusivity and diversity, we can create an environment where talent, regardless of gender, defines leadership, leading to a brighter and more equitable future for all.



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What do you think are the biggest obstacles women face in advancing to leadership positions?



Several obstacles persist, including unconscious bias, the lack of female role models, and the persistent expectation for women to prioritize family over career advancement. To overcome these hurdles, fostering awareness and promoting open conversations are essential steps in breaking down these barriers. Furthermore, promoting work-life balance for all genders and recognising and celebrating female accomplishments can inspire young girls and challenge the misconception that leadership roles are exclusively reserved for men.



Prestige Residence is another prime example of LBS Bina Group's commitment to house the nation through attractive design and value proposition. This development is located in the Seri Kembangan district, an ideal location just outside the city of KL and built on 7.977 acres of land.

This development is flexible enough for a new couple or even those with a small family. As a first-home, it is hard to beat, in terms of location and value-for-money, with up to 40 facilities designed for all age groups, allowing a multi-generational demographic that encourages stronger family ties at a low maintenance fee.

Accessibility is easy via Sungai Besi Expressway, Bukit Jalil Highway, Maju Expressway and South Klang Valley Expressway. It is within driving distances from education, shopping, recreation and healthcare facilities, all within a short 10km range. Additionally, it is near bus

and MRT stations. It is in close proximity of the Ayer Hitam Forest Reserve, Taman Puncak Jalil Recreation Park, Kinrara Golf Club and Bukit Jalil Golf & Country Resort.

Touted as "affordably chic", it delivers on the value-for-money proposition. Built on a 2-block design, each with 29 floors, Prestige Residence has a total of 1,450 units. There are three types of units to choose from; Type A – 600sqft (2 bedrooms & 2 bathrooms), Type B – 800sqft (3 bedrooms & 2 bathrooms), and Type C – 850sqft (3 bedrooms & 2 bathrooms).

Type A starts at RM270,000, Type B from RM440,900 onwards and Type C from RM466,900 onwards, all with a very reasonable per sqft pricing from RM450 to RM549. This is a high value proposition when compared to similar developments in the area, and perfect for low to medium income families. Each unit comes with 2 parking spaces.







Careful thought and planning has been put into the interior of the units. They have been created to maximise space, ensuring a clean and open concept with minimal space wastage. The units are built with low maintenance and safety in mind, allowing owners to customise their own homes with the exact furnishings they have in mind.

In terms of amenities, Prestige Residence comes with security features such as access card, 24-hour CCTV and a regular patrol of security guards within the compound to provide peace of mind. Facilities such as an integrated playground, badminton court, futsal court, half basketball court and takraw court ensures there is something for everyone. Fitness station, indoor and outdoor gym, yoga and meditation room are all available for residents and owners. Leisure areas such as grid gardens, BBQ pits, swimming pool, alfresco café, and picnic lawns are there for everyone to enjoy.

Affordability, accessibility and connectivity

Prestige Residence is the perfect home in terms of affordability, accessibility and connectivity. It also comes with low maintenance fees feature which is an added bonus. It has also won the Starter Home Award (High-rise) within Greater KL (Honours) in year 2023, Best Family-Centric Development (High-Rise – Merit) in year 2022.



Are DEI and ESG the keys to long-term organisational growth?

iversity, Equity and Inclusion (DEI) and Environmental, social and governance (ESG) are current key words for any organisation which hopes to move forward into the new world. But are they just trendy catchwords or can they actually be quantified in a meaningful manner for the benefit of business entities and their long-term well-being?

The unfortunate truth is that for some organisations, these are just boxes they have to tick to be seen as progressive employers, and to receive a pat on the back from the governing bodies and powers-that-be. And then there are those companies who see it as a tangible effort to not only survive the future changes but to thrive.

Is Diversity in a workplace good or bad?

In essence, DEI and ESG is about long-term sustainability, and in reality, requires organisations to seriously commit to making these work for them, and by default, for the employees, stakeholders and environment.

In Malaysia, a multi-cultural society, diversity may not be such an issue. We do find a mix of ethnic groups in most companies, the only difference being found in specific industries which by historical precedence or choice due to familiarity that there may be a larger portion of certain ethnic group. This is not designed, but exist in a socio-natural state.

