

UOL CHANNEL

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FIVE DECADES
OF RIDING ON
SINGAPORE'S
GROWTH STORY

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UOL Group commemorates 50 years of driving inspirations and fulfilling aspirations as we celebrate our Golden Jubilee in 2014. Founded in 1963, the Group grew from strength to strength, building a track record in creating value for the public and our stakeholders by shaping the future of Singapore's built environment through our three core businesses in residential, commercial and hospitality.

Over the past five decades, the Group has gained a strong reputation for transforming and rejuvenating strategic clusters of old neighbourhoods into modernistic residential properties and themed shopping malls. The transformation of Novena, an area synonymous with the Group's flagship commercial developments United Square and Novena Square, and Tiong Bahru, now an attractive residential enclave thanks to the Group's prestigious projects such as Twin Regency, Regency Suites and The Regency are testament to the Group's capability.

The Group has also committed to the expansion of our hotel business which began four decades ago as the former Merlin Hotel Singapore, now known as



PARKROYAL on Beach Road. To realise our ambitions to become a key player in hotel management in the Asia-Pacific region, the Group acquired the PARKROYAL brand followed by the Pan Pacific brand with its footprint across Asia, Oceania, and North America.

Looking ahead, the Group will be welcoming the jubilee year with the launch of two new residential projects, a 555-unit development located at Sengkang West Way and a 186-unit rare freehold development along Upper East Coast Road during the first quarter of 2014. Replicating the past success of our themed shopping malls, the Group will also be opening OneKM, an edutainment-themed shopping mall in the Paya Lebar enclave in the third quarter of 2014. Together with the new mall, Velocity@Novena Square and United Square will also be holding a series of mall events including a year-long lucky draw featuring a luxury car as the top prize in celebration of our Golden Jubilee.

> WINTER SKATING MAGIC AT VELOCITY@NOVENA SQUARE

Returning for the eighth year, the ever-popular ice skating performances kicked off the festive season with its mesmerising daily shows.

Featuring Singapore's very own skating kid talents and professional figure ice skaters from Australia and Canada, spectators were enraptured by the entourage's breath-taking spins, jumps and lifts till its last performance on 22 December 2013.

Shoppers and their children were also able to experience the joy of ice skating for 30 minutes at any of the four afternoon sessions catered for children (below 1.4m in height) and an evening session for adults, with a minimum spend of \$60.

Thanks to the Velocity Around the World Lucky Draw, five lucky shoppers will be experiencing an unforgettable experience via air, land or sea in their journeys to exotic destinations such as Grand Canyon (USA), Cape Town (South Africa), Gold Coast (Australia), Ha Long Bay (Vietnam) and London, with a minimum spend of \$60. The lucky draw will take place on 2 January 2014.



> Children enjoying the fun on ice.



PARKROYAL ON PICKERING ENDS THE YEAR WITH TWO TOP ACCOLADES

The PARKROYAL on Pickering ended 2013 on a high note by garnering two top accolades – the President's Design Award 2013 and Skyrise Greenery Awards 2013 - Outstanding Award.

Mr Liam Wee Sin, UOL President (Property), said: "We are honoured to receive two prestigious awards. PARKROYAL on Pickering is fast gaining recognition as a green landmark within the existing urban landscape. Guests

at the hotel also find that the experience of being close to nature in such a high-rise development very invigorating. We will definitely continue to set new design standards that possess aspirational quality, innovation and commercial viability."

Jointly administered by DesignSingapore Council and Urban Redevelopment Authority, the President's Design Award recognises excellence across all design disciplines,

including advertising design and visual communications, architecture and urban design, fashion design, furniture design, interior design, landscape design, product and industrial design.

This year's Skyrise Greenery Awards received 77 entries – the most since the awards' inception in 2008. It is the first set of awards in the region that recognises and rewards skyrise greening efforts in developments. Organised by Singapore's National Parks Board (NParks), the Awards honour the team effort of architects, building owners, designers, developers, landscape architects and contractors who have creatively integrated sky gardens and vertical greenery in their projects.



> Mr Liam (on the far right) receiving the Skyrise Greenery Awards 2013 - Outstanding Award on behalf of UOL Group.



A STAR-STUDDED EXTRAVAGANZA AT UNITED SQUARE



> Local TV artistes wow fans and shoppers with their star power.

On 16 November 2013, MediaCorp celebrated its 50 years of broadcasting with a grand finale roadshow at United Square. Hosted by Mike Kasem and Nurul Aini, shoppers had a chance to get up close and personal with over 50 artistes from all MediaCorp channels.

With exciting games and prizes galore, they were treated to a spectacular performance by the finalists of okto's "One Minute of Fame", the Channel's biggest talent competition. Popular artistes such as Joanne Peh, Pierre Png and Elvin Ng from Channel 8's 2013 year-end blockbuster, "The Journey: A Voyage", also graced the event and met up with their fans. The exclusive event also saw star appearances by Felicia Chin, Ian Fang, Ya Hui, Aloysius Pang and many more at United Square.

> PAN PACIFIC BRAND TO DEBUT IN MYANMAR

Scheduled to open in 2016 in the heart of Yangon's city centre, the 348-room Pan Pacific Yangon will feature beautifully furnished guestrooms and an extensive range of luxurious facilities.

Pan Pacific Hotels Group (PPHG), the hospitality arm of UOL, has entered into a conditional joint venture with Shwe Taung Group, one of Myanmar's leading corporations in real estate and infrastructure development, to develop the first Pan Pacific hotel in Myanmar.

Set to open in 2016, Pan Pacific Yangon will be part of a mixed-use development that also comprises serviced apartments, retail and office spaces. It is strategically located along Shwedagon Pagoda Road and Bogyoke Aung San Road in the heart of Yangon city centre, and opposite Bogyoke Aung San Market (previously known as

Scott Market), a key attraction and a major bazaar for tourists and locals alike.

Bringing to life the Pan Pacific brand promise of "Your Refreshing Pacific Experience", Pan Pacific Yangon will feature 348 beautifully furnished rooms and an extensive range of luxurious guest facilities including a swimming pool, spa, gym, ballroom, meeting rooms, an all-day dining restaurant and a speciality restaurant. The hotel will also offer expansive views of iconic destinations such as the Anglican Trinity Church, Yangon River and the bustling Yangon downtown.

The new Pan Pacific hotel will strengthen PPHG's presence in Myanmar where it owns and has been operating the award-winning PARKROYAL Yangon for the past 12 years. Widely recognised as one of the top luxury hotels in the country, PARKROYAL Yangon

will soon be refreshing its guest experience through extensive renovations of its public spaces, restaurants and ballroom.

"Having established an early and successful presence in Myanmar with PARKROYAL Yangon, we are now eager to introduce our other acclaimed brand - Pan Pacific - to the Myanmar community and international guests," says Mr Gwee Lian Kheng, Group Chief Executive, PPHG.

"Pan Pacific Yangon underscores the Group's steadfast confidence in and commitment to Myanmar as an important growth market. By responding to the increasing demand for quality hotel rooms and service through our distinctive Pan Pacific and PARKROYAL brands of hospitality, we look forward to contributing further to Myanmar's flourishing tourism industry."



> Artist's impression of Pan Pacific Yangon.