

Corporate Social Responsibility



THE GROUP EMBRACES THE IMPORTANT OF ENVIRONMENTAL FACTORS, THE HEALTH AND SAFETY OF THE EMPLOYEE IN AN ORGANIZATION AS WELL AS SOCIAL WELFARE TO SOCIETY AT LARGE. THE CONCEPT OF COMPANIES' RESPONSIBILITIES IS 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 IN OUR JOURNEY TO ATTAINING SUSTAINABILITY AND IT IS ESSENTIAL FOR OUR GROUP TO PRESERVE THAT A BUSINESS SHOULD STRIKE A BALANCE BETWEEN MAXIMIZING SHAREHOLDER VALUE AND FULFILLING THE SOCIAL RESPONSIBILITY IN ORDER TO ACHIEVE SUSTAINABILITY DEVELOPMENT.

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- 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.

In response to the global environmental conservation responsibility, the Company's latest *D' Island Residence* is incorporated with the latest Rainwater Harvesting system that harvest the water from the roof for the usage of landscape watering, toilet flushing and car washing. On average, a household can save up to 15%-20% of water based on the designed rainwater usage. It is estimated to save up to 100,000 liters of water per household per year. *D' Island Residence* will feature more environmentally friendly and energy efficient systems like LED street lights, solar panel in the near future.

Our CSR programmes initiatives and efforts to preserve the environment and inculcate the eco-awareness has started since year 2009 by participating



ENVIRONMENTAL PROTECTION AND SUSTAINABILITY

The Group recognizes the importance of preserving the natural environment and is committed to achieving good standards of environmental performance, preventing pollution and eliminate wastage generate from 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 realized 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 regulation;

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in Earth Hour and initiating various “Go Green” projects. Besides the above, in year 2012, Meji (K) Dato’ Lim Hock Sing, Executive Director of the Company has demonstrated a great practice by accepting the role as one of the Trustees of the Sultan Ahmad Shah Environment Trust (SASET). SASET is a non-profit organisation which aims to protect and restore the natural beauty, protecting endangered species both plant and animals and implementing sustainable projects to allow the people to benefit from the vast natural resources of Pahang.

WORKPLACE

To accomplish corporate objectives effectively, the Group ensure its employee are strengthened through continuous training and development. Employees were encouraged to attend seminars, talks, courses 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 LBSclub, various activities have been carried out. During the year, these include monthly staff birthday celebration, LBS Sports Day-3rd Bowling Tournament, “The Egg Hunters”, “Mummy’s Bookmark”, “LBS Gala Night 2012-Colours of Celebration”, “Photo Taking contest on Uniquely Malaysian”, “Design A Christmas Hat Contest” and “LBS 1st Treasure Hunt”.

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 sixth 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. During the year, LBS has volunteered its services to take part in a Charity Food & Funfair organized by Kiwanis Down Syndrome Foundation National Centre.



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During the year, LBS has also participated and sponsored for other fund raising events, these include:-

- The Star's new education pullout-Steps-Up School Sponsorship Programme 2012 to improve and promote the English Language skills among pupils of Chinese schools in Year Four, Five and Six;
- Contributed funds into government programme for integrated housing and community centres for the communities in Kampung Padang Rumbia and Kampung Pulau Serai as part of nationwide effort to eradicate poverty;
- Cameron Highlands Educational, Rehabilitation Informative Special Home (C.H.E.R.I.S.H), a Non-Governmental Organisation that providing special educational and rehabilitational services for children and young adults with special needs in Cameron Highlands; and
- Contributed to a working programme organised by Y.B. Tan Sri Nor Mohamed bin Yakcop to facilitate assistance to the aboriginal families in Cameron Highlands.

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, 10 students from University of Loughborough, UK have



participated in the program and they were seconded to assist in the Project Department, Sales and Marcom Department and Construction division.

The Group continues with its effort to help those in the middle income group to own their dream homes easier and simpler with its initiatives of building medium cost homes for purchasers from medium income group at many of its mixed development projects such as in Cameron Highlands, *Bandar Saujana Putra*, *The Lake Residence* and *Bandar Putera Indah* supporting the Government's effort to increase home ownership among Malaysians.



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.



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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, email at cs@lbs.com.my or Company's Facebook account @ Cust Serv Lbs. Immediate reply and/or action would be taken for enquires 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.



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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.

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. Besides, the Club has organized another fund raising project namely "中秋节贫困慰问" to provide financial assistance to the poor family to mitigate their daily expenses or commitment.

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 "2012 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.

Furthermore, we have organized "爱心协会现场义卖", a joint initiative fund raising program with Charity Promotion Association of Zhuhai with mission to provide aids and supports to all charitable services, among others funding for the poor student and single mother, during the Pan Delta Race events.

