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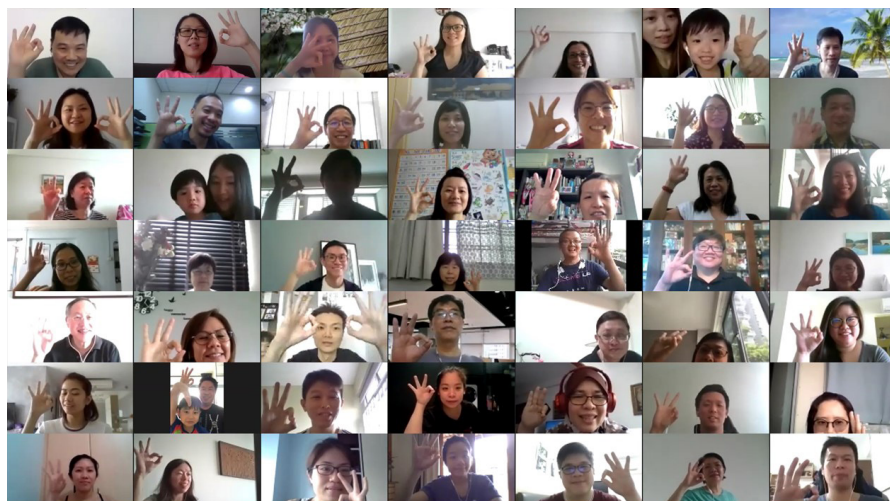
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Clavon tops launch weekend sales in 2020





Mr Liam (second row, third from the left) joined in a virtual session with UOL employees to encourage one another to stay safe and well during the circuit breaker period.

Finding a new way forward

What began as a mysterious virus in December 2019 had spread to the rest of the world rapidly, disrupting businesses, supply chains and livelihoods. Global healthcare systems were also overwhelmed.

“2020 has been an unprecedented year due to COVID-19,” said UOL Group Chief Executive Liam Wee Sin. “But what strikes me the most is the agility and adaptability of our people, who stepped up and put their best foot forward for the company when the pandemic hit us really fast.”

In February, when Singapore raised its coronavirus outbreak alert to orange, the Group responded swiftly to place its employees on split teams to minimise disruptions to business operations. Everyone also worked collaboratively to implement safe distancing measures. In April, when the circuit breaker started, everyone adapted quickly to the new norm of working from home. The Group is currently on the hybrid system of alternating between working from home and in the office.

The scale of disruption has transformed businesses and changed the way people work, Mr Liam said. “We need to have a mindset shift, as what used to be impossible may now work in a post-COVID world.”

Mr Liam was appreciative of every employee’s sacrifices, where they remained steadfast and dedicated to their work despite the major upheavals to both their professional and personal lives. He cited several departments in particular, which included IT, Property & Engineering and Marketing, for implementing measures to allow business to continue.

Even while being confronted by many business challenges, Mr Liam ensures his people remain safe and engaged as an organisation. Regular communications are carried out via video conferencing with employees from UOL, as well as its subsidiaries Pan Pacific Hotels Group (PPHG) and United Industrial Corporation (UIC). A year-end engagement session was also recently held to update employees on key business performance and share the outlook for 2021.

Mr Liam added that collective leadership and high critical thinking of employees are needed to enable business continuity, cost containment and ensure health and safety. “Agile

and bold decisions have to be made, while maintaining positivity,” he said.

And so those decisions turned into opportunities for the Group’s two hardest hit sectors, retail and hospitality.

UOL’s malls adapted their digital marketing strategy in an innovative way to engage shoppers. For instance, during the Great Singapore Sale (GSS) that went virtual in 2020, the malls organised their first UOLive-eGSS livestream event to showcase their retailers’ products. An online food ordering platform was also implemented by the malls for shoppers’ convenience.

Meanwhile, the Group’s hotels accepted business as Government Quarantine Facilities and housed guests who were on Stay-Home Notice, Malaysian workers and those on isolation, for alternative income stream. Digital platforms were tapped to organise virtual events such as wedding fairs and wine tasting and cooking classes. With travel restrictions in place, the hotel employees engaged in various learning and development programmes to upgrade themselves. The downtime was also used to renovate a few of its hospitality assets, including PARKROYAL COLLECTION Marina Bay, which welcomed its guests once again in December 2020.

“We have to be able to capitalise on situations before us to develop new strategies for our business and to embark on people development,” said Mr Liam.

He also pointed to greater resilience in the private residential market with healthy sales recorded at several of UOL’s residential developments in Singapore. The 729-unit The Tre Ver was fully sold, and the 139-unit Amber45 is almost sold out. Meanwhile, the 1,074-unit Avenue South Residence at the doorstep of

the Greater Southern Waterfront has moved 600 units or about 55% within 15 months of its launch. Following the strong momentum, UOL launched Clavon, a 640-unit condominium located along Clementi Avenue 1, on 12 December 2020. To date, more than 470 units have been sold.

