

LBS MEDIA APPRECIATION, A VIBRANT CELEBRATION OF LONG-STANDING FRIENDSHIP

LBS Bina's positive performance attributed to solid partnerships and winning strategy of providing the right offerings, at the right time, in the right location and at the right price

Petaling Jaya, 3 November 2017 – Members of the local media recently gathered for a lively evening at the LBS Bina Group Berhad (LBS) 2017 Media Appreciation Night. Guests were dressed in keeping with the night's theme, *'Let's Sail in Style on board the LBS Royal Cruise'*, celebration of / celebrating the Group's positive performance after sailing the calm, and sometimes bumpy, seas throughout the years.

Expressing his deep gratitude towards those who had played a role in the Group's success, LBS Group Managing Director, Tan Sri Lim Hock San said, "This year's theme, *'Let's Sail In Style'*, holds a very special meaning for LBS. We want to take this time to reflect on how far we've come, thanks to the support of our partners, especially our media friends. We have indeed come a long way. This year, we celebrate 25 successful years in the property development industry. We also mark our 15th anniversary of listing on Bursa Malaysia's main board. This has been a collective effort by internal and external parties, including our media friends."

"I am very pleased to say that we are moving in the right direction towards achieving all our set goals. We believe our success is the result of our winning strategy to provide the right offerings, at the right time, in the right location and at the right price. At the same time, our role in supporting the nation's agenda of increasing home ownership remains a key strategy. This is a long-term commitment, and we will continue these efforts for years to come," explained Tan Sri Lim.

LBS Bina Group has set its sights on greater heights and aims to replicate its successful Bandar Saujana Putra township in other parts of Selangor and the country, such as LBS Alam Perdana, Cybersouth and Kulai. Moving into the fourth quarter of the year, the market can expect more launches including LBS Alam Perdana, Bukit Jalil, Zenopy Residences and BSP6, to name a few.

“I want to say a big thank you to all our media friends. Your support throughout the years has greatly helped us established LBS as a serious player in the Malaysian property market. I look forward to continue nurturing this friendship and partnership,” said Tan Sri Lim as he addressed his guests.



LBS recognises the media’s support as the backbone of its success. (fifth from left) LBS Bina Group Berhad (LBS) Group Managing Director, Tan Sri Lim Hock San with the Executive Directors of LBS and ML Global Berhad at the LBS annual media appreciation night, themed, ‘Let’s Sail in Style’.

201 media representatives from the business, news, property and lifestyle desks across all languages were treated to a mouth-watering spread, as the fraternity and the LBS team casually discussed the latest industry happenings. To keep the vibrant energy level and suspense high, LBS incorporated greatly anticipated lucky draw sessions throughout the evening.

The lucky draw prizes comprise of a range of attractive gadgets, found a new home with their lucky owners at the end of the evening. The LBS Media Appreciation Night 2017 concluded the celebration with ‘The Best Outfit’ award which went to Zann Yee from StarProperty.my and Ann Nee from The Sun, who wore a charming nautical-themed outfit that best fit the celebration’s theme.

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.