

PRINCIPAL GARDEN: A PREMIUM SPACE IN THE CITY-FRINGE





PRINCIPAL GARDEN ATTRACTS HUGE TURNOUT AT PUBLIC PREVIEW

Principal Garden's showflat attracted close to 3,000 potential buyers when it opened for public viewing on the weekend of 17 to 18 October 2015.

The 663-unit development at Prince Charles Crescent offers a rare opportunity to buy property on the fringe of Mount Echo, Jervois and Bishopsgate area. The typical one- to three-bedroom apartments range from 484 sq ft to 1,195 sq ft, while its Garden and Principal Collection units, which are three- to five-bedroom apartments with private lifts, range from 1,238 sq ft to 2,347 sq ft. The apartments are priced attractively, starting from \$770,000 for a one-bedroom unit, \$1.18 million for a two-bedroom unit, and \$1.7 million for a three-bedroom unit.

UOL Deputy Group Chief Executive Officer Liam Wee Sin said: "We secured the Prince Charles Crescent site last year at a reasonable bid price which we are now able to pass on value and savings to buyers and thereby able to achieve an attractive price for the units. Given its strong locational and product attributes, Principal Garden offers a rare opportunity for buyers to own a luxury development on the fringe of the Good Class Bungalow area. We believe buyers can see the strong upside potential and we will also be launching the project in phases.

"Our focus has always been to develop a strong product that meets market demand. Here, we have created an 80:20 'garden-living' concept where the extensive landscape of lush gardens and ground occupy 80% of the site, which is quite exceptional," Mr Liam added.

The amenities include a shared bicycle facility to capitalise on the Alexandra Park Connector, a substantial gym of 2,018 sq ft and the Principal Sky Club on the 24th storey with its own infinity pool. On connectivity, the Redhill MRT station is within walking distance and the Park Connector allows residents to cycle to the Central Business District.

Principal Garden is a 70:30 joint venture between UOL and Kheng Leong Company, and designed by award-winning Architects 61. The developers have also commissioned eight paintings by artists with disabilities from Very Special Arts Singapore. The paintings are on display at the showflat and will be put up at the actual development upon completion.



> Huge turnout at the public viewing of Principal Garden.



> A substantial gym of 2,018 sq ft for an active lifestyle.



UOL JOINS STI FROM SEPTEMBER 2015

On 21 September 2015, UOL joined the Straits Time Index (STI) to be part of the 30 blue chip stocks listed in Singapore. The STI is widely followed by investors as the benchmark for the local market, and is used as the basis for a range of financial products including exchange traded funds, futures, warrants and other derivatives.

In the same month, UOL was conferred the Best Property Portfolio Management Team Award presented by Capital Finance International (CFI). CFI is a print and online publication which provides news, analysis and commentary on the markets worldwide.

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BE A RESPONSIBLE DEVELOPER NOW FOR A SUSTAINABLE FUTURE

UOL's second annual Sustainability Report entitled 'Future. Now.' was published in July 2015. It outlined the Group's improvements in operational efficiency, where building energy and water intensities fell by 5.2% and 11.1% respectively as compared with 2013. The corporate office's energy consumption decreased by 2.5%.

Mr Gwee Lian Kheng, UOL Group Chief Executive, said: "As a developer with a strong legacy, we remain committed to our vision of creating value, shaping future by conducting our business operations in a manner that considers the environmental and social impact to sustain profitable growth."

UOL reiterated its commitment to sustainability with its recent participation in the Singapore Green Building Week (SGBW) organised by the Building and Construction Authority of Singapore (BCA) from 31 August to 6 September 2015. During the week, a series of eco-conscious events and conventions was held to reach out to policymakers, green building experts and members of the public to achieve a shared vision of a greener planet. UOL's green hotel, PARKROYAL on Pickering, was showcased in two exhibitions – Green Living 2015 and Build Eco Xpo Asia 2015 – which saw a total turnout of over 15,000 visitors. The hotel was also featured in a "Green Mark 10th Year Commemorative Book" launched by BCA to honour the best green building projects in Singapore.



> An award-winning green hotel in Singapore, PARKROYAL on Pickering was showcased at Green Living 2015 to introduce its sustainable features.

