

JOURNEY TODAY

VOL: 04 | JUL/AUG 2024

**ECO-FRIENDLY
LIVING MADE EASY**

BUILDING A BRIGHTER TOMORROW
For All Malaysians

3 KEY QUESTIONS

with Dato' Cynthia Lim, Executive
Director of LBS Bina Group Berhad

ALAM PERDANA
Central Hub

LBS:
Beyond Homes, Building
Sustainable Communities





Building A Brighter Tomorrow For All Malaysians

The goal of LBS is to improve the lives of all Malaysians, one home at a time. These communities that arise from our development are important to us as we recognise that they make up what constitute a nation. A nation, ultimately is the people, and we strive to empower Malaysians by creating a space they can call home, where they can nurture future generations.

Malaysian property developer LBS Bina Group Bhd has the responsibility to ensure a better tomorrow for all Malaysians. To this end, we prioritise ESG principles, focusing on affordable housing projects and community development throughout 2024. But these include more than just building homes.

LBS Bina's commitment to sustainability began with a strong foundation. In 2022, it achieved a 3-star rating in the FTSE4Good Bursa Malaysia indices (F4GBM, F4GBMS), demonstrating its adherence to high environmental, social, and governance (ESG) standards. Building on this success, LBS Bina developed a comprehensive Net Zero Carbon Emissions by 2050 Roadmap in 2023, outlining clear strategies and targets.

LBS Bina's achievements in 2023 extended beyond sustainability. The company launched a Sukuk Wakalah Programme valued at up to RM 750 million, securing a prestigious "GOLD"

Impact Bond Assessment by MARC and an AA-IS credit rating. Furthermore, LBS Bina pioneered the issuance of a RM200 million ASEAN Social Sri Sukuk Wakalah in Malaysia. The proceeds from this initiative are earmarked for affordable housing projects, directly aligning with LBS Bina's commitment to supporting homeownership through accessible housing development.

Championing Affordable Housing

Staying true to the tenets of our founder, we continue to place a strong emphasis on providing affordable housing, reflecting our commitment to social impact and community development. In the larger scope of things, this addresses a social need in Malaysian society and provides mental well-being and a community-spirit that is translated to a stable workforce and nation. This expansive outlook aims for an ever-wider catchment and demographic in Malaysia, proving them viable options to a secured and well-built homes. Social stability should never be taken for granted and we work towards a better quality of life for all Malaysians.

Sustainability Financing Achievement

LBS has established a Sukuk Wakalah Programme of up to RM750 million in nominal value with the Securities Commission Malaysia. (This programme has been assigned with a credit rating of AA-IS with a stable outlook by MARC Ratings Berhad and was assigned a 'Gold' Impact Bond Assessment by MARC.) This along with the establishment of the Group's inaugural Sustainability Financing Framework demonstrates the Group's humble aspiration towards a responsible, sustainable and socially inclusive future. This is also a key step towards LBS's goal of achieving Net Zero Carbon Emissions by 2050. LBS is the first Real Estate Developer in Malaysia to issue an ASEAN Social SRI Sukuk Wakalah with its proceeds to be tagged to affordable housing which aligns with LBS' aspirations to support home ownership through the development of affordable homes.

Socio-Economic Advancement and Empowerment

Beyond housing, LBS is actively involved in community development. We aim to foster community well-being through communal facilities and urban regeneration. This contributes to sustainable development and positive societal impact. This can be seen in the building of a flyover at Bandar Saujana Putra (RM55.53 million), the development of a surau at Centrum Cameron Highlands (RM4.03 million) and the revitalisation development at Cameron Highlands to inject new life into Malaysia's favourite highlands.

Strong Corporate Social Responsibility

LBS strives to enrich local communities by providing a wide range of financial and non-financial support to various charitable causes as well as other altruistic purposes. In 2024, more than RM1.68 million has been either donated or plough back into the community, to more than 420,000 beneficiaries. We continue to focus on the four pillars of Education, Community, Environment and Health, as these are of key importance for a sustainable nation. We have donated to various schools; contributed to help the less fortunate in the country, Turkey and Syria; supported Hospis Malaysia, KIWANIS, various other CSR gotong royong projects.

