

## **MEDIA RELEASE**

### **The new i12 Katong lifestyle mall officially opens**

Residents of Marine Parade to be among the first consumers to experience the future of smart and sustainable retail.

**Singapore, 23 June 2022** – The new i12 Katong, Keppel Land's wholly-owned retail mall, celebrated its grand opening today, following major asset enhancement works that commenced in early 2020. The mall's opening was officiated by Guest-of-Honour, Dr Tan See Leng, Minister for Manpower, Second Minister for Trade and Industry, and Adviser to Marine Parade GRC Grassroots Organisations, together with Mr Loh Chin Hua, CEO of Keppel Corporation and Chairman of Keppel Land, as well as the senior management of Keppel Land.

Occupying prime position in the heart of one of Singapore's most charming neighbourhoods, the iconic i12 Katong stands at the intersection where old meets new, between East Coast Road and Joo Chiat Road. Nestled amid quaint shophouses, cool cafés and hip boutiques, the new i12 Katong injects a refreshing dose of vibrancy with over 150 retail brands and services opening progressively, as well as smart lifestyle offerings. With easy access to major expressways and the upcoming Marine Parade MRT station, which is slated to open in 2024, the new i12 Katong is set to draw even more visitors from across the island.

Mr Louis Lim, CEO of Keppel Land, said, "The enhancement of i12 Katong is in line with Keppel Land's vision to be a leader in redefining urban spaces for a sustainable future. After over two years of re-design and development, we are pleased to present the new i12 Katong – the future of retail re-imagined, and a living laboratory for a variety of novel retail concepts and curated experiences built around the consumer and empowered by technology and sustainable practices.

"I would like to acknowledge our tenants and partners for coming alongside and contributing towards bringing our vision for the mall to life. We are confident that the eclectic, multi-experiential lifestyle concepts, programmes and spaces will delight both new and returning patrons, creating a new buzz in the Eastern part of Singapore."

The design, environment and tenant mix at the new i12 Katong have been thoughtfully curated to meet the needs of the community. For example, the new mall features a wide array of establishments that are designed to excite aficionados and epicureans, including Bistro Bytes, an innovative food and beverage (F&B) concept developed by Keppel Land, and Pop Palette, a specially curated fashion and lifestyle zone featuring bespoke international and local brands.

In addition, the mall also features several ‘firsts’, including Core Clinic – Singapore’s first medical co-working space for practitioners, lululemon’s first store in the eastern region of Singapore, as well as Mr Woofles, Singapore’s first dog club and daycare to be situated within a mall.

### **Smart mall**

Harnessing the synergies of the Keppel Group, Keppel Land has collaborated with M1 to transform i12 Katong into a 5G-enabled shopping mall. This not only provides high-speed connectivity to visitors and tenants but also creates an omnichannel environment for shoppers, who can enjoy enhanced access to store information and services online.

The newly launched Bistro Bytes is a unique and innovative F&B concept developed by Keppel Land. It brings together a curated community of F&B brands, with a focus on delivering a seamless experience for customers while empowering tenants’ business growth in a “phygital” environment, which integrates both physical and digital offerings.

Bistro Bytes features a fully automated omnichannel store front, enabling shoppers to mix-and-match orders from any store either at kiosks in the mall or through the *KLIK by Keppel* mobile application. Shoppers can then pick up their food at automated lockers seamlessly or have it delivered conveniently to the comfort of their homes or offices.

At Bistro Bytes, shoppers can delight in a range of cuisines from eight F&B providers – A-One Signature, Fried Master by Ding Wei, Green Signature, Milksha, My Tampopo, Pizza Express, Stacked, and The Pasta Project.

Powered by robotics and digital automation developed in-house at Keppel Land, Bistro Bytes also offers tenants greater productivity and higher sales efficiency, as well as the agility to rapidly launch new brands and food offerings to meet fast changing consumer demands. With the use of technology and innovation, Keppel Land has also helped tenants reduce overhead expenses and mitigate the challenge of hiring service staff amidst a tight labour market. In addition, tenants can leverage i12 Katong’s support on process management as well as tap on its collaborations with other Keppel Group companies such as City Energy and Keppel Electric to further enhance efficiencies, and thus focus on growing their businesses.

### **Eclectic bazaar**

Visitors to the mall can look forward to a diverse array of artisan products at Pop Palette, ranging from clothes and accessories to trendy memorabilia. This specially curated fashion lifestyle zone features a strong line-up of internationally recognised brands such as August Society, Chateau De Sable and popular homegrown brands such as Anais An, J.Keyer, Rina Lee, The Kin Thread and LIMS Legacy.

### **Sustainable commune**

In line with Keppel’s Vision 2030, Keppel Land places sustainability at the core of its strategy, and this commitment is reflected in the environmentally sustainable features and initiatives incorporated in the new i12 Katong. i12 Katong has implemented energy-efficient features such as LED lighting, water-efficient fixtures, a waste recycling system and electric vehicle chargers to support Singapore’s target to phase out internal combustion engine vehicles by 2040. A food digester will also be installed to break down food waste, which will be converted into compost

or liquid waste. In addition, i12 Katong is encouraging its shoppers and tenants to join its sustainability journey by promoting responsible disposal and recycling methods.

i12 Katong is also collaborating with Willing Hearts, a charity that operates a volunteer-run soup kitchen in Singapore, on a food collection initiative where the public can donate non-perishable food items via food donation boxes located in the mall. An urban farming system to grow vegetables vertically within the mall has also been set up, and vegetables grown, such as lettuce, kale, mint, and basil will be donated to Willing Hearts.

