



Panoramic view of Southbank



Artist's impression of Duplex

Southbank - Where The City And Waterfront Meet

Southbank, (formerly known as Eng Cheong Towers), was the first collective sale of a 99-year leasehold property in Singapore that involves the topping up of the lease from 65 years to 99 years. UOL Group's bold move in this direction sets the precedence in enbloc sale for leasehold property and is therefore closely watched by many in the property circle.

The launch of Southbank on 24 June saw endless stream of eager buyers snapping up units at the showflat. Sales hit all time high, with more than 150 residential units sold. Buyers looking out for quality choice units that cater to their active lifestyles found their dream homes in Southbank. Southbank is in a distinct location, where owners can enjoy the beauty and serenity of waterfront living at their doorstep and yet just be minutes from the city action. Southbank is indeed the place where the city and waterfront meet.

Comprising 1, 2 & 3 bedrooms and 3 penthouses in a 197-unit residential block and a separate 20-storey 60-unit SOHO block, the excellent reception of Southbank marks the Kallang district as a superb and highly desirable location for discerning homebuyers. As verbalised by one of the many young couples who purchased a unit during the launch, "We were looking for a property that is close to town, convenient to get around and yet offers the exclusivity that we were looking for. Southbank fits the bill."



Streams of eager buyers

The SOHO units come in single storey high level 'white box' or duplexes. As SOHO units allow dual uses, they are designed with versatility where the owner has the freedom of styling for home or work or both. Each unit comes fully fitted with modern bathroom and kitchenette. And of course, buyers would also get to enjoy the full range of facilities offered at Southbank. No wonder many viewed this project as a choice investment. A banker in his 40s who bought a SOHO unit quipped, "For a property to have good investment returns, the location and amenities are extremely important and Southbank came up top in these 2 aspects."

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A modern 40-storey high development with a sculptural-looking façade, Southbank is an innovative concept that capitalises on its MRT and inner-city location with seamless connection to the Marina Promenade and Kallang River. In addition, the property commands an uninterrupted panoramic view of the Kallang Basin as well as the breathtaking views of the sea, Tanjong Rhu and Marina Bay. Located at the junction of Crawford and North Bridge Road, right next to Lavender MRT, Southbank is only one MRT stop from Bugis Junction and 3 stops from Raffles Place, the heart of the Central Business District.



Potential buyers viewing model of Southbank



Trendy & stylish Mod.Living showroom



Modern classic living room

New Look For Mod.Living Showroom

Mod.Living unveiled its newly styled showroom with a party for 400 guests which include architects, designers, key clients and the media. As the trendsetter of the industry, Mod.Living is constantly reinventing itself and strives to bring the best interior furnishings and trends to its customers.

To accentuate itself as a one-stop store for shopping of home furnishings, new accessories, lightings and rugs are added to the present collection. Besides the classic brands of Molteni & C, Moroso, Dada, Frighetto, Nube, Antonio Lupi and Artifort, other European brands such as Christian Torfu, Mamati and Les Heritiers are also available.

Along with the showroom display, Mod.Living also unveiled its new advertisement campaign for 2006. It comprises a series of advertisements with a distinctive identity, of which the first to be showcased was "Creative Craftworks", as seen on Mod.Living's billboard at Odeon Towers.

All the furniture pieces and interior furnishings for the new showroom were handpicked and styled by Mod.Living's Italian Art Director, Mr Marco Corti. The design concept is a re-invention

of the old classic to create a modern style. Design styles chosen are updated to reflect today's lifestyle and carefully thought of to last indefinitely. With the introduction of new colours, patterns and textures for styling as seen on the walls, furniture and accessories, Mod.Living aims to provide every home with a special touch of individuality. Its positioning is further strengthened when Wall Paper – an internationally recognized interior décor magazine – quoted it as one of the must visit places in Singapore.



Lofty apartment area

Plaza Pacific Service Apartments Unveils New Name



Elegantly furnished bedroom



Living room with breathtaking seaview

PARKROYAL RESIDENCES

It all begins with a name. As part of the move to remain as a premier choice among travellers, UOL's first serviced apartment, Plaza Pacific Service Apartment (PPSA) has been renamed Parkroyal Residences.

With the future Business Financial Centre and the Marina Bay Integrated Resort in the vicinity, the demand for short term accommodation for travelling executives will definitely be on the rise. Just a mere stone's throw away from these developments, Parkroyal Residences is strategically located to capitalise on them.

Hotel Plaza Limited, controlled by the UOL Group, owns the rights to the "Parkroyal" brand in the Asia Pacific region. Therefore the Parkroyal Residences name can be easily expanded to overseas markets.



An exciting World Cup match

Gunning For World Cup

UOL Group representing Velocity@Novena Square signed up for The Business Times-Philips World Cup Fund, a charity challenge in aid of Food from the Heart. As Singapore's first sports mall which will open in November, we participated in this corporate charity as it was a novel way to be associated with World Cup and at the same time, raise funds for the less fortunate. We were assigned to the Ivory Coast team and joined 31 other corporations in this interesting event.

For every match which Ivory Coast played, \$1000 will be donated to Food from the Heart, a charity that helps needy children. The team put up a great fight and performed very well for a first timer.

In support for our valued tenant at United Square, Italian Embassy, we were ecstatic when the Italian team won the World Cup.

Look out for the launch of Velocity@Novena Square - a sports and lifestyle mall in November 2006, another manifestation of UOL Group's dedication to promoting sports in Singapore.



Artist's impression of Connectz @ United Square



Interior of Connectz @ United Square

More Retail Pleasures @ United Square

Opening in November 2006, Connectz is the buzzword for United Square's new extension. It is set to enhance United Square as the leading Family Mall with an additional 30,000 sq ft of space being transformed into a palette of exciting, hip and happening stores and restaurants for today's young families. With its strong emphasis on family fun and learning, Connectz has attracted a new children's sports hub - Jump by the partners of Z-fencing and Kindergolf, and established brands such as Swensen's, Flexa, Ovo, Gingersnaps, Mom's Choice, Mom Essentials, Learn Thru' Play and Huaxia Taimaobi Centre(s).

Upcoming Property Launches

UOL Group remains active in the residential market for the second half of 2006. Following the successful launch of Southbank near Lavender MRT, the Group has 2 more properties in the pipeline.

The Regency @ Tiong Bahru

The Regency @ Tiong Bahru is the Group's third project in the Tiong Bahru area, further establishing UOL Group's stronghold and contributing to the rejuvenation of the area. Our track record for this area is impeccable with 100% sell-out for Twin Regency and Regency Suites within six months of launch. Homebuyers will definitely wait in anticipation for the launch of The Regency, another Freehold project.

Located at Chay Yan Street near Tiong Bahru Road, this prime 35-storey development promises 270° of breathtaking panoramic views of Orchard Road, the Harbour or the Central Business District. The Regency @ Tiong Bahru comprises 158 housing units with a selection of 2 to 4-bedroom units. Marketed by DTZ, the development is expected to launch by end 3rd quarter this year.

New Residential Development @ Novena

The Group plans to unveil a new Freehold residential development located at district 11. This new development will be extremely sought after as it is within minutes to Orchard Road and the city. With its clean, sleek and unique design, potential homebuyers will be wowed by this development. Look out for its launch in the 4th quarter of 2006.