



For Immediate Release

LBS Bina Group 2022 Town Hall Meeting

Two-Day 'Hybrid' Event Setting Amid New Norm

Petaling Jaya, 24 January 2022 – LBS Bina Group Berhad (LBS) welcomes the return of the annual town hall meeting implemented in both virtual and physical settings. Fully aware that the pandemic is far from over, the meeting was extended into a two-day event to better regulate the SOPs. What remained the same is the objectives of the event, establishment the bonds of all LBS staff, acknowledging the efforts made throughout 2021 and how the organization can grow even sturdier moving forward.

“The new norm is no longer new, with more variants emerging and more vaccines being administered to combat the virus, we should also remember to never let our guards down and have history repeat itself. To be able to gather everyone here today is no coincidence, it’s the joint effort of everyone seated here today. For the year 2022, I am cautiously optimistic that LBS will set new benchmarks and offer an even wider range of products and services to the market.” said Tan Sri Lim Hock San, Executive Chairman of LBS.

The meeting started with the welcoming remarks from the Group Managing Director and Chief Executive Officer, Datuk Wira Joey Lim followed by the 2021 company’s performance review presented by Tan Sri Lim Hock San. In line with the company’s goal to adapt digitalization in its operation, LBS Deputy Chief Executive Officer, Lucas Lim provided an in-depth brief on the company’s Digital Transformation Roadmap initiatives and future digitalization plans. LBS’ key attributes, introduced by Dato’ Cynthia Lim, Executive Director, namely swift action and interdependence, has been making positive impacts to the organization since its introduction in 2021. To further grow the key attributes, Ms Shany Lim, the founder of the Heroes of Change, introduced the initiatives, its major objectives and its respective agents represented by employees from all departments. The focal role of the agents will be actively integrated into LBS’ working culture.

The town hall meeting remains to be the company's official communication platform for both the management and employees to share the company performance updates and forecast. Approximately 955, including both physical and virtual attendees from LBS Bina Group Berhad including Board of Directors, Independent Directors and employees from its subsidiaries, MGB Berhad, M3 Mall, SCAPES Hotel and Zhuhai International Circuit Limited (ZIC) attended the Town Hall Meeting.

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