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HUNDREDS OF STAR WARS FANS CELEBRATE FORCE FRIDAY AT UNITED SQUARE

Over 300 Star Wars fans of all ages flocked to United Square on 3 September 2015 from as early as 5pm in anticipation of the unveiling of the new Star Wars toys and merchandise before the clock struck 12. Dubbed Force Friday, the midnight release of merchandise celebrating the latest instalment of the Star Wars saga, Star Wars: The Force Awakens, was held together with toy stores and malls worldwide.

United Square is the exclusive Singapore mall to hold the event with its tenant Toys "R" Us. Besides launching the new range of collectibles, a line-up of events including the best dressed impersonator competition, photo-taking opportunity with dressed up Cosplayers and Star Wars trivia games, was held to excite the fans. To sweeten the deal, the first 300 customers to purchase the merchandise would receive an exclusive poster and goodie bag. The top Toys "R" Us Card spender was also rewarded with an exclusive Hasbro Star Wars: The Force Awakens toy.



> Hundreds of Star Wars fan waiting eagerly till midnight for the release of the new merchandise.

> CELEBRATE SG50 AT UOL MALLS AND WIN A MERCEDES BENZ



A promotional graphic for a Mercedes-Benz CLA 180. The car is shown in a silver color against a dark background. Below the car, a red ribbon banner reads "FESTIVE CELEBRATION DRAW" and "22 May 2015 - 7 February 2016". Text below the banner says "Win a Mercedes-Benz CLA 180, a 55" LG webOS TV and Shopping Vouchers worth over \$140,000". At the bottom, it lists "Participating Malls: ONE M, United Square, Velocity" and "Spend \$50* to qualify. *Terms & Conditions Apply."

> Spend \$50 and stand a chance to win a luxury Mercedes Benz C180.

United Square, Velocity@Novena Square and OneKM came together to celebrate Singapore's Golden Jubilee with a bang. Retailers at all of UOL's malls offered their most attractive SG50 promotions during the month of August to kick-start the celebration. Another wow factor is the Festive Celebration Draw with a luxury Mercedes Benz C180 as grand prize. Shoppers stand a chance to win by spending \$50 at any one of the malls from now till 7 February 2016.

During the long National Day weekend, the three malls also lined up a bigger than ever promotions and activities, attracting shoppers with a plethora of goodies to redeem and entertainment to enjoy. Shoppers who spent \$50 in a single receipt between 7 and 10 August at any of the malls also received a \$5 UOL shopping voucher. On 9 August 2015, shoppers at United Square received extra goodies and enjoyed a 'live' show adapted from the popular Hans Christian Anderson tale – The Little Mermaid.

> FOUR HOTELS GET FRESH LOOK

Pan Pacific Hotels Group Limited (PPHG) is giving a face-lift to four of its properties across Asia Pacific to delight guests with enhanced experiences and remain relevant to the evolving needs of today's travellers. The hotels are namely PARKROYAL on Beach Road in Singapore, PARKROYAL Yangon in Myanmar, as well as Pan Pacific Perth and PARKROYAL Parramatta in Australia. The refurbishments will cost around \$50 million.

PARKROYAL on Beach Road presents 130 newly remodelled Premier Rooms with complimentary high-speed Wi-Fi and a 40-inch LED flat screen television. The hotel also offers a spacious Executive Suite and a revitalised Orchid Club Lounge with expanded food and beverage area.

The 334-room PARKROYAL Yangon has a comprehensive refurbishment of its public areas, business centre, dining concepts, club lounge, guestrooms, ballroom and meeting facilities.

Meanwhile, the 486-room Pan Pacific Perth has 132 newly remodelled guestrooms and suites, complete with the latest technology such as LED interactive televisions and iPhone docking stations. The hotel lobby now takes on a sophisticated interior with a water feature.

PARKROYAL Parramatta has embarked on a 15-month extension project which will make it the largest hotel in Parramatta, boasting 286 guestrooms by mid-2016. A seven-storey tower comprising a Club Lounge, 40 Club Rooms, 50 Premium Rooms and a gymnasium is being constructed. The hotel will soon offer a total of 12 event spaces, the highest number in any meetings and events hotel in Parramatta.

PPHG CEO Bernold Schroeder said: "These refurbishments will enable our hotels to be further distinguished by their premium class of hospitality and augment the significant customer affinity already enjoyed by our brands."



> PARKROYAL on Beach Road's freshly remodelled Premier Rooms were given a sleek, nature inspired interior.



> PARKROYAL Yangon unveiled stylish new dining spaces in its recent refurbishment.