

Corporate Social Responsibility



With increasing globalization, greater environmental and social awareness and more efficient communication, the concept of companies' responsibilities beyond the purely legal or profit related has gained new impetus. As a corporate citizen, we recognize Corporate Social Responsibility initiatives are an integral part of our business philosophy.



Environmental Protection and Sustainability

With global warming on the rise, widespread pollution and the earth's finite resources fast diminishing due to population explosion and unrestrained consumption, to protect our environment for future generations is an admirable goal.

The Group recognizes the importance of preserving the natural environment and is committed to achieving good standards of environmental performance, preventing pollution and minimizing the impact of its operations. As such, we make concerted efforts to ensure our activities and policies are being implemented to meet or exceed the requirements of legislation and applicable best practice.

As the property developer, we recognized the importance of preserving green environment and initiated numerous operational processes that set out to reduce the adverse impact of our projects activities on the environment through the various means on numerous areas, including:-

- Managing our construction site;
- Ensure all operations and activities comply with environmental protection regulations;
- Disseminating guidelines set on 3Rs (Reuse, Recycle and Reduce); and
- Policy set for efficient usage of water, electricity and paper arising from our daily activities.

Our endeavor in embedding environment consciousness among the staff so as to nurture more green advocates is continuous attempt. Under the initiation of LBSclub, we have initiated "Go Green" Project comprising series of go-green awareness activities with the "Beautiful Plant Contest" as the pilot project held in October 2010 . During the year, we have also participated in Earth Hour 2010.



Workplace

The Group always strives to maintain high standards of recruitment, development and retention of employees. We believe in investing in our employees and creating a conducive, challenging and supportive working environment. Employees of the Group were provided with hospitalization insurance and opportunity to have a direct ownership of the Company through Employee Share Option Scheme. Employees of the Group are also entitled to participate in the property purchase discount scheme.

activities in achieving these objectives. These include monthly staff birthday celebration, LBS Sports Day, Christmas Celebration Party and "Go Green" Project.

Being a caring corporate citizen, we take very serious culture of safety within the Group. Safety consideration will not be compromised in all the Group activities. In year 2010, the Group has initiated a Fire Safety Awareness Campaign to enhance employees' awareness and knowledge.



As part of our human capital development, the Group further enhance motivation and encourage personal growth through on-the-job learning, in-house training, as well as access to variety of programs organized by external professionals tailored to different needs that are job related with aims to enhance the abilities and skills of employees.

Community

We continue to support borderless charitable initiatives through variety social contributions to help the needs of communities. Philanthropy or donations to charitable causes has been one of the corporate social events carried out by the Group annually. This year was no exception as the Group continued to provide support and participate in community development, the Group made donations to welfare and charity organisations, religion organisations and schools including schools in Anxi, China for purchase of reference books for libraries.

The Group recognizes the importance of non-work related activities amongst colleagues. To foster interaction amongst employees and build-up strong team spirit, LBSclub was delegated with the responsibilities to organize various



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For the Fourth consecutive year, LBS has participated as one of the main sponsors for Kiwanis Treasure Hunt. This charity event was in aid of the Kiwanis Down Syndrome Foundation - National Centre, The Community Centre for the Deaf, Ti-Ratana House of Hope, Rumah Wawasan, Sitiawan, Joy Workshop, Melaka and Kiwanis Orphanage, Batu Pahat organized by The Kiwanis Club of Kuala Lumpur (KCKL). The Group has also encouraged employee volunteerism in non-government organization. In year 2010, staff have participated in the fund raising activities such as Kiwanis Fun Fair Carnival at Kiwanis Centre, Petaling Jaya, Selangor.

To contribute our part in ensuring university and college students remained relevant in the rapid changing job market, LBS internship program provides the students opportunities to gain meaningful professional and educational enrichment experiences through working in the organization.

In view of the Group's involvement in property development, the Group had taken initiatives of building affordable homes for purchasers from medium income group at many of its mixed development projects such as in Bandar Saujana Putra, Kota Perdana, Taman Balakong Jaya, Taman Perindustrian Bukit Serdang, etc. The Group continues with its effort to help those in the middle income group to own their dream homes easier and simpler.

Besides, a Quality Management System, ISO-9001:2008 for Provision of Engineering and Construction Works, has been established and implemented to enhance delivery of quality, reliable, healthy, safety and environmental friendly products and services to the community.

The Marketplace

The Group recognizes the importance of building and maintaining positive relationships with its customers, suppliers and contractors.

To our customers, the Group continues to maintain an open communication with its purchasers via Customer Care Center or by email at cs@lbs.com.my. Immediate reply and/or action would be taken for enquiries or complaints received so as to ensure customers' satisfaction.

To our suppliers, the Group has set out standards and ethics by which the business is conducted. It ensures that there is no bias and all suppliers will be treated fairly without prejudice. The Group values and derives considerable and competitive advantage from active cooperation with its established suppliers in terms of innovation and product development.

To our contractors, tenders procedures have been made clear to them so as the award of contracts are done in a fair and just manner.

For better understanding of the Group's performance and growth, the interested parties may access to information through the Group's website at www.lbs.com.my or news released from time to time.

CSR in Overseas Operations

"Take Up Social Responsibility Courageously, Build Green Environment Together" is the operation direction of Lakewood Golf Club and Zhuhai International Circuit Ltd.

To promote green living, the staff in Zhuhai office is actively involved in environmental awareness program with aim to spread the "green" messages. One of the programmes took part in year 2010 was participation in Tree-Planting Festival, a joint initiative of Zhuhai's Gaoxin District Government and Zhuhai Municipal Government.



During the financial year, Zhuhai International Circuit Ltd has hosted two fund raising projects namely "Love knows no borders support Yushu" and "Circuit Hero 500km Endurance Race". The proceeds of Yushu's event were channeled to the victims and families of the earthquake in Yushu, Qinghai, China. On the other hand, the proceed from "Circuit Hero 500km Endurance Race" were donated to Ronald McDonald House, a charity that with mission to create, find and support programs that directly improve the health and well being of children across the world.



Furthermore, during the year under review, Lakewood Golf Club has made donation amounting to RMB100,000.00 towards the Yishu Earthquake Relief Fund.

To promote sports in youth group, Lakewood Golf Club continues to provide special rate of green fee for the youth in their golf activities carried out in the club, this includes the "2010 National Junior Golf Master Challenge".

