

UOL CHANNEL

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**A TOAST TO
UOL'S 50 YEARS
OF GROWTH!**

50TH ANNIVERSARY SPECIAL EDITION

> CELEBRATING UOL'S GOLDEN JUBILEE

On 12 September 2014 at PARKROYAL on Beach Road, a glitzy celebration to commemorate the 50th anniversary of UOL commenced with the Chairman, Dr Wee Cho Yaw, recounting the transformation of the Group in the past five decades – from a small company involved in residential to today's expansive portfolio of development and investment properties, hotels and serviced suites, with assets totalling more than \$10 billion.

The special occasion illuminated the Group's achievements, which are underpinned by the team work and loyalty of its employees. Dr Wee thanked the employees and said that UOL is where it is today because of their hard work.

The anniversary celebration was especially meaningful for some of them who were recognised for their long service. This year's Long Service Awards reached its culmination when the Group Chief Executive, Mr Gwee Lian Kheng, received his award for 40 years of dedicated service!

The highlight of the evening was the cake-cutting ceremony and celebratory toast led by Dr Wee with the Board of Directors and senior management of the Group on the stage. It was cheers and champagne all around to the applause of over 400 employees present. Sand art performance, fun games and lucky draws added to the celebratory mood.

The golden jubilee celebration ended on a high note which everyone would remember for years to come.



> Dr Wee Cho Yaw, Chairman (left), thanking Mr Gwee Lian Kheng, Group Chief Executive, for his 40 years of dedicated service.



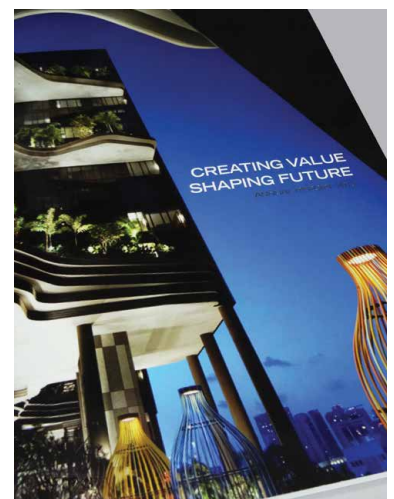
> Looking smart in their hand-sewn costumes was this team who won the runner-up award for Best Dressed.



> Everyone participated enthusiastically in the table game.



> Staff putting in their best efforts to win the (left) Best Dressed and (right) Most Creative Birthday Cake prizes.



> UOL documented its growth story of 50 years in the 2013 Annual Report.

Over the years, UOL has grown from strength to strength, inspired by its five core values of Passion, Innovation, Enterprise, Corporate Social Responsibility and People. These core values shone through in UOL during its 50th anniversary year, with a series of initiatives and developments which has underpinned its growth.

PASSION

Passion keeps UOL focused on delivering superior products and creating value for its stakeholders. This unwavering commitment to high standards has earned the Group numerous awards.

At the awards ceremony held on 13 August 2014 for the FIABCI international and Singapore competitions, UOL won four awards. PARKROYAL on Pickering clinched Gold in the Hotel category at the World FIABCI Prix d'Excellence Awards 2014, while the local chapter saw UOL's two condominium projects – Terrene at Bukit Timah and Waterbank at Dakota – and Pan Pacific Serviced Suites Beach Road, winning the top accolades.

A triumphant win of 11 awards at the International Property Awards for Asia Pacific 2014 held on 9 May is another demonstration of the depth and breadth of UOL's capabilities in developing residential and hotel developments.



> Terrene at Bukit Timah, winner of the FIABCI Singapore Property Awards, stretches over more than 130,000 square feet of lush landscaped grounds and is designed with energy-saving features such as energy-efficient air-conditioning and lightings.



> The mobile showroom is a novel idea by UOL to enhance home buying experience.

INNOVATION

Always striving to bring innovative and good services to its customers, UOL is the first property developer to turn a truck into a mobile showroom to reach out to busy professionals. The truck showcased part of a living room of the 555-unit Riverbank@ Fernvale in Sengkang. It travelled to several locations in Singapore, including Century Square, United Square, One Raffles Place, Singapore Expo and Novena Square, from 29 August to 14 September 2014.

On 1 October at the World Architecture Festival (WAF) 2014 attended by international delegates, Mr Liam Wee Sin, President (Property), shared insightful views on the unconventional designs of UOL's showflats, which have redefined the typical showflat viewing experience. UOL was also the sponsor of WAF's World Building of the Year Award and has been a sponsor since 2012.

