

UOL CHANNEL

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DREAMS COME TRUE
AT UOL'S MALLS





MORE THAN JUST A MALL



- > Apart from sharing a photo moment with Cinderella, some children went on stage to participate in an interactive story-telling session at the Dream Big Disney Princess event, the first in Asia, held during the June school holidays at United Square.



- > Urban Attack returned for the fourth time this year with over 380 participants, which was twice as many as last year.

UOL's malls are not cookie-cutter ones in town, and the Group is reinforcing the niche positioning of its malls with a common tagline "Malls + More" to enhance shopping experience and deliver more value to shoppers and the community.

United Square and Velocity@Novena Square have long established their positioning as "The Kids Learning Mall" and "The Dedicated Sports Mall" respectively. OneKM is also making a mark in the health and wellness space, dedicating to "Making Wellness One-derful", in line with the current trend towards a healthy lifestyle.

UOL Deputy Group Chief Executive Officer Liam Wee Sin said: "The new tagline "Malls + More" embraces the value proposition of our three malls. Our malls have a role in placemaking by adding value not just to our shoppers but to the community in the precinct as well. We want shoppers to see our malls as a one-stop shop for their daily necessities as well as a community hangout which is part of their daily lifestyle."

Besides being a shopping destination for niche products and services, the three malls organise many first-of-its kind events and update with unique facilities to offer fresh shopping experience. For example, crowds throng the malls to catch new character shows such as Dream Big Disney Princess at United Square, while Velocity@Novena draws shoppers to its sports-related events such as Urban Attack, a 10-obstacle challenge. Shoppers can also shape up when they attend the free hour-long workout sessions at United Square and OneKM. Facilities wise, bicycle racks, in the shape of "Malls+More", are provided to shoppers who cycle to OneKM. They will also be installed at the other two malls. As part of Project EARTH to encourage shoppers to reuse books, United Square has a reading corner for them to exchange books. The latest value-added offering is the introduction of the Retail Voucher Redemption Scheme, which allows shoppers to enjoy across all three malls dollar discounts, free items and trial sessions without any minimum spending. Details of the scheme are available at the respective malls' websites.

Through these promotions and initiatives, UOL hopes to bring a mall, plus MORE to everyone.



- > The reading corner at United Square helps to enrich the minds of the young, besides encouraging them to reuse old books.



- > Bicycle racks, designed creatively in the shape of "Malls+More", provide parking convenience to shoppers who cycle to the mall.



SECOND LONDON PROPERTY FOR UOL



> 110 High Holborn has a prime location in London's Midtown.

In May 2016, UOL acquired 110 High Holborn, a freehold commercial property of about 10,900 sqm, for £98.75 million. This is part of the Group's strategy to diversify its recurring income streams.

The property is located in the heart of London's Midtown near the Holborn underground station. It comprises offices together with retail space arranged over the basement, ground floor and eight upper floors.

110 High Holborn marks UOL's second acquisition in London. In 2014, the Group ventured into Europe with the purchase of a mixed-use site on Bishopsgate in London. The development is made up of residential, hotel and retail components. The Group plans to launch the residential component in 2017.



DISCOVERING THE FASCINATING WORLD OF STAMPS



> The volunteers and children worked together in teams to complete the quiz.



> Everyone got to know more about Singapore through stamps that day.

Did you know Penny Black was the world's first adhesive postage stamp issued in Britain in 1840? It was aptly named because it was printed in black and had a value of one penny. Besides this, the group of 11 UOL volunteers and 23 children from CARE Singapore's StarKidz! Programme learnt a lot more about stamps when they visited the Singapore Philatelic Museum on 31 May 2016.

They travelled back to the olden days of Singapore to discover its heritage, history and traditional trades through the museum's stamp collection. They also entered the world of the great play writer William Shakespeare, followed by the monkey-themed stamp exhibit that paid homage to this year's zodiac animal. Their newly-acquired knowledge and teamwork were put to the test as they raced around the museum in teams, looking for answers to complete the quiz in the shortest time. The children even got down to designing their own stamps.

The Singapore Philatelic Museum certainly got the stamp of approval from the children. Dan and Yu, both eight, said they liked the activities very much, especially the stamp design segment. Yu said: "I got to draw and design my own stamp. I would love to go back again."

Ten-year-old Tom was equally excited about the programme. He said: "The activities were fun! I learnt what stamps are for and I designed a stamp myself."

> UOL IN SGX SUSTAINABILITY LEADERS INDEX

UOL was one of the 24 companies that made it to the SGX Sustainability Leaders Index, which was launched by the Singapore Exchange (SGX) on 31 May 2016.

The index comprises listed firms that are regarded as forerunners in environmental, social and governance (ESG) when compared with their peers. SGX's partner Sustainalytics provided the research and ratings that underpinned the index. In addition to meeting the necessary ESG requirements, companies must also meet minimum liquidity requirement in order to qualify for inclusion.

Mr Tan Kian Siew, Chairman of UOL Sustainability Working Committee, said: "We have always been conscientious in our responsibility towards creating a better environment and contributing to the community, while keeping in mind the interests of our stakeholders. Even though there is more to be done, we take pride in every step we take and are pleased with the recognition given."

UOL published its first sustainability report in 2014 that covered the property group. For the third report this year, the Group has expanded its reporting scope to include its hotel operations in Singapore.

> DOING MORE FOR THE COMMUNITY

UOL's hospitality arm, Pan Pacific Hotels Group Limited (PPHG), has stepped up on its corporate social responsibility (CSR) efforts to benefit the community for a lasting impact.

Eat Well With Us, its first culinary CSR initiative launched last year, had chefs from its five Singapore hotels to impart healthy recipes to resident cooks at six local charity homes. The response was so positive that PPHG is continuing its partnership with these homes this year.

Another new culinary-related initiative also started brewing. Si Chuan Dou Hua Restaurant launched Noodles for Good with Central Singapore CDC and Autism Resource Centre, where the restaurant's Master Dim Sum Chef trained 19-year-old Lau Chun Seng, a special needs youth, and his mother to cook noodles and dumplings, so that they can sell at the canteen of Pathlight School for a living. A second parent-child pair will be identified to benefit from this initiative.

Si Chuan Dou Hua Restaurant Executive Director Wee Wei Ling said: "I hope that this initiative will encourage other families to come forward and seek solutions to help the disadvantaged or special needs members of their family."

As an extension of PPHG's CSR initiatives to empower and integrate persons with special needs, its hotels will open up suitable employment opportunities to them. PARKROYAL on Beach Road is currently working with a few special needs schools to explore avenues for their students to get exposure to the hotel industry through job trials and internships.

PPHG also participated in People's Association's Caring Community initiative by sponsoring goodie bags and having 22 employees from the corporate office to distribute the bags to some 50 elderly on social assistance. Given the positive reception from the beneficiaries, PPHG will explore a regular line-up of similar volunteer activities so that its employees can continue to contribute to similar cause.



> From left (front row): Si Chuan Dou Hua Restaurant Executive Director Wee Wei Ling, the mother-son pair Mdm Chan Mee Fong and Lau Chun Seng, Central Singapore District Mayor Denise Phua, Si Chuan Dou Hua Restaurant Master Dim Sum Chef (back row) and Autism Resource Centre's Job Coach Dorothy Teo, at the food stall.



> PPHG volunteers helped to distribute goodie bags to needy elderly.