



# Protecting what matters most

Your future! With each development we undertake, our master plans are not just for the present. Rather they consider the future; future generations, future innovations or future trends. For us at LBS home is something that passes on for generations to come.



## **CORPORATE SOCIAL RESPONSIBILITY**

**Given the Group's clear vision "To be an internationally recognised developer, building and inspiring delightful spaces that enhance community living." which is supported by our mission "To consistently deliver exceptional performance through progressive creations, realising value to all stakeholders and enriching communities at large.", we are always mindful the tenets of corporate social responsibility and this has been incorporated as 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's value and fulfilling the social responsibility by considering the environment, social, and governance (ESG) principles in order to achieve sustainability development.**

**CORPORATE SOCIAL  
RESPONSIBILITY**



## CORPORATE SOCIAL RESPONSIBILITY



We make concerted efforts in **protecting environment** through ensuring our activities and policies are being implemented goes beyond merely complying the requirements of legislation and applicable best practice.



### GREEN WORLD

The Group is proud to be part of the green bandwagon and recognizes the importance of preserving the natural environment while committing to achieving good standards of environmental performance, preventing pollution and eliminate wastage generate from operations. As such, we make concerted efforts in protecting environment through ensuring our activities and policies are being implemented goes beyond merely complying the requirements of legislation and applicable best practice.

As the responsible property developer, we embrace the importance of preserving green environment and continue to undertake numerous operational processes and measures 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.
- Disseminating guidelines set on 3Rs (Reuse, Recycle and Reduce).
- Policy set for efficient usage of water, electricity and paper arising from our daily activities.

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### ECO ELEMENTS

In response to the global environmental conservation responsibility, the Company looks toward inputting green elements in its projects. *D' Island Residence* is the first project 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. Our projects in *D' Island Residence* have also featured more environmentally friendly and energy efficient systems like LED street lights, solar panel and these would apply on other projects in the near future.

### EARTH HOUR

Our CSR programmes initiatives and efforts to preserve the environment and inculcate the eco-awareness since year 2009 through actively participating in Earth Hour to ensure efficient power usage and reduce energy wastage and initiating various "Go Green" Projects.



**Excellent workforce** is having the strong base towards success.



### ECOKNIGHTS

In year 2013, the Group had signed a Memorandum of Understanding with EcoKnights, a non-profit environmental organisation with the objective of developing and cultivating the knowledge and skill of Malaysian youths in the field of sustainable architecture where the Group will serve as main sponsor to provide financial support to the Green Space category of the Anugerah Hijau (Green Awards in designing sustainable recreational living spaces in a township) competition over a period of three years. The winning designs stand a chance of being featured in the Group's township.

### NURTURE THE TALENTS

Having excellent workforce is having the strong base towards success. Thus the Group is committed to nurturing talents by continuously providing its employees with the necessary skill and aptitude development through training and development programmes.

### GROWING FUTURE LEADERS

During the year, series of training courses including "The Leading Manager" and "Developing Middle Management for Breakthrough Results" were tailored made for middle management staff aiming to hone the leadership skills and management knowledge. Area of training includes management, team building, communication and presentation skills, corporate mindset cultivation and innovative thinking.

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In addition, employees were encouraged to attend seminars, talks, course and job-related skills organised by professional institutions or arranged in-house jointly with professionals with subjects tailored to sharpen technical skills that are job related.

### DEVELOPING HUMAN CAPITAL

Talent development is also part of LBS' commitment towards nurturing human capital for our society. 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, 7 students from University of Loughborough and Liverpool John Moores University, UK have participated in the program and they were seconded to the Project Department and Construction Department.

### BUILDING CHANNEL FOR COMMUNICATION AND INTERACTION

The Group communicates with its employees through its quarterly magazine *Journey* to the LBS, intranet and emails. The Internal Communication which was held twice yearly to allow all staff from different ranks and subsidiaries to have chance to interact with each other and understand the latest management strategies and corporate development.