Is this an issue? It depends how we look at it because we cannot force a certain ethnic group to work where they have no affinity with. But if we want to force diversity, what is the benefit and cost? This is something to consider. In general, we want to affirm that diversity in the workforce is a good thing. As the dynamics of socio-economic and ethnicity is always in a flux, the smart choice is to aim for a strategy that is on par with the reality in any given economic environment.

Diversity Vs. Efficiency.

In short, for a Malaysian company, in the local view at least, they have to be seen as "truly Malaysian", to borrow the slogan for Malaysian tourism, in that it represents everyone in Malaysia. Another issue in DEI is how to balance diversity versus efficiency. Do we hire someone just to fill the diversity gap over and above someone who can contribute more to the company?

We need to accept, moving forward, that DEI, practiced correctly will be beneficial not just to the company, but will positively cause a ripple across the whole society. Likewise, the same can be said with ESG. Good application will



always be the key to success. The general struggle that all companies face in DEI and ESG is how to manage the present in achieving long term goals. How much does it cost now to make long-term profit sustainable? Key of which will be communication to the employees, shareholders, stakeholders and clients on a clear path towards the future.

In a field of new-world realities and requirements, a company will need to navigate (yes, tick as many boxes as possible along the way) and find their plot to maximise profits at the same time. The holistic thinking in strategy for DEI and ESG will ensure it is relevant to the company and society at large.

ESG is birthed from the realisation that we need to create an attitude and practice that is not merely profit-centric, because that strategy is simply not sustainable in the long-run. Resources, both natural and man-made, are limited; there will be a negative impact on the environment if used carelessly causing wastage. We need the environment at its best to continue to be profitable.



DEI and ESG: Pathways to a Sustainable Future.

Arriving at 2024, companies who hope to succeed need to recognise they need to have a holistic view of business and profitability. Strangely, we are all looking for a win-win scenario, because everything we do is tied and connected to everyone else eventually. It is also naturally widening your target audience, as people consider more about what you care for as a business entity.

DEI and ESG are definitive pathways to a sustainable future. It is inclusive, it is diverse and it is an exciting new world.

Companies have no choice but to widen their view. They cannot afford to conduct business in the isolation of their silos. Hopefully, this change of strategy will change attitudes within corporations to seek the greater good for all.







"LBS continues to advocate and pursue a diverse workforce comprising talents from differing demographic backgrounds."

LBS Bina Group reports, "LBS continues to advocate and pursue a diverse workforce comprising talents from differing demographic backgrounds. The Group is of the view that diversity in professional backgrounds and experiences promote the richness of ideas and perspectives, enabling more effective decision-making and problem-solving while stimulating innovative thinking and

encouraging creative ideas to give the business a competitive edge."

At LBS, we are playing the long-game, therefore we are taking all the factors into consideration beginning at our planning stage. This will include, among others, DEI and ESG factors, because sustainability is business-sensible and the best way forward toward profitability.





ith Ramadan around the corner, it is a time for Muslims all over the world to fast. While it is a religious duty, there are also many scientifically proven benefits to the human body. Let's look at a few of them.

Fasting modulates sleep pattern.

It helps our body reset our sleeping pattern, increasing the chance of a good night's sleep.

Fasting reduces insulin resistance, thereby aids in the control of blood sugar.

This will directly or indirectly be beneficial for those who have diabetes or are on the brink of diabetes. The immediate benefit of lowering blood sugar is keeping a consistent level that decreases insulin resistance, promoting efficient distribution of glucose to every

part of the body. Additionally, this decreases the risk of Type 2 diabetes, heart disease and stroke.

Fasting gives our immune system a boost.

Studies have shown a linkage of fasting and intermittent fasting to a robust immune system. It has been found that old white blood cells are recycled, leading to a stronger and more effective immune system.

Fasting minimises inflammation that is detrimental to general well-being.

Out of control inflammation in the body has been linked to rheumatoid arthritis, heart disease, and even cancer. The practice of long-term fasting programme, such as the widely popular intermittent fasting, is seen as a viable option to reduce inflammation.







