



**Unveiling The Box – Redefining Singapore’s Retail Experience**  
Media Briefing | 12 March 2014



**UnBoxing The Mega Warehouse Retail Project**

- Snapshot of The BOX
- Corporate Structure of The BOX
- Inside The BOX
- Out-of-the-BOX – Features & Highlights



**Snapshot of The BOX**



- Integrated mega warehouse retail concept next to Jurong East MRT/ bus interchange of approximately 1.3M sqft
- One of four EDB-approved Warehouse Retail Scheme (“WRS”) projects and the single largest in Singapore
- Over 400,000 sqft of retail space under one roof, offering many unique features introduced for first time in Singapore on such a scale
- Seamless Shopping within its integrated retail concept, consisting: hypermarket, consumer electronics, IT & mobile accessories, furniture and furnishings and F&B
- BIG BOX will serve more than 1.2M residents, students and working population in the immediate vicinity

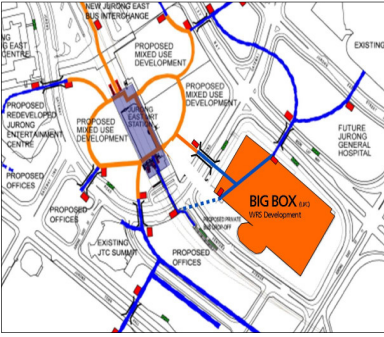


**Measuring the BOX**

- Entire complex of approx. 1.3 million sqft built on 5.6-hectare site at 1 Venture Avenue
- Eight storeys high with:
  - 600,000 sqft of area for warehouse/logistics facilities
  - 400,000 sqft for retail and F&B
  - Exhibition hall with 70,000 sqft of column-free space



### Joining The Dots, Connecting The BOX



- Strategically located at heart of Western region; easy access to major roads, expressways/ bus interchange
- Jurong Gateway Elevated Pedestrian Network (EPN)
- Overhead pathway connects to Jurong East MRT interchange
- Connected to upcoming Ng Teng Fong Hospital and Jurong Community Hospital

BIG BOX

### Progress of The BOX



- Commenced construction in mid-2013
- Current status: now working on the 7<sup>th</sup> storey
- Expected completion (TOP): August 2014
- Expected to be operational by fourth quarter 2014

BIG BOX

### (Corporate) Structure of The BOX

**Ownership of Big Box Pte Ltd:**


- **TT International Ltd (SGX Listed): 51%**
- **Utraco Investment: 30.4% \***
- **Prima BB Limited: 18.6% \***

*\*(assuming full conversion of preference shares & options)*

- Investment by TT International to date: S\$95M
- Investment Agreement with Utraco and Prima BB for S\$92M announced on 14 December 2012
- Project funding commitment of up to S\$125M from The Great Eastern Assurance Company Ltd & The Overseas Assurance Corporation Ltd announced 25 April 2013

BIG BOX

### Inside The BOX



**L3**

- Living mall
- Concept furniture, mattress, interior design
- 70,000 square feet exhibition hall

**L2**

- Consumer electronics, Core appliances, IT and mobile accessories
- Furniture and accessories

**L1**

- Hypermarket

**All in ONE BOX – TT International’s Brands**

The slide displays eight brand logos arranged in two columns. The left column includes Natural Living (with tagline 'artisans of modern resort'), ModLiving (with tagline 'MODERN LIVING'), BIA (with tagline 'BEDDING INDUSTRIES OF AMERICA'), and Electronic Solution. The right column includes AKIRA, Novena (with tagline 'Complete Affordable Home Solution'), Castilla, and Barang Barang (with tagline 'World sourced living').

**Out-of-The-BOX – Features & Highlights**

**Exhibition Hall**  
70,000 square feet, column-free  
Largest in West Singapore

**Drive-through**  
Shoppers will be able to order goods in advance and pick up items via our drive-through service

**“Single Operator” concept**  
Leverage on TTI’s expertise in international sourcing and supply chain management expertise to **drive cost savings to consumers**

**Technology-driven Systems**  
Innovative technological solutions that improve efficiency from warehouse to storefront

**THANK YOU!**

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