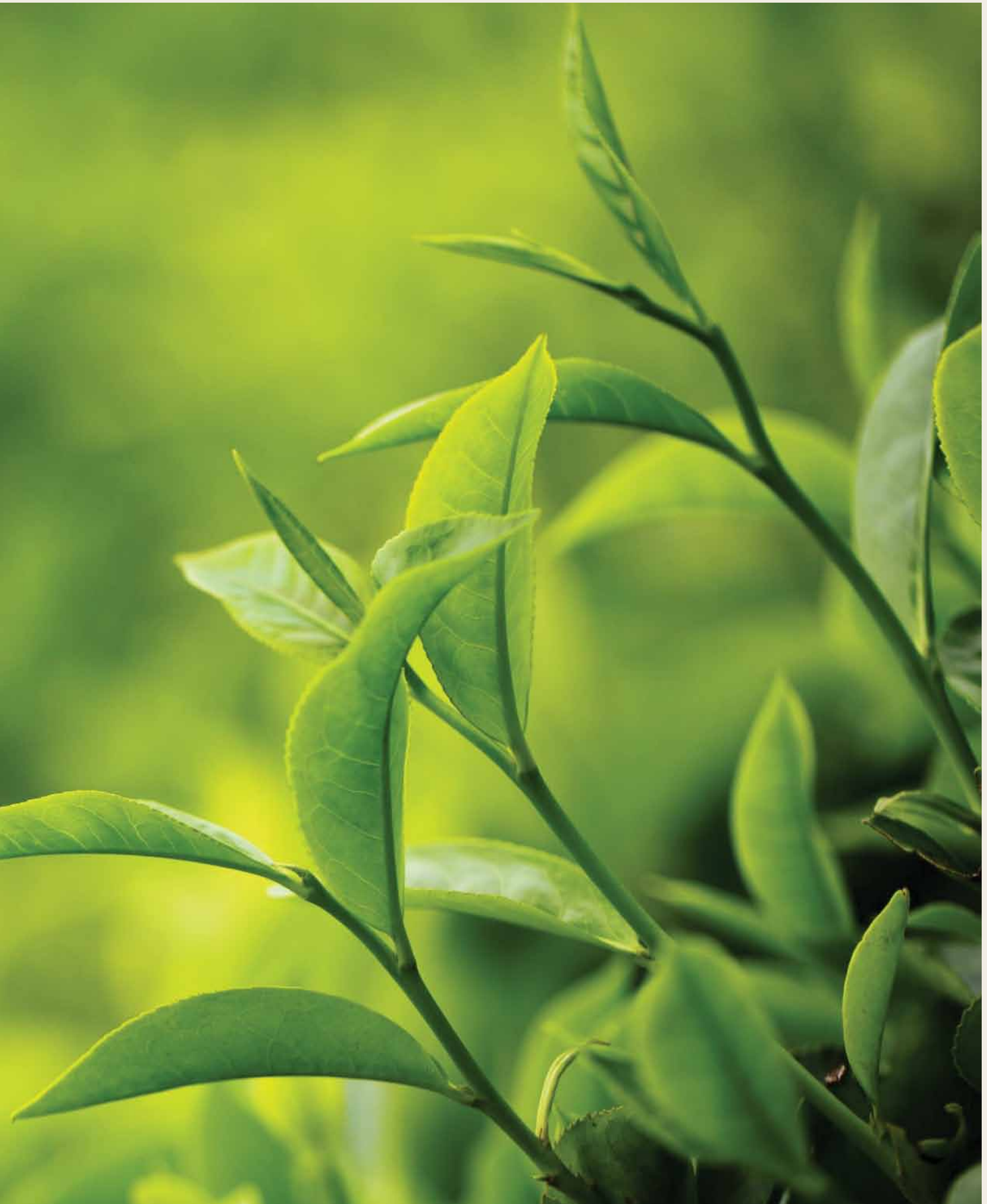


Corporate Social Responsibility

“At LBS Bina Group Berhad, we believe building houses to the community is not only being profitable but bringing optimistic changes to the stakeholders.”

This has been incorporated as an integral part of our business philosophy in our journey of attaining sustainability development and strike a balance between maximizing shareholder’s value and fulfilling the social responsibility with inculcate the environment, social and governance (ESG) principles at the same time.



Corporate Social Responsibility



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.

ENVIRONMENT

It is important for the Group to preserve the natural environment while committing to achieving good standards of environmental performance, preventing pollution and eliminate wastage generate from operations. As such, we are embedding 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 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 harvests 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



Corporate Social Responsibility



on the designed rainwater usage. It is estimated to save up to 100,000 litre of water per household per year. Besides, our projects in *D' Island Residence* and *Bandar Saujana Putra* have also featured more environmentally friendly and energy efficient systems like LED street lights and these would apply on other projects in the near future.