Employee Empowerment and Upskilling

LBS' commitment to the human side of sustainability includes our own employees. By offering training programs or career development opportunities, we empower employees and contribute to a skilled workforce within the property development industry, improving overall well-being and economic prospects. We achieved an overall satisfaction score of 77% indicating a majority of employees are content with their experience at LBS. We provide training in various aspect that an employee requires such as technical, soft skills, compliance-sustainability, safety, and product categories. We were awarded "Malaysia's Most Preferred Graduate Employers to Work for" in year 2023 and 2024, which reflects the Group's efforts to foster a supportive and conducive work environment, where talent is nurtured, and employees are empowered to thrive.

Supporting Local Businesses for Sustainability

Adhering to the "local-where-we-operate" practice, we firstly source for responsible local supply chain that produces positive environmental and social impact. Exceptions are only made in cases where local providers are unable to meet the required specifications, quality, and timelines. Regardless, 100% of our new suppliers have undergone environmental and social risk assessments. This helps strengthens the local economy and fosters a more sustainable supply chain, promoting job creation and supporting responsible environmental practices within the property developer industry. In line with the 17 UNSDGs and the Group's commitment to reducing environmental and social impact while supporting local procurement, the Group Sustainable Procurement Policy was established - serves as a guide for the businesses to strive for sustainability in all functions, including the sourcing of goods and services.

Looking ahead, LBS aims to drive industry leadership by collaborating with others, promoting best practices, and advocating for industry-wide sustainable construction policies. Innovation in another key component and we are driven to explore waste-reducing methods, renewable energy, and resident-driven resource optimisation through smart technologies. Stakeholder Engagement is of great importance, where we can foster resident participation, collaborate with partners on sustainable practices, train employees, and advocate for stricter regulations - creating a collaborative path to a greener Malaysian real estate future.

3 Key Questions

with Dato' Cynthia Lim

Executive Director of LBS Bina Group Berhad



01

How does the company culture cultivate a sense of ownership and responsibility towards sustainable practices among its workforce?

A company culture expresses the proper way for employees to behave within the organisation. It mainly consists of shared beliefs and values established by leaders, of which they are communicated and reinforced through various means, ultimately shaping employees' perceptions, behaviours and understanding. Sustainability refers to the ability to maintain or support a process continuously over time.

Be Flexible, Be Relevant, Be Positive

At LBS, we encourage a sustainable workplace culture - Be Flexible, Be Relevant, Be Positive. How do we do it? We promote collaboration and communication through different means, one of the examples was through the annual LBS Townhall where business strategies and goals were discussed, and exchange of ideas carried out. In addition, there were also various workshops organised to support employees' learning and development and, at the same time, seek their feedback and suggestions.

Economic, Environmental, Social and Governance (EESG)

We are strongly committed to the Economic, Environmental, Social and Governance (EESG) principles.

There are a host of EESG programmes which are organised regularly to promote LBS sustainable practices with the aim to educate and garner

employees' support and participation. One of them is the EESG Brews & Bites session, a robust communication platform which creates a dynamic space for collaboration, actively involving employees in discussions and fostering a shared commitment to the organisation's sustainability journey.

LBS Green Day

LBS also provides opportunities for employees to take ownership of the initiatives. Internally, we have actively implemented waste reduction programs and recycling facilities. In 2023, LBS Green Day was introduced where the LBS Recycling Hub was launched. It offers as a drop-off point for recyclables thus reinforcing to the employees the importance of recycling and provided an avenue to dispose of these items. Employees' who champion sustainable practices and put a value in their efforts are recognised and adequately rewarded.

Malaysia's Most Preferred Graduate Employer 2023-2024

Through these initiatives, some clear benefits were noticed, e.g. a high employee satisfaction of 77% was recorded. Externally, we received recognition as Malaysia's Most Preferred Graduate Employer 2023-2024.

We intend to continue this trajectory by empowering our workforce to actively participate in achieving Net Zero Carbon Emissions by 2050.



02

How does LBS' commitment to sustainability extend beyond the development phase to empower surrounding communities and create a lasting positive impact?