### **Statement of art**

i12 Katong's unique retail space features a series of art exhibits that celebrate the vibrant and diverse works of emerging and established artists and designers across Asia. i12 Katong has specially commissioned a centrepiece sculpture and two murals, which are located at the Level 1 main entrance and at Level 4 respectively.

For the sculpture, i12 Katong collaborated with a local art gallery, Sound of Art, and a local design collective, PLUS Group, to design and create the sculpture using recyclable FSC-certified paper. The sculpture seeks to capture the eclectic Katong spirit by reflecting the cultural diversity and heritage of Katong in the form of paper modules that are folded into truncated octahedrons. The blue and green colour hues pay homage to Katong's proximity to the sea.

The inspiration for the murals comes from the vibrant energy of the Katong district with a melange of Peranakan culture and heritage shophouse vibes. The murals feature two characters that are shown enjoying the food and culture of the area. These art pieces are bold statements that depict the colourful Katong neighbourhood and are representative of i12 Katong's support for the arts.

### **Grand opening promotions**

To celebrate i12 Katong's grand opening, a plethora of entertainment, events, activities and offers have been lined up. Refer to the annex for more information.

– END –

### **About i12 Katong**

Located at the intersection of East Coast Road and Joo Chiat Road, i12 Katong is positioned as the lifestyle and F&B hub in the eastern part of Singapore. The revamped shopping mall comprises six levels of retail and lifestyle shops and two basement levels of car park. With over 150 specialty, F&B and retail stores opening progressively, i12 Katong offers shoppers and diners an unrivalled and eclectic mix of retail, dining and entertainment options. For more information, visit <https://i12katong.com.sg/>.

### **About Keppel Land**

Keppel Land is a wholly-owned subsidiary of Keppel Corporation, a Singapore flagship multinational company, which provides solutions for sustainable urbanisation, focusing on energy & environment, urban development, connectivity and asset management. Keppel Land delivers innovative and multi-faceted urban space solutions that enrich people and communities.

Its sterling portfolio includes award-winning residential developments, investment-grade commercial properties and integrated townships. It is geographically diversified in Asia, with China, Singapore and Vietnam as its key markets, while it continues to scale up in other markets such as India and Indonesia.

**For more information, please contact:**

Frances Teh  
Senior Manager  
Group Corporate Communications  
Keppel Corporation Limited  
Tel: (65) 6413 6437  
Email: [frances.teh@kepcorp.com](mailto:frances.teh@kepcorp.com)

## **ANNEX**

### **Grand opening promotions**

#### **KLIK Member Rewards [from now till 31 July 2022]**

- New members will receive 500 bonus KLIK points (equivalent to \$5 i12 Katong e-voucher) when they submit their first receipt from i12 Katong with a minimum purchase of \$10 in a single receipt. Limited to the first 1,000 new sign-ups with a valid receipt submission.
- Existing members who spend \$60 and above will enjoy 1,000 points (equivalent to a \$5 i12 Katong e-voucher) and \$2 parking credits. Existing members who spend \$100 and above will enjoy 2,000 points (equivalent to a \$10 i12 Katong e-voucher) and \$2 parking credits. While stocks last.

#### **Bistro Bytes' Promotion [now till 31 July 2022]**

- First 100 KLIK members to use the KLIK app to place an order can enjoy free delivery (up to \$12), with a minimum \$30 purchase.

#### **Tenants' Promotion [20-24 June 2022]**

- Shoppers can look forward to enjoying 1-for-1 deals across a selection of mains, drinks, snacks, desserts and other shopping offers. The list of participating tenants can be found at <https://i12katong.com.sg/>.

#### **Additional KLIK Member Promotions [23-26 June 2022]**

- Existing members can earn 2x KLIK points with any minimum \$10 receipt submitted.
- First 100 shoppers each day who present a receipt of minimum \$10 will get their purchase reimbursed in CS Fresh vouchers. This is capped at \$50 and limited to one redemption per shopper, per day. The reimbursed voucher amount will be rounded down to the nearest \$10.

Terms and conditions apply for the above promotions.

For more information, visit <https://i12katong.com.sg/>.

## Tenants at i12 Katong

Tenant Mix		
<b>Anchor Tenants</b>	<ul style="list-style-type: none"> <li>• CS Fresh</li> <li>• Golden Village</li> <li>• United World Preschool</li> </ul>	
<b>New Tenants</b>	<ul style="list-style-type: none"> <li>• All That Jazz Dance Academy</li> <li>• Absolute Boutique Fitness Studio</li> <li>• Am Cosset</li> <li>• AU by AKEMIUchi</li> <li>• Ayam Penyet President</li> <li>• