



**MEDIA RELEASE**

For immediate release

**ASCENDAS & FRASERS CENTREPOINT JOINTLY  
UNVEIL CHANGI CITY POINT**

***With a garden theme, the mall presents a haven of unique features and lush landscapes to provide consumers with sensorial experiences***

**Singapore. April 10, 2012** – Ascendas Land (Singapore) and Frasers Centrepoint today announce the official launch of Changi City Point - the newest lifestyle hub in the East. The event is officiated by Mr Lee Hsien Yang, Chairman of Fraser and Neave, Limited, and Mr Lim Hock San, Chairman of Ascendas Pte Ltd.

Situated directly opposite the EXPO MRT Station, Changi City Point is owned by Ascendas Frasers Pte Ltd, and is the tenth mall managed by Frasers Centrepoint Malls.

Jointly developed by Ascendas Land (Singapore) and Frasers Centrepoint, Changi City Point comprises three levels of retail and F&B outlets, a roof-top garden with play grounds, and a 450-seat Arena for arts performances. The mall is an integral component of Changi City - one of Singapore's largest integrated business parks seamlessly integrating business space with retail and hospitality.

“Both Ascendas and Frasers Centrepoint shared a common vision to create a development that does not conform to the traditional concept of a business park. Today, we are fulfilling this shared vision. Not only did we provide a shopping haven, which was previously almost non-existent in this vicinity, more importantly, Changi City Point's unique ‘mall within a garden’ concept has become a talking point and injected a fresh vibe into this area,” said Mr Lim Ee Seng, Group Chief Executive Officer of Frasers Centrepoint Limited.



“We are confident that Changi City will set new benchmarks in Singapore’s business landscape – the Asia Pacific Property Award is one recent recognition and testimony of the quality and uniqueness of this development. This is truly in line with our mission of creating total business environments that inspire people to excel,” reiterated Ms Chong Siak Ching, President & CEO of Ascendas.

Changi City Point caters to a diverse mix of customer segments, residents in the Eastern part of Singapore, office workers at Changi Business Park, visitors to the Singapore Expo, students and staff of the upcoming Singapore University of Technology and Design and also commuters of the upcoming Downtown MRT line. Apart from a diverse retail mix comprising food & beverage outlets, innovative services, family-friendly facilities and interesting education options for children, Changi City Point also encompasses an outlet precinct with several renowned brands such as Timberland, Lacoste, Nike, Skechers and Crocs.

With an aim to providing refreshing experiences and relaxation for shoppers, Frasers Centrepoint Malls has commissioned renowned local artist, Edwin Cheong to create kinetic art installations and interactive sculptures which can be found around the mall. These creative artworks are designed to inspire shoppers and evoke a feeling of serenity and calm. Changi City Point has also adopted an innovative approach to include flora and fauna features around the mall to further create sensorial experiences for shoppers.

Another key differentiating factor is that Changi City Point will be home to VSA (Very Special Arts Singapore), a charity providing opportunities for people with disabilities to access the visual, performing and literary arts for the purpose of rehabilitation and social integration. The non-profit organisation will organise and conduct various performances at The Arena @ L3, which also houses an outdoor dry and wet playground and a tree-house trail for children.

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### **Fraser's Centrepoint Malls 星狮地产购物中心**

Fraser's Centrepoint Malls comprises ten malls - The Centrepoint, Causeway Point, Compass Point, Northpoint, Bedok Point, YewTee Point, Anchorpoint, Robertson Walk, Valley Point and Changi City Point. These ten properties span both urban and suburban areas with over 1,050 shops. Quality retailers in these malls include department store giants Robinsons, Metro, Marks & Spencer, and supermarket chains, Cold Storage and NTUC FairPrice.

Fraser's Centrepoint Malls won a Silver Award for Sales Promotions & Events for its entry "Take A Stroll In The Gardens Of Fraser's Centrepoint Malls" in the International Council of Shopping Centre (ICSC) Asia Shopping Centre Awards 2010. It also won a Silver Award for Marketing Excellence, Community Relations for its entry "Are You With Us? A Green Project by Fraser's Centrepoint Malls" in the Asia Shopping Centre Awards 2009. The ICSC Asia Shopping Centre Awards recognize excellence within the region's shopping centre industry. Awards were given for outstanding achievement in marketing and design/development of retail properties.

Fraser's Centrepoint Malls is accredited with the Businesses For Families Mark by the Businesses For Families Council which recognises practices that meet the needs of families.

### **Fraser's Centrepoint Limited**

Fraser's Centrepoint Limited (FCL), the wholly-owned property arm of Singapore-listed consumer group Fraser and Neave, Limited, is one of Singapore's top property companies, with total assets close to S\$9.7 billion. To date, the company has a combined global land bank in excess of 30 million sq ft.

From owning just a single shopping mall in 1983, FCL has since grown to become an integrated real estate company with a portfolio of residential, commercial and serviced residences spanning 20 countries across Asia, Australasia, Europe and the Middle-East. Its serviced residences management company, Fraser's Hospitality, has award-winning gold-standard serviced residences in 31 gateway cities. Fraser's Property, FCL's international property arm, develops world-class projects in Australia, China, Thailand, United Kingdom, New Zealand and Vietnam.

FCL's listed entities comprise Fraser's Centrepoint Trust (FCT, a retail trust), Fraser's Commercial Trust (FCOT, an office/business space trust) and Fraser's Property (China) Limited (FPCL).

As a testament to its excellent service standards, best practices and support of the environment, the company is the proud recipient of numerous awards and accolades both locally and abroad.

[www.fraserscentrepoint.com](http://www.fraserscentrepoint.com)

### **Fraser and Neave, Limited**

Established in 1883, Fraser and Neave, Limited (F&NL) is a leading Asia Pacific Consumer Group with expertise and prominent standing in the Food & Beverage, Property and Publishing & Printing industries. Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&NL provides key resources and sets strategic directions for its subsidiary companies across all three industries.

Listed on the Singapore stock exchange, F&NL ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds and total assets employed of S\$8 billion and S\$14 billion, respectively. F&NL is present in over 20 countries spanning Asia Pacific, Europe and the USA, and employs over 17,000 people worldwide.

[www.fraserandneave.com](http://www.fraserandneave.com)



### **Ascendas in Asia**

Ascendas is Asia's leading provider of business space solutions with key markets in Singapore, China, India, South Korea and South East Asia (including Vietnam, Malaysia and Philippines). Based in Singapore, Ascendas has built a strong regional presence and serves a global clientele of over 2,000 customers.

Ascendas specializes in developing, managing and marketing IT parks, industrial & logistics parks, business parks, science parks, hi-tech facilities, office and retail space. Its flagships include the Singapore Science Park, International Tech Park Bangalore in India, Dalian-Ascendas IT Park in China and Carmelray Industrial Park II in the Philippines. Ascendas provides end-to-end real estate solutions, assisting corporate customers through the entire real estate process.

In November 2002, Ascendas launched Singapore's first business space trust, the Ascendas Real Estate Investment Trust (A-REIT). In August 2007, the Ascendas India Trust (a-iTrust) was launched as Singapore's first listed Indian property trust. Ascendas also demonstrated its strength in real estate fund management with a series of private real estate funds established across Asia.

[www.ascendas.com](http://www.ascendas.com)

***This release is issued by EURO RSCG SIREN on behalf of Frasers Centrepoint Malls.***

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