Another opportunity that UOL is looking to continue leading by example is sustainability. The Group is already a Green Mark Champion recognised by the Building and Construction Authority, and it secured its first green loan in 2020 to redevelop Pan Pacific Orchard into a lush green 347-room hotel. The property will be the first zero-waste hotel in Singapore when it opens in 2021. The launch of PARKROYAL COLLECTION brand in January 2020, where hotels are characterised by eco-friendly practices, is also a good epitome of the Group's focus on sustainability.

Amid the challenging business environment, UOL has not forgotten its role in caring for the community.

Mr Liam outlined several key initiatives, where the Group supported the immediate needs of communities affected by the pandemic. Donations were made to needy students and disadvantaged arts group, and over 20,000 meals were provided to underprivileged families. To pay tribute to healthcare workers, \$40,000 worth of shopping and dining vouchers redeemable at United Square and Velocity@Novena were given out to those who worked in Novena. Frontline healthcare workers from three national healthcare groups were also given 25,000 complimentary stays at the Group's five hotels in Singapore.

Further afield, Pan Pacific Perth in Australia opened its guestrooms at the height of the pandemic to shelter the homeless for their safety.

For the Group's efforts, UOL and PPHG were each named as Champion of Good, which is a national recognition by the National Volunteer & Philanthropy Centre for corporate giving and engaging stakeholders on a collaborative giving journey.

Mr Liam expected headwinds to continue in the coming months, as he talked about 2021 with cautious optimism. "The world is all excited about news of COVID-19 vaccines that should bring back some normality. However, the new strain of the virus is worrying and the rollout of vaccines worldwide is still months away. Until then, it is important that everyone continues to take precaution and stay safe.

"We need people who are agile and adaptable so as to Re-plan, Re-imagine and help the company to Re-cover." 📺

70% sold for Clavon during launch weekend

Buyers snapped up 70%, or 442 of the 640-unit residential development in Clementi, during the launch weekend of 12 December 2020.

Units sold were across all types, including the large-format ones such as the three- to five-bedroom apartment units. UOL Chief Investment and Asset Officer Jesline Goh said: "We believe the buyers like the well-designed layouts with strong product attributes that meet changing lifestyles and integrate live, work and play."

Clavon was the top-selling project



Clavon's first-of-its-kind integrated gym and co-working space for a residential development in Singapore (artist's impression).

in 2020 for a launch weekend, as reported by The Business Times on 14 December 2020.

Located along Clementi Avenue 1, Clavon is a next-generation condominium that integrates work and living trends, featuring flexible spaces, smart home amenities and technology solutions for a safe living environment. Strategically located near the Kent

Ridge education cluster, one-north and Jurong Lake District, the development comprises two 37-storey towers in a north-south orientation that maximises unblocked views of the surrounding area.

An 80:20 joint venture with subsidiary UIC, Clavon offers a mix of one- to five-bedroom units ranging from 527 sq ft to 1,690 sq ft. For more information, visit www.clavon.com.sg. 📺

Say 'Yay-to-Staycay Everyday'

To attract local residents for the year-end holidays in their cities of residence, PPHG launched the 'Yay-to-Staycay Everyday' package, which offers guests discounts on room rates when they stay on a weekday or Sunday, as well as additional privileges such as late checkout and complimentary room upgrades.

In Singapore, most of the Group's hospitality properties have opened for staycation, offering unique experiences for guests. After closing for a major refurbishment, PARKROYAL COLLECTION Marina Bay opened its doors on 1 December 2020 to welcome guests looking for an in-room camping experience for their children or a picnic experience amid the lush greenery of the hotel's atrium.

Guests at PARKROYAL COLLECTION Pickering can attend a complimentary tour of the hotel's green architecture as well as other interactive activities, including cooking or mixologist classes and yoga sessions.

Pan Pacific Singapore, PARKROYAL on Beach Road and Pan Pacific Serviced Suites Beach Road also offer culinary offerings and curated local tours.

The 'Yay-to Staycay Everyday' package has seen over 18,000 room nights booked across the five hotels in Singapore since its launch. It is also available in selected overseas properties. 📍



The outdoor pool at the refurbished PARKROYAL COLLECTION Marina Bay is creatively installed with lights on the pool floors to give the unique experience of swimming with the 'stars'.



Guests can enjoy splendid views of the city skyline at PARKROYAL COLLECTION Pickering.

KINEX offers temporary prime space to CDAC

KINEX is lending a helping hand to the Chinese Development Assistance Council (CDAC) by providing a suitable and affordable space for its outreach programmes.

CDAC is a non-profit organisation that offers programmes and assistance schemes to help the underprivileged in the community. Its headquarters located at 65 Tanjong Katong

Road, right behind KINEX, has been providing affordable tuition to students who are academically weaker and from low-income families. However, as CDAC would be renovating its building in 2021, it had to look for a temporary place in order to continue to offer the tuition programme.

