

**KIDS AT "WORK"
AT UNITED SQUARE.**



DISCOVER AND LEARN @ "KIDS IN THE BIG WORLD"



United Square celebrated her seventh Anniversary with "Kids in the Big World", an innovative children's event offering great learning opportunities in a fun environment. Kids enjoyed hands on experience as they embarked on a first-ever occupational role-play experience donned in scaled-to-fit uniforms of their chosen occupations. They were guided by experts from the Singapore Polytechnic, the Singapore Zoological Garden, Animate- an animation studio and Kids Cover Looks- a grooming company.

Kids aged four to 12 years participated in 30-minute sessions, choosing to role-play a forensic scientist, a pilot, a ship captain, an animal trainer, a perfumer, an animator, a model and a photographer. Our little pilots learnt to fly and land a plane by operating scaled-down flight simulator under the guidance of experts from the School of Mechanical & Aeronautical Engineering at Singapore Polytechnic. Those aspiring to be a zoo trainer picked up tips on teaching domestic animals such as white mice, cats and birds to perform simple tasks and even had close encounters with a Boa Constrictor and iguanas from the Singapore Zoological Garden. They also had the opportunity to blend their own perfume as a perfumer amongst other occupations.

Role playing has long been recognised as a key component of a child's learning experience and these professions allowed children to stretch their imagination, pick up social skills and experience the adult world. "The eight professions were selected because they are highly tactile and they operate in visually stimulating settings. Both these conditions create a memorable experience that entertains and encourages learning



as well. We hope "Kids in the Big World" will spark off in the children an adventure in self discovery, pique their interest in career choices, and ignite their sense of ambition," said Dolly Lian, General Manager (Marketing) of UOL Group.

As part of the anniversary celebration, United Square also invited 22 children from the Childcare Division of Chen Su Lan Methodist Children's Home to take part in "Kids in the Big World" before the event was opened to the public.



RELENTLESS AND TOUGH. THE FIRST 3-ON-3 CAGED STREET BASKETBALL @ VELOCITY

Basketball is the flagship of hip-hop culture and this summer, Velocity@ Novena Square took the game one level up with the first ever 3-on-3 caged basketball challenge – Velocity B-Ball Battle in Singapore.

Held in a custom built caged basketball court at the mall, 147 three-player teams battled over two weekends from 5 to 13 September at Singapore's most prestigious and biggest 3-on-3 street basketball tournament in 2009. Players were excited over the tougher format where there was no out-of-bounds ball which meant continuous and more intensive play.



With more than S\$10,000 worth of prizes to be won by competing participants and top national youth athletes, the event delivered non-stop B-ball action. A strategic line-up of partners including AND1, Spalding, New Era Fits, World of Sports, Badda Bling, SportsHook and 100 Plus gave this challenge the additional edge over other tournaments. For shoppers, they not only checked out the competitive teams on court but also met Mediacorp celebrity basketball players in exhibition games, as well as took part in our daily shopper's challenge where they stood to win fantastic prizes.

Velocity also rode on the latest tide of social networking to connect and reach out to its target shoppers. Registered teams' profiles, competition schedules and event pictures were not only uploaded on its website, they were also being featured on Velocity's facebook fan page as well as SportsHook – the fastest growing social networking site for Singaporeans interested in sports and active lifestyle. All these garnered additional exposure for Velocity and connected personally and directly to these sports enthusiasts.

CORE VALUES TRAINING WORKSHOPS

"Core values are the organization's essential and enduring tenets – a small set of timeless guiding principles that require no external justifications; they have intrinsic value and importance to those inside the organization." Jim Collins, *Built to Last*.

Jim Collins, well-known consultant and author on the subject of company sustainability and growth, said in his book *Built to Last: Successful Habits of Visionary Companies*, that core values are a set of principles that all companies can use to keep themselves growing strong, and stay ahead of the competition.

