

## **LBS Bina Group celebrates Malaysia Day with LBS Perks and Plussees winners in Zhuhai, China**

**Zhuhai, 18 September 2017** - Aligned to this year's Malaysia Day celebration theme, '*Negaraku Sehati Sejiwa*', LBS Bina Group Berhad (LBS) commemorated the celebration during its recent *LBS Perks and Plussees winners*' trip to Zhuhai, China.

LBS Group Managing Director, Tan Sri Lim Hock San, representatives of the Federation of Malaysia Lim Associations, accompanied 14 lucky home buyers on the visit to the Zhuhai International Circuit (ZIC), owned by LBS. These 14 home buyers purchased their dream homes from LBS and were automatically eligible for the *LBS Perks and Plussees* lucky draw which ran for seven consecutive months.



Aligned to this year's Malaysia Day celebration theme, '*Negaraku Sehati Sejiwa*', LBS Bina Group Berhad (LBS) commemorated the celebration during its recent *LBS Perks and Plussees winners*' trip to Zhuhai, China.

LBS rewarded the winners with an all-expenses paid trip, inclusive of flight tickets and accommodation, to experience the Pan Delta Super Racing Festival at the ZIC. Being away from home during Malaysia Day did not hinder their spirit of patriotism. The group took the opportunity to commemorate Malaysia Day by proudly flying the *Jalur Gemilang* as they visited the circuit.

Tan Sri Lim Hock San explained that in addition to being a long term investor in China, LBS continued to play a proactive role in promoting bilateral trade between Malaysia and China. He added that the success of a nation depended on its citizens. He urged Malaysians to safeguard the nation's harmonious environment by staying united in heart and soul and contributing towards the development of the nation.

## **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.

~End~