ECOKNIGHTS

During the year, the Group continue provide financial support to the Anugerah Hijau 2014 for the Green Space category calls for eco-friendly campus designs for an "Academy of Sustainability" organised by EcoKnights, a non-profit environmental organization. The main objective of the annual green reward is to develop and cultivate the knowledge and skill of Malaysian youths in the field of sustainable architecture.

NURTURE THE TALENTS

Workforce is an important fact that leads the business toward success. In order to have a strong based workforce, the Group to commit and nurture talents by continuously providing its employees with the necessary skill and aptitude development through training and development programmes.

The Management are encourage employees 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, a total of seven (7) students from University of Loughborough, United Kingdom have participated in the internship program and they were seconded to the Project Department and Construction Department.

CHANNEL FOR COMMUNICATION AND INTERACTION

The Group communicates with its employees through its quarterly magazine *Journey with LBS*, intranet, emails and Social Medias. LBS Annual Internal Communication is a good channel that allowed all staff from different ranks and subsidiaries to interact with the Management. Besides that, It also help to share important information to the staff to understand the latest management strategies and corporate development.



Corporate Social Responsibility

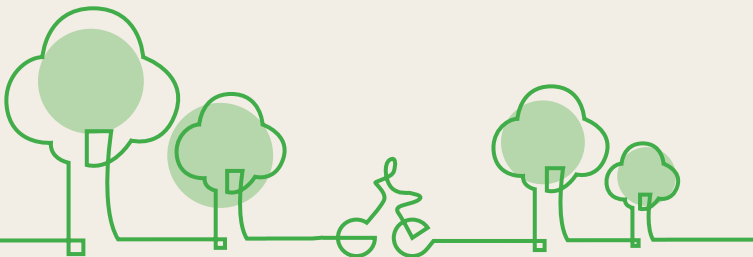
New employees would be arranged to undergo orientation programme to familiarize them with LBS' corporate culture and ethics, and participate in the dialogue sessions held by the Executive Directors and Senior Management Team.

The Group recognises the importance of non-work related activities amongst colleagues. In celebration of annual successful performance, an exclusive annual dinner with theme "A Night In Shanghai" 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 2014, these include monthly staff birthday celebration, LBS Sports Day-5th Bowling Tournament, "Chinese New Year Tang Lung Contest",

"Valentine's Surprise Fun Game", "Egg Candle Contest", "Apron For Mummy Contest", "Find My Items? Fun Game", "Batik Kad Raya Contest", "Kaya Raya Fun Game", "My Malaysian Postcard Colouring Contest", "What's My Movie? Fun Game", "My Christmas Ornament Contest" and LBS 3rd Treasure Hunt.



Corporate Social Responsibility

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 eighth 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



Corporate Social Responsibility

– 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).

We also sponsored, in third consecutive year, The Star's new education pullout – Step 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 a platform of Special Olympics Bocce Tournament for Cameron Highlands Educational,

Rehabilitational and Informative Special Home (C.H.E.R.I.S.H Home);

- Sponsored BSP Football League for the second consecutive year;
- Sponsored to Sultan Ahmad Shah Environment Trust (SASET) for the gala fund-raising dinner in conjunction with Islamic Fashion Festival (IFF) themed "Melayu Manis";
- Donated to An Inspiring Coffee Table Book Launch by Kiwanis Down Syndrome Foundation-National Centre (KDSF-NC); and
- Donated to Royal Charity Concert "Forget Me Not" for building a new Dementia Homecare Centre for Alzheimer's Disease Foundation Malaysia.

ENHANCE QUALITY OF COMMUNITY LIVING

LBS has organised a "Jom Gotong-Royong!" in *Bandar Saujana Putra* with aims to engage BSP community, 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 and Bandar Putera Indah, Batu Pahat in supporting the Government's effort to increase home ownership among Malaysians.

Besides, MITC Engineering Sdn Bhd, a subsidiary of the Company principally involved in construction activities obtained certification of ISO-9001:2008 for delivery of quality, reliable, healthy, safe and environmental friendly products and services to the community from Worldwide Quality Assurance (WQA), United Kingdom, a body providing various management system certification to companies around the world.



Corporate Social Responsibility

FOSTERING OPEN MARKET PLACE

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 social medias such as Facebook, Twitter, Instagram, Youtube and WeChat. 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.



CSR IN OVERSEAS OPERATIONS

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

To promote the employees' welfare and enhance the communication and interaction amongst the employees, Zhuhai International Circuit has hosted various activities such as

Birthday Celebration ("员工生日会"), ZIC Calligraphy Lesson ("ZIC书法体验课"), ZIC Family Day ("ZIC员工家庭活动日和家庭日"), A Trip to Grape Farm ("葡萄园之旅") and Annual Body Checkup Campaign ("年度体检-勤锻炼, 健康常伴你!").