

# UOL CHANNEL

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DEDICATED  
TO CREATING  
A MASTERPIECE



Riverbank@Fernvale (Artist's Impression) wins Highly-Commended Award at International Property Awards for Asia Pacific

# > DEDICATED TO CREATING A MASTERPIECE

A triumphant win of 11 awards by UOL at the prestigious International Property Awards for Asia Pacific 2014 certainly calls for attention. This is probably the most number of awards won by any company in Singapore this year.

For the first time, UOL received an award for a residential development prior to its launch - 70 Saint Patrick's won an award in the Residential Development category. The awards also delivered recognition to our other developments, including the recently launched Riverbank@Fernvale, Thomson Three and Spottiswoode Residences. Thomson Three has achieved 90% sales to date.

Even before its official opening in the second half of 2014, OneKM Shopping Mall has already created much buzz and excitement with its wins for commercial properties in both the Retail Development and Mixed-Use Development categories.

PARKROYAL on Pickering even topped the notch by being the regional winner in the Hotel Architecture, Asia Pacific category, aside from clinching four other awards.

The awe-inspiring design of PARKROYAL on Pickering, based on a hotel-in-a-garden concept, had also left an indelible impression on the judges from FIABCI World Prix d'Excellence Awards 2014. Competing against prominent projects from all over the world, PARKROYAL on Pickering was announced as the World Gold Winner in the Hotel category at the awards ceremony held in Luxembourg recently. The highly acclaimed accolade was awarded by an international panel of top real estate professionals and experts that recognised outstanding developments on a global scale.

Since its opening in 2013, PARKROYAL on Pickering has garnered numerous awards for its innovative and sustainable design, including the Green Mark Platinum Award by the Building and Construction Authority, The President's Design Award 2013, FIABCI Singapore Property Awards 2013 (Hotel category) and Skyrise Greenery Awards 2013.

At UOL, we are committed to making every one of our developments a masterpiece. The awards did not just demonstrate our commitment, they also marked a continuation of our 50 years of growth and success.



> Spottiswoode Residences (Artist's Impression)



> PARKROYAL on Pickering



> Thomson Three (Artist's Impression)

## List of 11 awards won by UOL at the coveted International Property Awards for Asia Pacific 2014

| DEVELOPMENT             | AWARD            | CATEGORY                                      |
|-------------------------|------------------|---|
| PARKROYAL on Pickering  | Winner           | Hotel Architecture, Asia Pacific              |
|                         | Winner / 5-Star  | Hotel Architecture, Singapore                 |
|                         | Winner / 5-Star  | New Hotel Construction and Design, Singapore  |
|                         | Winner / 5-Star  | Commercial Landscape Architecture, Singapore  |
| OneKM                   | Highly-Commended | Hotel Interior, Singapore                     |
|                         | Winner / 5-Star  | Retail Development, Singapore                 |
| 70 Saint Patrick's      | Winner / 5-Star  | Mixed-Use Development, Singapore              |
|                         | Winner / 5-Star  | Residential Development, Singapore            |
| Spottiswoode Residences | Winner / 5-Star  | Residential High Rise Development, Singapore  |
| Thomson Three           | Highly-Commended | Residential High Rise Development, Singapore  |
| Riverbank@Fernvale      | Highly-Commended | Residential Landscape Architecture, Singapore |

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## > UOL SUPPORTS WORLD CITIES SUMMIT AND LUSH 2.0

UOL was the Platinum Sponsor for World Cities Summit 2014, an exclusive and premier platform for government leaders and industry experts to address challenges of liveable and sustainable cities, share integrated urban solutions and forge strategic partnerships. The event held from 1 to 4 June 2014 was jointly organised by Urban Redevelopment Authority (URA) and Centre for Liveable Cities.

UOL is committed to delivering quality developments with sustainable features to create value for our stakeholders. URA recently announced its enhancements to its Landscaping for Urban Spaces and High-Rises (LUSH) programme to encourage skysrise greenery by providing incentives for building owners and developers. UOL is supportive of the new and enhanced initiatives under LUSH 2.0.

Mr Liam Wee Sin, President (Property) of UOL Group, said: "Singapore, as a city in the garden, distinguishes itself from other cities. As a developer, we are supportive of URA's strategy to bring greenery to greater heights. The long-term tangible and intangible benefits of having green building will outweigh the costs."