New employees would be arranged to undergo orientation programme to familiarize them with LBS' corporate culture and ethics, and participate in the dialogue sessions held by the Executive Directors and Senior Management Team.



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The Group recognises the importance of non-work related activities amongst colleagues. In celebration of annual successful performance, an exclusive annual dinner with themed “Bold and Beautiful” was held during the year to appreciate the great efforts contributed by stakeholders, business partners as well as management and staff.

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 2013, these include monthly staff birthday celebration, LBS Sports Day-4th Bowling Tournament, “Angpow For Everyone”, “My Special Valentine”, “Fantasy Eggs’ Deco Contest”, “Mummy Dearest Photo Contest”, “Best Baju Raya Contest”, “My Malaysian Keychain Contest”, “My Most Creative Wall”, “Origami Crane Contest”, “Design a Christmas Stocking Contest” and LBS 2nd Treasure Hunt.



LBS continued to provide support and participate in community development.



### MOTIVATING AND RETAINING TALENTS

LBS motivates and reward employees with comprehensive and competitive benefits programmes including short-term cash bonus and long-term equity based rewarding plan. Employees Share Option Scheme is an attractive long-term incentive offered to employees to provide them with a personal stake in the Company. Employees are also entitled to participate in the property purchase discount scheme of the Group.



### CONTRIBUTING TOWARDS BETTER SOCIETY

LBS’ tradition and philosophy of community involvement date back to the founder of the Company, Dato’ Seri Lim Bock Seng, who strongly adhered to the traditional Chinese belief “取诸社会用诸社会” which means “what is taken from the community is to be used for the good of the 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 seventh 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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We also sponsored, in second consecutive year, The Star's new education pullout – Steps up programme to improve and promote the English Language skills among pupils of Chinese schools in Year Four, Five and Six.

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

- Sponsored to Taman Pengasih Sultan Haji Ahmad Shah, an orphanage home to facilitate its management cost;
- Supported Sukaneka Perdana, a series of sport activities which organized by Surau Alhidayah, Bandar Suajana Putra;
- Contributed to an eye campaign, Retinal Diseases Awareness Week, which was launched by The Malaysian Society of Ophthalmology to improve awareness on age-related macular degeneration and diabetic retinopathy;
- Participated The Edge-Bursa Malaysia Kuala Lumpur Rat Race 2013 to raise fund for 28 charitable organisations;
- Donated to SJK (C) Sungai Way for upgrading its basketball court;
- During the Chinese New Year Festivities cash donations, foods, drinks were distributed to students and senior citizens.



LBS continues with its effort to help those in the middle income group to own their dream homes easier and simpler.



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### ENHANCE COMMUNITY LIVING

To do a little more for our township, a Community Carnival was held in Bandar Saujana Putra with aims to engage BSP community, to increase dialogue and encourage understanding of one another among diverse residents of our community. LBS has also organized a “Gotong Royong” in Bandar Saujana Putra to promote the spirit of cooperation among residents and inculcate the eco-awareness.

The Group continues with its effort to help those in the middle income group to own their dream homes easier and simpler. LBS takes initiatives in 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 in supporting the Government’s effort to increase home ownership among Malaysians. During the year 2013, LBS has launched its affordable homes *Magma Garden* comprises 1,658 single-storey terrace homes priced affordably from RM150,000 with gross built-up area of 1,022 sq. ft. The launch ceremony was officiated by Johor Menteri Besar, Datuk Seri Mohamed Khaled Nordin in Badar Putera Indah, Batu Pahat.

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, safe and environmental friendly products and services to the community.

### FOSTERING OPEN MARKET PLACE

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

To ours customers, the Group continues to maintain an open communication with its purchasers via Customer Care Center, email at [cs@lbs.com.my](mailto:cs@lbs.com.my) or Company’s Facebook account @ [www.facebook.com/lbsbinagroup](http://www.facebook.com/lbsbinagroup). 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](http://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  
Zhuhai International Circuit Ltd.



During the year, 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.