

## **LBS INAUGURAL PHOTOGRAPHY AND CREATIVITY CONTEST, A VIBRANT CELEBRATION OF CREATIVITY**

### *Overwhelming Response to Home and Community Themed Contest*

**Petaling Jaya, 30 January 2019** – In the spirit of bolstering creativity, award-winning township developer, LBS Bina Group Berhad (LBS), recently hosted its first ever photography and creativity contest. The home and community themed contest received a whopping 3,622 entries, and drew to a close at the award giving ceremony which saw 112 individuals and schools walking away with attractive prizes.

“Congratulations to all winners! It is really nice to see so many expressing their hopes and aspirations of their ideal community and dream home through art. The Photography and Creativity Contest is our way of reaching out and engaging with our customers as well as the wider community. We thank everyone for their continuous support for LBS over the years. Whether you win or not, you are all winners in our hearts,” said LBS Bina Group, Group Managing Director, Tan Sri Lim Hock San.

The inaugural Photography and Creativity Contest provided a platform for participants to flex their creativity by submitting works from photos and paintings, to illustrations and physical arts, inspired by the theme, “My Dream House”. In the photography category, contestants were required to showcase images which best described how LBS had impacted Malaysia’s landscape and community over the past 27 years. Additionally, a new model house-making category was created after receiving an exciting 63 submission of entries that showcased innovative model dream homes.

“The themes for the contest stemmed from the works we have been doing over the years, in line with the government’s aspiration of housing the nation. We are proud to see a burst of creativity and passion through the competition. This motivates us do more than just delivering quality affordable homes, but to support the growth of a sustainable community and environment. Once again, congratulations to all winners,” concluded Tan Sri Lim.

The inaugural Photography and Creativity Contest is an initiative under the LBS Perks & Pluses campaign which ran between 1 August 2018 and 31 October 2018.

## **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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