

LBS SIGNS MOU WITH TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE

Partnership Poised to Boost Holistic Education Experience For TAR UC Students

Gombak, Selangor, 18 July 2018 – Township developer, LBS Bina Group Berhad (LBS) today signed a Memorandum of Understanding (MoU) with Tunku Abdul Rahman University College (TAR UC), cementing a partnership focused on providing TAR UC students with a holistic learning environment.

“Education is something I hold is very close to my heart. I believe a key part of a good education is giving students the opportunity to apply what they learn in the classroom. Today’s MoU signing will kick-start efforts to explore how we can further combine our resources, be it talent or facilities, to support a more fruitful and holistic learning experience for TAR UC students. “LBS is very happy to provide a platform for TAR UC students to experience a real working environment before they graduate,” said LBS Bina Group Berhad Group Managing Director, Tan Sri Lim Hock San.

The MoU is for a three-year partnership between LBS and TAR UC which will include the cooperation, development and promotion of various activities intended to mutually benefit both parties. The MoU is intended to provide exposure to TAR UC students and educators, foster long term partnerships and explore innovative ideas involving business and academic collaborations. Citing examples of what to expect from the MoU, LBS explained possible collaborations could include internship opportunities, joint-campus events and CSR activities.

Historically, LBS and TAR UC have collaborated on various activities including the Malaysia Mental Literacy Movement in 2017, Intercampus Robotics Competition in July 2017, and the ‘Mighty Healthy’ Campaign to promote health and wellness to the community earlier this year held at LBS’ newly acquired M3 Mall in Gombak. The mall is a popular location for TAR UC student events given its location (less than 2km from the TAR UC campus), relevant facilities and

conducive environment that allows students to tap into the mall's existing target audience comprising a healthy mix of young adults and families.

As part of its efforts to promote a conducive learning environment, LBS is exploring plans to create study spaces around M3 mall for the benefit of the public, particularly students. The MoU was signed by LBS Bina Group Berhad Group Managing Director, Tan Sri Lim Hock San, and President of TAR UC, Datuk Dr Tan Chik Heok and witnessed by LBS Executive Director, Dato' Cynthia Lim Mooi Pang and Vice President of TAR UC, Dr. Chook Ka Joo.

In celebration of the signing ceremony, the National Dodgeball and TAR UC Dodgeball teams played a friendly exhibition match much to the delight of guests. Members of the public also had the opportunity to learn more about this emerging sport at a Digital Dodgeball booth.

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.

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