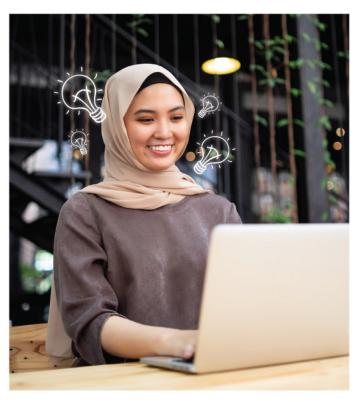


Fasting promotes autophagy.

This means our body is pushed into a state of natural rejuvenation where damaged cells and tissues are repaired.

Fasting improves blood pressure health and may regulate triglycerides and cholesterol levels.

Studies conducted has shown participants reduce their chances of heart diseases in general due to improved Blood pressure readings, and overall cholesterol management.





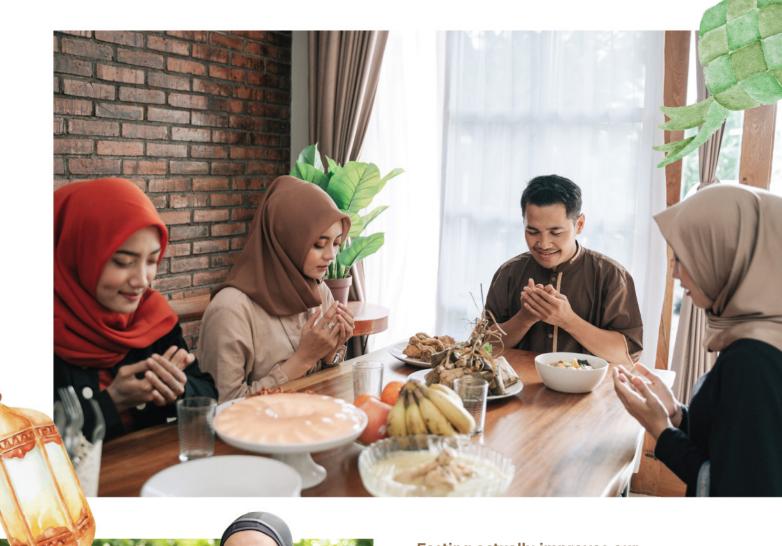


Fasting is recognised as a good way to naturally detoxify our body.

This is a natural way to cleanse our body from a build-up of toxins.

Fasting has also been linked to improved brain efficiency and indirectly preventing degeneration of cognitive function.

The chances of the dreaded Alzheimer's and Parkinson's disease may be minimised due to fasting. While the study is not conclusive, there are evidences that fasting protects the brain through the minimisation of inflammation, and promotes the generation of cells.



Fasting actually improves our complexion and is an anti-ageing aid.

Look younger and feel fitter by fasting. Restoration of old tissues and cells is a natural outcome of fasting.

Fasting (obviously) aids in weight loss through an improved metabolism.

Yes, the most obvious benefit to fasting is weight loss. A disciplined approach must include a controlled food intake when breaking fast. Overeating at breaking fast should be avoided for maximum benefits. Long-term intermittent fasting is best for weight loss purpose, but remember, once you go back to regular eating schedule, do not overeat.

Fasting promotes growth hormone production, directly or indirectly improving metabolism, weight loss and muscle development.

The natural increase of Human Growth Hormone is detected when a person goes through fasting. While it is different from person to person, this will improve muscle growth, weight loss and metabolism.

Fasting may potentially increase your lifespan and minimising occurrence of diseases.

While the study is inconclusive, there are indications that fasting is a good practice overall.

Fasting has been linked to cancer prevention.

Current studies seem to link long-term intermittent fasting as an enabler to the body naturally managing cancer cells before they become a health problem.





As can be seen, fasting and short- or long-term intermittent fasting carries a lot of benefits to the human body and mind. The temptation of a long menu of great tasting food that we have in Malaysia will ever be present. Hence it is up to us, to exercise our will power to resist the endless meals we usually consume in Malaysia.

Maximum benefits can be achieved with regular exercise and consult your doctor before attempting a fast, or a prolonged fasting schedule.



