

**13th MALAYSIA FESTIVAL OF THE MIND
PROMOTES BRAIN EXERCISES FOR SHARPER MINDS**

LBS Bina Group Berhad Pledges RM40,000 In Support Of The Malaysia Mental Literacy Movement's Efforts To Develop The Nation's Human Capital Resources

Petaling Jaya, 10 July 2017 – Malaysia will reach ageing nation status in 2030 with 15 per cent of the population consisting of senior citizens aged 60 years and above, according to the United Nations' (UN) projections. Ageing may be inevitable, but steps can be taken to keep one's mind sharp. Inspired by this, home grown property developer, LBS Bina Group Berhad, has pledged its support for The Malaysia Mental Literacy Movement (MMLM) and its efforts to advocate mental literacy development among Malaysians from all walks of life.



Photo 1:

LBS pledges to support The Malaysia Mental Literacy Movement (MMLM) and its efforts to advocate mental literacy development among Malaysians from all walks of life. (Black shirt, spectacles and cap) LBS Group Managing Director, Tan Sri Lim Hock San and (Black shirt and cap) MMLM Chairman, Tun Dr Ling Liong Sik with the extraordinary participants of the 13th Malaysia Festival of The Mind.

MMLM welcomed the timely pledge as it launched its annual Malaysia Festival of The Mind (MFotM) which celebrates great minds and promotes awareness about the importance of continuous personal improvement across all ages of society, from students and adults, to senior citizens. Themed 'Great Mind', the first leg of the festival kick-started at the Tunku Abdul Rahman University College (TARC) main campus in Kuala Lumpur from 8 to 9 July 2017. The second leg of the festival is scheduled to take place at the Universiti Tunku Abdul Rahman (UTAR) Kampar Campus from 15 to 16 July 2017, followed by the final which will be held at the MINES International Exhibition & Convention Centre (MIECC) from 3 to 5 November 2017.

"The mind is a very powerful tool. Inspired by the power of the mind, I set up the Malaysia Mental Literacy Movement to bring communities together for a common purpose, for continuous personal development. We are very proud to see so many people benefit from this platform especially our youth who have grown tremendously in terms of their skill sets. We thank LBS for sharing our passion for education, and we look forward to presenting more opportunities for further development in the field of mental literacy," said MMLM Chairman, Tun Dr Ling Liong Sik.



Photo 2:

(From left) LBS Bina Group Berhad, Group Managing Director, Tan Sri Lim Hock San and Malaysia Mental Literacy Movement Chairman, Tun Dr Ling Liong Sik rewarding Akmal Hisham Bin Muhammad for his outstanding achievement during a mind mapping challenge at the 13th Malaysia Festival of The Mind.

One of the highlights of the festival was a special memory demonstration by International Master of Memory from China, Mr Huang Shenghua. The 13th MFotM also coordinated a host of brain stimulating activities including mental literacy talks and workshops, a paper plane challenge, a magic show, mind games, as well as mental literacy related products, programmes and services. The third Inter-varsity Sudoku Tournament was also held during the festival,

showcasing the impressive mental capabilities of Malaysia's youth. In addition, the prize-giving ceremony of the 2017 Mind Competitions which was held in April, also took place. Visitors were also given the chance to win attractive prizes from a lucky draw.

"I congratulate Tun Dr Ling and the MMLM organising committee for successfully organising this festival for the past 13 years. It has become a notable platform to create awareness and help raise the level of mental literacy among the general public. Education and community are two of the four main pillars that drive LBS Bina Group's CSR engagements. This is why we were drawn to support MMLM's noble outreach efforts to keep the conversation about mental literacy development going nationwide," said LBS Group Managing Director, Tan Sri Lim Hock San after officiating the 13th MFotM.

LBS pledged RM40,000 to help MMLM sustain its on-ground engagements with people from all walks of life through workshops, seminars and competitions planned throughout the year. These platforms, which involve qualified speakers and trainers, aim to help members of society learn various techniques and skills to improve mental literacy through personality profiling, mind mapping and speed reading, ultimately optimising their emotional intelligence and brainpower.

An extension of the MFotM is scheduled to be held from 3 to 5 November 2017 in conjunction with the Kuala Lumpur Engineering Science Fair at the Malaysia International Exhibition and Convention Centre (MIECC).

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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