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## > WORLD CUP GOES FULL SWING AT VELOCITY@NOVENA SQUARE



> Singapore's first ever vertical soccer takes place at Velocity@Novena Square.

Gravity-defying soccer stunts, executed beautifully by performers on a three-storey high wall, had been captivating shoppers at Velocity@Novena Square during the World Cup season.

Besides watching Singapore's first ever vertical soccer, shoppers even got into real action by pitting their skills against other teams at the 3-on-3 Caged Futsal Competition, or trying a penalty shoot-out at the Precision Shooting Game.

The World Cup frenzy carried on with live screenings of selected matches at the mall. Soccer fans relaxed in comfy soccer sofas and pampered themselves with food choices such as Cedele Bakery Café, Hans, Spinelli, Burger King and KFC, all of which extended their opening hours during the World Cup screenings. Starbucks even stayed opened for 24 hours.

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## > KIDS AND PARENTS 'GLUED' AT NICKELODEON SLIME CUP

June holidays started with a big bang with the Nickelodeon Slime Cup at United Square on 7 and 8 June 2014. As the slimiest integrated sports festival in Singapore, the international campaign brought its unique brand of fun and laughter to kids and their parents through play, with the aim of encouraging bonding and active living.

Families had lots of fun being 'slimed' at the slime fall and getting dunked at the water dunk machine. Boys and girls had their run ahead of World Cup at the 1-on-1 futsal challenge, while dads and kids gamely teamed up for the Nickelodeon Dad's Challenge for a series of sports challenges ahead of Father's Day. The kids were ecstatic when they saw their favourite Nickelodeon characters making their appearances all at the same time. It was a great family-bonding moment for shoppers at United Square.



> Having lots of fun with slime!

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# REVAMPED WEBSITES OF PAN PACIFIC AND PARKROYAL DELIVER REFRESHED USER EXPERIENCE

Following a rigorous strategic consumer research and intensive revamp efforts, Pan Pacific Hotels Group (PPHG), the hospitality arm of UOL, has launched its newly redesigned Pan Pacific Hotels and Resorts ([www.panpacific.com](http://www.panpacific.com)) and PARKROYAL Hotels & Resorts ([www.parkroyalhotels.com](http://www.parkroyalhotels.com)) websites, delivering a more engaging user experience.

The refreshment exercise is based on an in-depth study of the browsing habits and booking preferences of past and existing users, competitive bench-marking analysis, as well as the latest travel and technology trends.

Searchable and bookable in three languages – English, Chinese and Japanese – the two revamped websites of Pan Pacific and PARKROYAL feature:

- Vibrant brand, property and destination imagery that engages customers in an immersive brand and property experience
- An improved layout for intuitive navigation
- A simplified and faster booking process
- Mobile optimisation that makes surfing and booking easier on the go
- eDirect booking tool that allows corporate bookers and event organisers to book their pre-negotiated rates using a customised, private URL with a personalised booking page
- Integration of content feeds from Twitter, Facebook and TripAdvisor to give customers access to the latest social media conversations
- The Direct Advantage – a best rate guarantee for all direct bookings on the brand websites



> The revamped websites of (left to right) Pan Pacific and PARKROYAL seek to enhance user experience.

All in all, the design, structure and functionality of the two websites have been optimised to provide a more dynamic and friendly user experience to support the global expansion of PPHG.

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# PARKROYAL FOOTPRINT IN MALAYSIA EXTENDS TO LANGKAWI

Pan Pacific Hotels Group (PPHG) has signed a management agreement with Gagasan Langkawi Sdn. Bhd to open PARKROYAL Langkawi Resort in 2017.

Featuring 253 rooms and nine villas, the resort enjoys a prime beachfront location at Pantai Tengah Beach, the longest and most popular stretch of beach in Langkawi, and lies adjacent to a retail and dining complex. Guest facilities include an all-day dining restaurant, a specialty restaurant, beach bar, spa, gymnasium, family lounge, ballroom, meeting rooms and outdoor swimming pools.

In Malaysia, PPHG owns and/or manages three other PARKROYAL properties – PARKROYAL Kuala Lumpur, PARKROYAL Serviced Suites Kuala Lumpur and PARKROYAL Penang Resort. Over the next three years, the Group plans to open four more PARKROYAL hotels as well as three Pan Pacific hotels in Australia, China, Indonesia and Myanmar.