Business Addresses

HQ

Plaza Seri Setia, Level 1-4 No. 1 Jalan SS9/2 47300 Petaling Jaya Selangor Darul Ehsan, Malaysia T: +603 7877 7333 F: +603 7877 7111

MITC SDN BHD

No. L3-22 Plaza Seri Setia No. 1 Jalan SS9/2 47300 Petaling Jaya Selangor Darul Ehsan, Malaysia T: +603 7877 7333 F: +603 7861 8077

MGB BERHAD

H-G, Sunway PJ @ 51A Jalan SS9A/19, Seksyen 51A 47300 Petaling Jaya Selangor Darul Ehsan, Malaysia T: +603 7874 5888 F: +603 7874 5889

CREDIT ADMINISTRATION

No. L3A-21, Plaza Seri Setia No. 1 Jalan SS9/2 47300 Petaling Jaya Selangor Darul Ehsan, Malaysia T: +603 7861 6000 F: +603 7861 6001/6002

IPOH

No. 17 Medan Ipoh 1A Medan Ipoh Bistari 31400 Ipoh Perak Darul Ridzuan, Malaysia T: +605 545 8520 F: +605 545 5111

CAMERON HIGHLANDS

B3-31-G Brinchang Square Jalan Besar Brinchang 39100 Cameron Highlands Pahang Darul Makmur, Malaysia T: +605 491 5018 F: +605 491 5020

BATU PAHAT

No. 27-29, Jalan Putera Indah 12/1 Bandar Putera Indah Tongkang Pechah 83000 Batu Pahat Johor Darul Takzim, Malaysia T: +607 445 8899 F: +607 445 8888

SALES OFFICES

& Galleries

CENTRAL REGION

D' ISLAND RESIDENCE

No. 3 Jalan Timur 9 D' Island Residence 47130 Puchong Selangor Darul Ehsan, Malaysia T: 1700 81 8998

BANDAR SAUJANA PUTRA

No. 2 & 6 Jalan SPU 1 Bandar Saujana Putra 42610 Jenjarom, Kuala Langat Selangor Darul Ehsan, Malaysia T: 1700 81 8998

BUKIT JALIL

E13, Pusat Bandar Bukit Jalil Jalan Jalil Utama 2 57000 Kuala Lumpur, Malaysia T: 1700 81 8998

ZENOPY RESIDENCES

A-1-13A Zenopy Residences Jalan LP 7/4 Taman Lestari Perdana 43300 Puncak Jalil Selangor Darul Ehsan, Malaysia T: 1700 81 8998

LBS SKYLAKE RESIDENCE

No. 3 Jalan Timur 9 D' Island Residence 47130 Puchong Selangor Darul Ehsan, Malaysia T: 1700 81 8998

LBS ALAM PERDANA

Persiaran Alam Perdana 42300 Bandar Puncak Alam Selangor Darul Ehsan, Malaysia T: 1700 81 8998

KITA @ CYBERSOUTH SALES GALLERY

Cybersouth 43800 Dengkil Selangor Darul Ehsan, Malaysia T: 1700 81 8998

PRESTIGE RESIDENCE

Jalan LP 7/4
Taman Lestari Perdana
Bandar Putra Permai
43300 Seri Kembangan
Selangor Darul Ehsan, Malaysia
T: 1700 81 8998

NORTHERN REGION

BRINCHANG SQUARE

B3-31-G, Brinchang Square Jalan Besar Brinchang 39100 Cameron Highlands Pahang Darul Makmur, Malaysia T: +605 491 5018 F: +605 491 5020 HP: +6012 206 7334

+6012 209 7334 +6012 217 1334

TAMAN KINDING FLORA

Changkat Kinding 31250 Mukim Hulu Kinta Perak Darul Ridzuan, Malaysia T: 1700 81 8998

SOUTHERN REGION

BATU PAHAT

No. 27-29, Jalan Putera Indah 12/1 Bandar Putera Indah Tongkang Pechah 83000 Batu Pahat Johor Darul Takzim, Malaysia T: +605 445 8899 F: +605 445 8888



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