As part of our strong commitment to Economic, Environmental, Social and Governance principles, we believe the seeds of progress have been planted as they are vital for our journey towards economic prosperity, community enrichment and a sustainable future.

Beyond Building Houses

LBS' commitment to sustainability goes beyond building houses. Economically, sustainable practices can create a healthier, safer and more productive environment. Socially, sustainable practices can help strengthen community bonds, improve quality of life and provide hope for a better future.

While designing community infrastructure, essential amenities e.g. green spaces, community centres, surau, improved transportation and well-connected environment are incorporated in the project. For example, LBS took the initiative to build a flyover at Bandar Saujana Putra to ease traffic congestion. This flyover was opened to the public on 7 July 2024.

Our Dedication to Sustainable Construction Practices

Our sustainable design principles, which features energy-efficient technology, water-saving measures, and green building materials, are to

benefit both the residents and the environment. For example, the company collaborates with the Malaysia Green Technology and Climate Change Corporation to drive Green Growth, Climate Change Mitigation and Green Lifestyle. As a testament, LBS was honoured with a SILVER Provisional GreenRE Certification for Bayu Hills and SkyRia, showcasing our dedication to sustainable construction practices.

Within the vicinity of our operations, we donated to schools in the form of money and goods to enhance the schools and create a conducive learning environment for the students. In addition, LBS employees volunteered for a gotong-royong at SJK © Yuk Chai to clean up the school on 12 September 2023.

Engaging with the local communities is essential as it cultivates a positive image for the company and at the same time foster strong relationships with them. With this in mind, LBS Foundation together with Metrics Global Sdn Bhd and Reef Check Malaysia jointly participated in a beach clean-up at Pantai Remis, Jeram, Selangor on 22 June 2024, with 46 volunteers, and close to 3,280 discarded items collected. We hope these small steps would create community awareness on the importance of having a clean beach to help our marine ecosystems to thrive and return to its former glory.

”



03



What are you most proud of in terms of LBS' sustainability achievements, particularly those that demonstrate a positive impact on people's lives?

At LBS, we're incredibly proud of our progress towards sustainability. But what truly excites me is how these efforts make a positive impact on people's lives. Here are two key achievements that exemplify this:

Building a Better Future

Firstly, LBS Foundation's Community Initiatives, which empowers over 421,795 individuals through social programs, fostering stronger communities and improving the lives of Malaysians, contributing about RM1.68 million to community initiatives. Hot off the press is being recognised and awarded the 2024 "World Sustainable Property Icon Leadership Lifetime Achievement Award" which was presented to Tan Sri Ir (Dr.) Lim Hock San by H.E. Tun Dato' Seri Utama Ahmad Fuzi bin Haji Abdul Razak, Governor of the State of Penang.

The sum of these achievements demonstrate that LBS' sustainability efforts go beyond environmental targets. We are actively building a better future for both the planet and the people who call it home.

Net Zero Carbon Emissions Roadmap

Secondly, it is our Net Zero Carbon Emissions Roadmap by 2050. This plan reduces our environmental footprint through cleaner energy and construction practices, creating a healthier planet for future generations. Environmentally, LBS installed solar panels at key properties, including its headquarters, KITA @ Cybersouth sales gallery, and MGB's IBS precast concrete factory to help realise our vision.

”





Alam Perdana Central Hub: A Versatile Industrial Hub For Your Business Needs

As a display of the versatility of LBS, the Alam Perdana Central Hub is another notch on the belt for the company. This sprawling light and medium industrial area is the ideal place if you are looking to set down roots for your fledgling or growing business. In terms of location, facilities, materials and environmentally-friendly premise, you will not go wrong with Alam Perdana Central Hub.

This industrial site project is strategically located with easy access to major highways (DASH, LATAR, GCE) and the soon-to-be-completed East Coast Rail Link (ECRL) station. Situated in a rapidly developing area of Puncak Alam,

Alam Perdana Central Hub is positioned to benefit from the large talent pool of Puncak Alam's growing population (113,545). Built on an approximately 95 acres industrial hub, there is no better space to grow and expand as a business.

