

## **LBS SHINES THE SPOTLIGHT ON MEDIA FOLK**

*Township Developer Acknowledges Long-term Partnership With Media Fraternity, And Celebrate The Media's Role In Objectively Communicating To Audiences*

**Petaling Jaya, 9 November 2018** – The media fraternity were seeing spots at the LBS Bina Group Berhad (LBS) Media Appreciation Night this year. However, the situation did not require any medical attention as guests were intentionally dressed in vibrant polka dots and striped outfits in honour of the celebration's theme.

LBS organised the Media Appreciation Night as a gesture to reconnect and thank the media fraternity for their long-term support. "It is important to appreciate the people who have made an impact in our lives. Being in the industry for over two decades, we believe the media has played an important role in our growth especially by objectively communicating with our audiences. We look forward to nurture stronger friendships and explore innovative ways of collaborating in line with the evolving trends of media consumption," said LBS Group Managing Director, Tan Sri Lim Hock San.

Amidst a challenging market trend, LBS continues to enjoy steady growth this year supported by positive response for its developments such as *LBS Alam Perdana, Residensi Bintang Bukit Jalil* and Zenopy Residences. The Group has recorded close to RM1.4 billion in sales as at end of October 2018.

The LBS Media Appreciation Night gathered a diverse group from the media fraternity across the business, news, property and lifestyle sections. Close to 200 media representatives were treated to an impressive selection of dishes to satisfy their palates as they reconnected with the LBS team over the latest industry happenings.

The evening's programme was dotted with exciting lucky draw sessions which had guests waiting in anticipation for their numbers to be called out. The night ended on a high note with the grand lucky draw followed by a surprise lucky draw round.

## **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~