True to what Collins defined in his book, UOL's core values of Passion, Innovation, Enterprise and People are the guiding principles for our behaviour in UOL. They will guide us through challenging times and served as a constant benchmark.

UOL Group conducted a 1-day Core Values Realization and Alignment Workshop for managerial levels and above where behavioural statements related to the core values were crafted and workplace practices identified. The workshop aimed to help staff internalise the core values in their daily work. More importantly, it served to align current policies and practices to UOL core values as we move towards our vision as a robust property group dedicated to creating value, shaping future. With the alignment, we will be able to achieve our corporate objectives as every staff move in the same direction and have a common set of beliefs. This will also help us strategise better for our business growth.

For the Executive and Non-Executive staff, they will attend in batches a 2-day ESS Initiative and Enterprise Workshop conducted by NTUC Learning Hub from August to November 2009. Through the workshop, we hope to inculcate in them a passionate, innovative and enterprising mindset at work. These values are imparted through a combination of lecture, group discussion, case study, role play and presentation.

UOL'S INAUGURAL PARTICIPATION IN NOMURA ASIA EQUITY FORUM

UOL Group, represented by Mr A. Patrick Imbardelli, Pan Pacific Hotels Group's President and CEO, Mr Neo Soon Hup, Pan Pacific Hotels Group's Chief Financial Officer, and Mr Kam Tin Seah, UOL's Senior General Manager of Investments and Strategic Development, participated in Nomura Asia Equity Forum held at Shangri-La Hotel Singapore in July 2009. The Nomura Asia Equity Forum (NAEF) in its sixth consecutive year is a key event within the investor and corporate community, with attendance of over 1,000 investors and over 160 companies from Asia-Pacific.

The forum has become a market-leading equity forum renowned for gathering global views on today's market. Distinguished speakers include Mr Tharman Shanmugaratnam (Singapore's Minister for Finance), Mr Jim Rogers (renowned Financial Commentator and Author) and Dr Laura D'Andrea Tyson (Hass School



of Business and a member of President Obama's Economic Advisory Panel). This year's event covered topics ranging from the state of the financial sector recovery, the outlook for real estate, healthcare, as well as developments in alternative energy.

Our inaugural group presentation drew an audience of 70 from investors to fund managers. On top of the group presentation, several one-to-one meetings were arranged for investors who want to learn more about us. The forum allows UOL Group to profile ourselves within the investor community and



communicates our business strategies to our investors. It is also a platform to foster broader relationships with the investor community.

NEW SINGAPORE SALES TEAM FOR PARKROYAL AND PAN PACIFIC HOTELS



A newly integrated Singapore Sales Team was formed to manage client relationships and sales across its four hotels in Singapore, namely Parkroyal on Beach Road, Parkroyal on Kitchener Road, Pan Pacific Orchard and Pan Pacific Singapore. The four hotels comprise a total of 1,882 rooms.

The team of over 30 sales personnel is operational since 1 July, and is based at The Plaza on Beach Road. Previously from the four hotel-specific sales teams, the newly-integrated team is developed around key clients and offers a one-contact solution for clients' hospitality needs in Singapore.

"This is how clients want to be managed," said Kevin Croley, Senior Vice President of Marketing and Sales, Pan Pacific Hotels Group. "Faced with a dynamic and challenging business environment, integrating our hotels sales teams will also boost efficiency and effectiveness, thereby increasing our competitive edge. The cross-pollination of talent and managing a combined room inventory will generate greater synergy and leveraging of opportunities across both Parkroyal and Pan Pacific brands," he added.

"This integration further affirms our commitment to our stakeholders as we become more customer-centric and establish a seamless and impactful one-touch customer resource," said Mr A. Patrick Imbardelli, President and CEO, Pan Pacific Hotels Group. "Our focus is to harness the collective strengths and potential of our people, and an integrated platform presents opportunities for career growth and the ability to combine the best practices for the portfolio and eventually, across the Group."