Alam Perdana Central Hub consists of four types of factory lots; 2 Storey Terrace Factory, 3 Storey Semi-D Factory, Detached Factory and Low-Cost Factory to suit all kinds of needs, requirements and businesses. Designed to accommodate light and medium industrial needs, the plot sizes range from 0.6 acres to 2.4 acres. With a total area of approximately 95 acres of flat land, there are 333 units available, from 1,137 to 60,877 sq ft.



**Artist's Impression Only*



**Artist's Impression Only*

Built with versatility and flexibility in mind, Alam Perdana Central Hub aces on providing a suitable height and space to allow for a varied occupancy and industries. Being located 24km to Subang Airport, 30km to PJ, 32km to Shah Alam, 36km to Kuala Lumpur, and 37km to Port Klang, the strategic location is built to offer seamless operation in a ready and matured infrastructure. The factories in Alam Perdana Central Hub enjoys expansive access road, thoughtful and practical designed layouts, and comes with energy efficiency design.

This is also an undeniably ripe opportunity for investors as Alam Perdana Central Hub holds much potential for high ROI due to strategic location and rising land prices. Positioned with easy access to airports and seaports, the global market awaits. It is also priced competitively with units starting from RM2.05 million. This can be a reliable source of revenue through lease or rent.

Built with the future in mind, it is green-features ready with provision of AC cable for solar PV systems, LED street lighting, rainwater harvesting system, provision of power supply for EV charger, low maintenance building materials, energy saving through natural light design and pitched roof with heat resistance materials.

The Alam Perdana Central Hub project is due for completion by 2027, and there is no better time to procure a factory lot for your business, or to invest in one to be leased or rented out for passive income. We do encourage you to visit LBS Alam Perdana (Show Gallery), open daily from 10am to 6pm and see for yourself the comprehensive features and thought-through design of Alam Perdana Central Hub. In terms of value and pricing, this project holds great potential for growth and future valuation.

Contact: 1-700 81 8998.
www.lbs-alamperdana.com.my



LBS: Beyond Homes, Building Sustainable Communities

Having made a name for itself in building thriving communities through affordable homes, LBS is looking beyond, into the future by ensuring these communities are sustainable for the benefit of the generations to come.

LBS Bina is focussed and committed to social impact that will inadvertently affect us as communities. We engage with local communities to work with them on social issues, and as an organisation, we offer employment opportunities, and internship programs for fresh graduates. Through our vibrant CSR programs, we provide sponsorship initiatives and recruit volunteers to ensure running of the programs. Beyond homes, LBS empowers communities and fosters a sustainable future.

Sustainability is served by our emphasis on affordable housing, as LBS establishes a stable financial foundation that in the short and long term is dedicated to address Malaysia's housing needs, with a focus on hotspots like the Klang Valley.

A Company that Values the Environment

As a company that values the environment, we are leveraging on available technologies to incorporate them for our Green Building Initiatives within our developments. This will include features like solar panels, rainwater harvesting systems and the use of natural light to mitigate electricity usage. The goal is to minimise environmental impact and promote resource efficiency.

To this end, we have incentive programs and communication strategies that educates and encourage a more active participation of our residents and tenants that we hope will empower them to regularly adopt sustainable practices. While this has been an on-going process, we believe the time is right for this to take off in a big way, as everyone is more concerned about the rise in the general cost of

living and will be eager to find ways to minimise cost and resource usage or wastage. We aim to help them achieve this by sharing with them practical ways to be more efficient with natural resources, thereby enabling them to be more cost-efficient. The conservation of water, waste reduction techniques and novel ways to be energy-efficient habits within their homes are all part of the plan. The next generation will benefit as the children see their parents living this way, they will hopefully be able to learn and incorporate that as a natural path when they grow up.

Collaborative Efforts for Social Needs

LBS is always on the look-out to partner with like-minded NGOs and local authorities with the view to collaborate specific social needs, especially within the communities we develop. This could involve supporting educational programs for children, providing vocational training for youth, tree planting, beach cleaning or even offering healthcare services for underserved populations.



