



## **PRESS RELEASE**

# **LIM SEONG HAI CAPITAL LAUNCHED LIM SEONG HAI LEGACY CUP, AIMS AT STRENGTHENING COMMUNITY TIES AND PRESERVE CHINESE CULTURAL TRADITIONS**

**Kuala Lumpur, Friday, 1 August 2025** – In conjunction with the Mid-Autumn Festival, Lim Seong Hai Capital Berhad “**LSH Capital**” or “**the Group**”), today officiated the launching ceremony of the first-ever Lim Seong Hai Cup (“**LSH Legacy Cup**”), at Siong Tong Gai, Ground Floor, LSH33, Sentul. The community-centric cultural programme is designed to preserve and promote traditional Chinese heritage among Malaysians.

As part of the Group’s broader commitment to contributing meaningfully to the communities, the LSH Legacy Cup comprises four cultural-themed competitions:

<b>Date</b>	<b>Competition</b>	<b>In Collaboration with:</b>
21 September 2025	Chinese Calligraphy Competition 林上海传承杯@书法比赛	1. The Federation of Calligraphy Society Malaysia
28 September 2025	Chinese Chess Competition 林上海传承杯@象棋比赛	1. Malaysia XiangQi Association; and 2. Kuala Lumpur XiangQi Association
5 October 2025	Mid-Autumn Lantern Making Competition 林上海传承杯@灯笼制作比赛	1. ARTIVO Art Studio
12 October 2025	Mid-Autumn Colouring Competition 林上海传承杯@绘画比赛	1. ARTIVO Art Studio

Through a series of competitions rooted in cultural heritage, the initiative aims to bring families and individuals together in celebration of creativity, tradition, and community spirit. It also reflects LSH Capital’s continued support for preserving and promoting Chinese cultural traditions as part of Malaysia’s multicultural social landscape.

Across the four key events, a total of RM24,150 in cash prizes will be awarded to outstanding participants across various age groups. Each competition will be supported by certified judges,

including international-grade panels for both Calligraphy and Chinese Chess, ensuring both cultural integrity and competitive credibility.

Tan Sri Datuk Seri Lim Keng Cheng, Non-Executive Chairman of LSH Capital, remarked: “We are proud to present the first edition of LSH Legacy Cup. The LSH Legacy Cup represents more than just a series of competitions, it is a reflection of our Group’s commitment to nurturing the communities we serve. By encouraging participation in these meaningful cultural activities, we hope to pass down time-honoured Chinese traditions to future generations while bringing people together in the spirit of creativity and shared identity. We look forward to welcoming participants and families to LSH33 for this meaningful programme.”

The LSH Legacy Cup is made possible through close collaboration with established cultural organisations, including The Federation of Calligraphy Society Malaysia, Malaysia XiangQi Association, Kuala Lumpur XiangQi Association, and ARTIVO Art Studio who will also be managing and advising on respective competition segments.

The Federation of Calligraphy Society Malaysia, represented by its National Chief Judging Officer, Mr. Adam Ng, expressed their honour in joining the inaugural edition, citing its role in promoting and developing calligraphy. Malaysia XiangQi Association President Dato’ Tan Suan Ching Ir welcomed the opportunity to co-organise Chinese Chess Competition, aligning with their mission to promote the sport in Selangor and Kuala Lumpur. Kuala Lumpur XiangQi Association praised Tan Sri KC Lim for his continued support of Chinese culture events and looks forward to the LSH Legacy Cup.

LSH Capital welcomes individuals of all ages to take part in the LSH Legacy Cup and be part of this meaningful celebration of Chinese heritage. Whether through art, strategy, or creativity, each competition offers a unique opportunity to connect with tradition, showcase talent, and engage with the wider community. Registration is open until 14 September 2025, and more information about LSH Legacy Cup can be found at: <https://lsh33.com.my/lsh-legacy-cup-2025/>.



\*\*\*End of Press Release\*\*\*

#### ABOUT LIM SEONG HAI CAPITAL BERHAD

**Lim Seong Hai Capital Berhad** is a one-stop solution provider in the construction sector. LSH Capital offers a comprehensive range of services, including construction and engineering works, construction-related services and solutions, construction products supply, and property development. With an integrated business model, LSH Capital streamlines project execution by combining expertise in infrastructure and building construction with in-house supply chain capabilities. LSH Capital aims to enhance its project portfolio and strengthen its position as a leader in delivering value-driven construction solutions. LSH Capital was listed on the LEAP Market of Bursa Malaysia on 30 July 2021 and successfully transferred to the ACE Market on 21 March 2025.

For more information, kindly visit <https://www.limseonghai.com/>

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