KINEX will be offering a nominal rent to CDAC to occupy a prime space in the shopping mall, while its headquarters building undergoes renovation.

From 12 January 2021, KINEX will be leasing a space on the third floor of the mall to CDAC. The unit is already fitted with classroom that CDAC can use for its tuition programme. It will also be the first time for CDAC to operate inside a shopping mall. 📍



NVPC - Towards a City of Good

10,533 followers
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Despite 2020 being a challenging year, UOL Group Limited has stepped up to build our City of Good by supporting healthcare workers, the local arts sector, low-income families and children, and more.

Among UOL's corporate social responsibility efforts, education is a key focus area. This year, UOL reached out to students in need from Care Corner Student Care Centre, Institute of Technical Education and Ngee Ann Polytechnic. Whilst unable to organise physical educational activities in 2020 (picture taken in 2019), they have provided financial assistance to cover program fees, transport, meals and bursaries to these students.

#GivingWeekSG #SGCares #TheBestWeekEver #TheGivingStories #CityofGood #csr #education



UOL's contributions to the community were shared on NVPC's social media during SG Cares Giving Week to inspire others in giving.

Staying the course on sustainability

The impact of COVID-19 has affected many businesses and lives. However, even during this challenging period, the Group remains committed to sustainability.

UOL invests in efforts to make its buildings sustainable to help reduce carbon footprint and respond to climate change. Its existing commercial and hospitality properties seek to improve their environmental performance through ongoing maintenance and fit-out. United Square, for instance, is in the process of attaining Green Mark certification. Targets are also set for the properties to help achieve sustainability performance. For all its greening efforts,

UOL was recognised as Green Mark Champion 2020 by the Building and Construction Authority for attaining a substantial number of Green Mark buildings at Gold level or higher.

Besides contributing to a greener planet, the Group gives back to the community and engages its stakeholders to amplify the giving impact. For its community efforts, both UOL and PPHG were named Champions of Good by the National

Volunteer & Philanthropy Centre (NVPC) in November 2020.

"This period is a time of challenge for many, but the disadvantaged groups are facing more hardships due to the pandemic. The Group has stepped up on giving support to them, especially in the area of education, as we believe learning and education must not be disrupted," said Sarah Ng, UOL Head, Corporate Communications and Investor Relations.

The National Heritage Board also recognised UOL as a Friend at its Patron of Heritage Awards 2019 for partnering with the Asian Civilisations Museum (ACM) for three years to organise family-friendly programmes held at ACM and UOL premises.

Giving from the heart continued during the December festive season. UOL pledged its support to SG Cares Giving Week, a national movement by NVPC to encourage individual's giving, by raising awareness on its marketing platforms. Some 140 residents of AWWA Senior Community Home were overjoyed to receive festive goodie bags that UOL thoughtfully prepared for them. UOL Malls - United Square, Velocity@Novena Square and KINEX - partnered Extra•Ordinary People, a charity which supports children and youth with special needs, for shoppers to redeem exclusive premiums of art pieces created by the trainees from the Cerebral Palsy Alliance Singapore. A royalty fee was also given to the trainees by UOL to support their journey ahead.

The Group's commitment to sustainability remains unwavering. 



UOL Chief Financial Officer Kwa Bing Seng (second from left) and several UOL volunteers delivered Christmas goodie bags to AWWA Senior Community Home.



United Square

Homegrown children's lifestyle store @seaappleshop now has a pop-up at @unitedsquaremall: kids fashion, toys and other little tot essentials. #seaapple #unitedsquare #sgfashionbrand #sgkidsfashion 📍: @eat_shop_repeat



KINEX

That thick luscious slab of Norwegian Salmon, cooked till soft and tender with a slight crisp on the skin! What's your favourite protein to add on to your DIY Pasta Pronto bowls? @pastapronto.sg #diypasta 📍: @sherbakes



Pan Pacific Singapore

Make unforgettable memories with your little ones with a Great Fun-mily Escapade at Pan Pacific Singapore. On weekends, take them on a treasure hunt on our lifestyle floor on level four and redeem a special treat upon completion. 📍: @thechillmom



PARKROYAL on Beach Road

Check out this beautiful Eden in the heart of the city... fully refurbished all-day dining restaurant, Ginger at PARKROYAL on Beach Road. 📍: @mselaineheng

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UOL GROUP LIMITED (UOL) is one of Singapore's leading public-listed property companies with total assets of about \$20 billion. The Company has a diversified portfolio of development and investment properties, hotels and serviced suites in Asia, Oceania, Europe and North America. With a track record of over 50 years, UOL strongly believes in delivering product excellence and quality service in all its business ventures. UOL, through its hotel subsidiary Pan Pacific Hotels Group Limited, owns three acclaimed brands namely "Pan Pacific", PARKROYAL COLLECTION and PARKROYAL. The Company's Singapore-listed property subsidiary, United Industrial Corporation Limited, owns an extensive portfolio of prime commercial assets and hotels in Singapore.