As part of the bigger picture, we support Socio-Economic advancement and actively participate in community development by supporting the construction of essential facilities (flyovers, religious spaces) and urban regeneration projects. This enables LBS to be more than just a developer, as we aim to provide a constant human-touch for the enrichment of the communities.

CSR: Corporate Social Responsibility

We are big believers in giving back to the country we build in and we do this by being active in our communities through Corporate Social Responsibility (CSR) programs under LBS Foundation. Through our four pillars of CSR: Education, Community, Environment and Health; we aim to create a strong and harmonious society by improving the quality of living of all Malaysians. As such LBS Foundation contributes to various charitable causes, enriching the lives of those in need, and getting involved in the various communities that makes up Malaysia.

Eco-Friendly Living Made Easy

Malaysia is considered a developing nation, but the way most of us are behaving, it seems like we are a first-world country. The unfortunate thing about that is there is much wastage that occurs on a regular basis. Like it or not, Malaysia is a nation of plenty, as there are seemingly endless supply of products and services, we are never worried about shortage of supply. But with the prices of literally everything going up, this is a good time to see how we can actually plug some holes in our spending.

At LBS, we are dedicated to enhancing its economic, environmental, social, and governance (EESG) disclosures. By doing this, we aim to be an

active practitioner in sustainability. As such, our sustainability report will be a proof-source of our commitment. This resulted in being awarded “the most improved performance” in The Edge Malaysia ESG Awards 2023.

In the course of business, we managed to recycle 91,000 kg of waste since 2019. We established Net Zero carbon emissions by 2050 roadmap in supporting carbon neutral by 2050. We have planted more than 33,500 trees of varied species at project sites and through CSR activities. So there is no excuse for anyone or any organisation to do anything but our best for the planet.



The good news is many products and services now come with extra information about how “green” it is. This allows consumer to support companies that are more committed to the environment. But here are a few basic, yet practical things all of us can do:



Light sources

Opt for variants that gives enough light but with the lowest wattage. There are many options, look for those with green or environmental labels.



Washing machine

Use the shorter cycle and choose the half-water function to minimise use of water.



Washing machine detergent

The truth is, you don't need a full dose, half a dose will do as excessive suds will spoil your washing machine faster.



Washing machine liquid freshener

Is a waste of money and can be detrimental to your health. Better to ensure the clothes are hung with direct sunshine and airflow to dry properly.



Electricity

Switch off all switches or appliances that you are not using.



Air-Cond



Minimise usage of air-cond, use the timer function so it stops automatically after a given period.



Food

Cook or order food that is required, we tend to over-cook and -order. The added benefits are you will put on less weight and save money at the same time.



Water

Do not buy bottled water, take water out with you in your own container when you go out. When you shower or wash plates, switch off water when you are applying body-soap or detergent. Same applies when you brush your teeth turn tap off when you are brushing.



Petrol

Plan your trips so you cover a few areas at the same time and get as many things done, have a shopping list so you do not have to make a few trips because you forgot something. Buy a lower cc car or motorbike, because they consume less fuel and you pay less road tax.



Clothes, shoes and fashion accessories

Buy only what you really like and therefore will wear, and there is no need to follow all the fashion trends. The fashion industry is known as a heavy polluter of the environment.



Hobbies

Minimise on your hobbies. Too many and you will be spending and collecting way too many things.



Household items

Try to repair whatever is broken, don't just discard. If you have to make a purchase to replace an irreparable item, check the product for its “green” features.



Online shopping

Delete your fav online shopping app. All the packages and plastics are additional burdens to the environment.



Repurpose and recycle

Every item we have can be treated in one of these two ways, either it is repurposed into other usages (washing food containers to re-use, etc) or recycled by sending to recycling bins.



Walk and cycle more

These two modes of transport are ultra-eco-friendly with minimum carbon footprint to the environment.



Don't use throw-away items

Unfortunately, this will include the majority of drinks you purchase outside including your favourite coffee outlet, or buy only from those who will serve you in your own cup. Take-away food and drinks item are notoriously bad for the environment due to the throw-away containers.

Let's do our part for the planet.

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



empowering individuals
enhancing communities