

STRONGER CONSCIENCE



**EVEN THE STRONGEST OF
STRUCTURES MAY NOT
WITHSTAND THE TEST OF TIME.**

Hence, our conscience is stronger and clearer – we can leave an everlasting impact, by giving back to our society and building a safer and greener future for generations to come.

We continue our humble effort in hopes that for decades to come, LBS will be a name that resonates with compassion and courage.

CORPORATE SOCIAL RESPONSIBILITY



GLOBAL CLIMATE IS CHANGING, NATURAL ENVIRONMENT IS UNDER THREAT, ECONOMIES ARE UNSTABLE, SOCIETIES ARE DEMANDING CHANGE, GLOBALISATION IS ON ITS WAY, IS OUR BUSINESS READY FOR THE FUTURE? THE CONCEPT OF COMPANIES' RESPONSIBILITIES IS BEYOND THE PURELY LEGAL OR PROFIT RELATED HAS GAINED NEW IMPETUS. AS A CORPORATE CITIZEN, WE RECOGNISE CORPORATE SOCIAL RESPONSIBILITY INITIATIVES ARE AN INTEGRAL PART OF OUR BUSINESS PHILOSOPHY IN OUR JOURNEY OF ATTAINING SUSTAINABILITY.

ENVIRONMENTAL PROTECTION AND SUSTAINABILITY

The Group recognises 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 realised 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);
- 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 since 2010. In furtherance to its participation in Earth Hour 2011 on 26 March where all the unnecessary lights in Plaza Seri Setia, LBS' head office in Petaling Jaya were off for one hour, LBS has committed to go beyond the hour. This commitment was translated into a sponsorship for a green initiative, namely the Green Energy Project by Catholic High School in Petaling Jaya, Selangor. The support to the school's green energy initiative is also part of LBS' on-going commitments to the youth in Malaysia, recognising the importance of inculcate the eco-awareness among the youth and developing their leadership through leading the green outreach programmes.

WORKPLACE

To meet corporate objectives effectively, the Group remains committed to strengthen its employees through continuous training and development. Employees were encouraged to attend seminars, talks, course and job-related skills organised by professional institutions or arranged in-house jointly with professionals with subject tailored to different needs that are job related.

Employees of the Group were provided with hospitalization insurance and opportunity to have a direct ownership of the Company through Employee Share Option Scheme. They are also entitled to participate in the property purchase discount scheme of the Group.

The Group recognises 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 organise various activities in achieving these objectives. With initiatives from LBS e-News Committee, various activities have been carried out





during the year, these include monthly staff birthday celebration, LBS Sports Day, Chinese Calligraphy Competition, "My Colourful Christmas Contest", "Let's Express Your Love Contest", "So You Think You Can Pose Contest" and team building at Sunway Lagoon Theme Park.

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.

For the Fifth 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 organised by The Kiwanis Club of Kuala Lumpur (KCKL). The Group has also encouraged employee volunteerism in non-government organisation.



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 organisation. During the year, 3 students from University of Loughborough, UK have participated in the program and they were seconded to assist in the Project Department.



In view of the Group's involvement in property development, the Group continued with its initiatives of building medium cost homes for purchasers from medium income group at many of its mixed development projects such as in Bandar Saujana Putra, The Lake Residence and Bandar Putera Indah. 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 recognises 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 2011 was participation in Tree-Planting Festival held in conjunction with the celebration of Woman's Day in March 2011.

During the financial year, Lakewood Golf Club has hosted a fund raising project namely "仁爱之心, 点滴之恩". The proceed raised was channeled to an employee of the Club as medical fee for her mother who was diagnosed with end stage liver cancer.

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 "2011 National Junior Golf Master Challenge". For invited guests of members of the club who are above 60 years old, special rate of green fee would also be granted to encourage for more participation of senior players.