ENTERPRISE

Having an entrepreneurial spirit is part of UOL's DNA to achieve business success. The Group looks beyond the status quo and seeks opportunities for expansion. Its next growth strategy is to fly the UOL flag in Europe. The Group made its foray into the region with the acquisition of the Heron Plaza site in London's prime district for a mixed-use building of residential, hotel and retail. Back home, it opened its third mall OneKM and launched another highly successful freehold low-rise development – the 186-unit Seventy Saint Patrick's – which crossed 50% sales during a weekend private launch.

On the other hand, the Group's hospitality arm, Pan Pacific Hotels Group Limited (PPHG), has announced the opening of a new Global Sales Office in Beijing, complementing its existing one in Shanghai to grow its share of the burgeoning Chinese travel market. Beijing is central to China's tourism developments and the new Global Sales Office will put PPHG in a more advantageous position to expand its customer reach and strengthen its foothold in this critical growth market. PPHG is now supported by a global sales network that spans Singapore, Shanghai, Sydney, Tokyo, New York, San Francisco, London and Beijing.



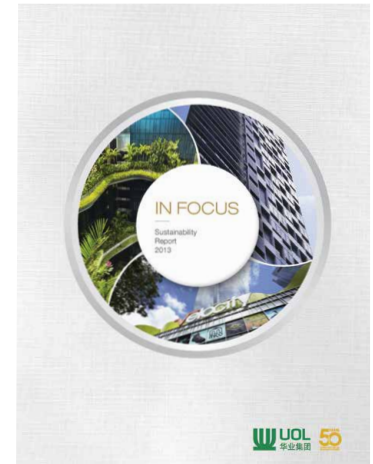
> Seventy Saint Patrick's, a rare freehold low-rise development in the prestigious district 15 and near the future Thomson-East Coast Line, saw overwhelming response at the private launch.

CORPORATE SOCIAL RESPONSIBILITY

In commemoration of its 50th anniversary, UOL launched its first Sustainability Report 2013, which shares the Group's journey towards building a more sustainable company and creating enhanced value for its stakeholders. Some of its sustainability initiatives have resulted in savings in energy and water, with a decrease of 7% and 4.2% respectively in 2013 compared with 2010. Another notable achievement is on health and safety, where the Group registered steady decreases in the accident severity rate and accident frequency rate of its employees and contractors over the past four years. More details on UOL's sustainable practices are shared in the report, which is only available online at <http://www.uol.com.sg/sustainability/report>.

On top of its inaugural sustainability report, UOL also showed commitment towards the subject through its support of the World Cities Summit 2014, a platform for government leaders and industry experts to address challenges of liveable and sustainable cities. UOL was also supportive of the Urban Redevelopment Authority (URA)'s strategy to enhance the Landscaping for Urban Spaces and High-Rises (LUSH) programme, which provides incentives for developers to build skyscraper greenery under LUSH 2.0. The Group believes the long-term tangible and intangible benefits of having green buildings will outweigh the costs.

Even as UOL celebrated its corporate achievements, it did not forget about its responsibility to the community. The Group helped raise more than \$33,000 in two days for Very Special Arts Singapore (VSA), a local charity which provides people with disabilities the opportunity to create art and display their works. In addition to the pledge of \$20,000 by UOL, funds were also raised from the sale of paintings, charity auctions with items donated by the tenants at United Square and Velocity@Novena Square, as well as donations canvassed by student volunteers. Adding colours to the initiative was the installation of beautiful art pieces drawn by VSA artists in the pedestrian underpass linking United Square and Velocity@Novena Square. The 200-foot long mural was aptly named "A Kaleidoscope of Colours".



- > UOL Sustainability Report 2013 is a concise summary of the Group's sustainable practices.



- > UOL commissioned 18 art pieces by VSA artists and reproduced them into a mural, which was installed on each side of the wall in the pedestrian underpass that links its two malls in Novena.

PEOPLE

Employees of all levels form the backbone of a successful company. UOL firmly believes that without the passion, teamwork, loyalty and professionalism of its people, the Group's achievements would not have been possible. A third of UOL's staff strength has been with the company for more than 10 years. They have exemplified the core values of the Group in their daily work and served as role models to their colleagues.

With a global workforce of more than 7,000 employees, UOL is also committed to be a workplace of choice for its people. Measures to attract, develop and retain talents are in place to develop the core competencies of its people. Looking after their health, safety and well-being is also a priority for UOL, with fitness classes, health talks and workshops being organised regularly. Staff events such as birthday celebrations, Fruit Day, Dinner and Dance, as well as Year End Party also provide a platform for bonding.

UOL aspires to build an organisation where its five core values of Passion, Innovation, Enterprise, Corporate Social Responsibility and People will be shared by every employee in working towards achieving the Group's vision.