

## **LBS BINA AMONG TOP 30 RECOGNISED FOR IMPACTFUL SOCIAL EFFORTS**

*Ministry of Women, Family and Community Development Lauds Corporate Community  
For Outstanding Outreach Efforts At CSR Malaysia Awards 2017*

**Petaling Jaya, 21 July 2017** – Superheroes don't always wear capes. They may look or dress like ordinary people, however, they share a common trait; extraordinary passion as agents of change proactively driving socio-economic transformation. Malaysia's very own superheroes were celebrated at the CSR Malaysia Awards 2017, recently held at Sheraton Imperial Kuala Lumpur, for their sustained efforts in social responsibility.



Photo 1: LBS to continue growing its social outreach and inspiring a socially conscious generation. (third from left) LBS Bina Group Berhad Group Managing Director, Tan Sri Lim Hock San, accepting the award from Women, Family and Community Development Minister, YB Dato' Seri Rohani Abdul Karim, at the CSR Malaysia Awards 2017.

LBS Bina Group Berhad Group Managing Director, Tan Sri Lim Hock San, whose corporation was among the top 30 organisations recognised at the CSR Malaysia Awards 2017 said, “Corporate social responsibility is important to us not just because it is a nice thing to do, but also because it is the right thing to do. Key values such as gratitude, respect for our elders, and the right to education are deeply rooted within the Group. These values are the driving force behind our CSR core pillars.”

A strong believer in CSR being a crucial component of every organisation, Tan Sri Lim said, “It is very encouraging to see corporations of all sizes carrying out their duty to society. We hope this encourages even more corporations to lend their strength and resources to benefit communities in need. As for LBS, we look forward to continue growing our social outreach and inspiring a socially conscious generation.”

Going beyond the boundaries of property development, community outreach is an area LBS takes much pride in. Spearheaded by its very own LBS Foundation, the Group carries out various community enriching initiatives aimed at improving the quality of life for communities at large. Its activities are based on four main pillars, namely education, community, environment, and health. Currently, LBS’s CSR activities are more focused on education and community, which make up about 85 per cent of the total CSR.



Photo 2: LBS Bina Group’s deeply rooted values are the driving force behind its CSR core pillars. (third from left) LBS Bina Group Berhad Group Managing Director, Tan Sri Lim Hock San, with (fourth from left) Women, Family and Community Development Minister, YB Dato’ Seri Rohani Abdul Karim, at the CSR Malaysia Awards 2017.

A long-term supporter of the Kiwanis Club of Kuala Lumpur (KCKL), LBS has been a corporate sponsor of its annual fundraiser, the Kiwanis Motor Treasure Hunt, since 2007. LBS's relationship with KCKL spans across a decade. Since then, LBS has played a vital role in helping to raise awareness about Down Syndrome and rallied support to sustain the operation of the Kiwanis Down Syndrome Foundation - National Centre, responsible for the welfare and education of children with Down Syndrome.

Going beyond its responsibility of merely developing houses, LBS firmly believes in its duty to generate sustainable value for homebuyers, its employees, the broader community and the environment. The Group's long-term efforts to generate value for homebuyers and the broader community include the development of affordable homes under the *Rumah SelangorKu* (RSK) housing scheme and PPA1M (*Perumahan Penjawat Awam 1Malaysia*) programme.

Accrediting the Group's success to its humble beginnings, LBS is passionate about its role in caring for the wellbeing of the Sungai Way community. The Group's presence in the community includes constant support to schools such as Sekolah Jenis Kebangsaan Cina Sg Way for over 40 years and Sekolah Menengah Jenis Kebangsaan Katholik Petaling Jaya for over 12 years, as well as community education programmes like the The Star NiE and Step Up Programme for over three years.

LBS's CSR initiatives also extend into conservation education movements like the Anugerah Hijau Awards by EcoKnights. The Group continues to explore further corporate social responsibility opportunities in line with its strategy to improve the quality of life and to benefit the community at large.

The CSR Malaysia Awards 2017 honoured outstanding corporations that have excelled in the socio-economic transformation of Malaysia. The event served as a platform to celebrate outstanding achievers and inspiring corporations for their efforts in creating a better Malaysia through their CSR initiatives. The event was officiated by Minister of Women, Family and Community Development Malaysia, Yang Berhormat Dato' Sri Hajjah Rohani Abdul Karim.

LBS joined the ranks of other notable corporations including Exim Bank, RHB Bank, Air Asia, Ivory Group, Axiata Group, KPMG, 7-Eleven, Allianz, Star Media, Nestle and Petronas who were recognised at this year's CSR Malaysia Awards.

## **About LBS Bina Group Berhad**

LBS has a distinct pedigree which dates back to 1980s when Dato' Seri Lim Bock Seng - a young and aggressive man with vision - founded the original construction business in Petaling Jaya. After a decade of rapid growth, LBS set its sights higher and ventured into the property development sector in 1992 where it started its first project, the Jelapang Maju Light Industrial Park in Ipoh, Perak. After taking over the baton from his father, Tan Sri Lim Hock San has grown and developed LBS into one of the major players in property development in Malaysia. LBS Bina Group Berhad (5789) was listed on the Main Board of Bursa Malaysia Securities Berhad in 2002 with business expanded to Zhuhai, the People's Republic of China.

Under the leadership of Managing Director, Tan Sri Lim Hock San, the Group re-strategised its business model, and launched a brand new image, identity and direction as part of its long term objective to be an internationally recognised developer, building and inspiring lifestyle spaces that enhance community living. To mark this new direction, the Group has extended its portfolio of quality homes to the high-end market and has embarked on a progressive journey of change, which includes the areas of product, customer experience, after-sales services, sustainability, green technology and design.

In recognition of his entrepreneurship, Tan Sri Lim was awarded the Asia Pacific Entrepreneur of the Year Award 2012 by Enterprise Asia. In July 2012, as an acknowledgement of his active involvement in the development of Zhuhai City, China, Tan Sri Lim Hock San was appointed a committee member of the Zhuhai Municipal People's Political Consultative Conference (Zhuhai CPPCC).

Under the stewardship of Tan Sri Lim, the Group was awarded the 'Best Company for Leadership of Property Development' at the 2014 International Alternative Investment Review (IAIR) Awards.

Another exemplary accomplishment of Tan Sri Lim was the conferment of The Brand Laureate Hall of Fame – Lifetime Achievement Brand ICON Leadership Award 2015. Tan Sri Lim was presented the award in recognition of his perseverance through many years, resilience that has withstood the test of time, demonstration of strong leadership, deep industry knowledge and impeccable values of integrity and responsibility through LBS.

In appreciation of his contribution to the lasting relationship between Malaysia and China, Tan Sri Lim was conferred the Lifetime Achievement Award 2015 during the World Chinese Economy Summit 2015 (WCES). The World Economic Summit honours entrepreneurs for their dedication, selfless service and innovative leadership.

LBS marked new milestones in 2016, as the company was awarded the 5 Star Best Development Marketing Malaysia award for its lifestyle-concept development BSP21, and the 5 Star Interior Design Show Home Malaysia award for its Corallia semi-detached homes, at the prestigious Asia Pacific Property Award (APPA) 2016.

LBS also clinched the BrandLaureate Most Valuable Brand Award for Property Industry 2016 award in recognition of its esteemed reputation as a trusted property developer at the BrandLaureate Best Brands Awards 2015 – 2016.

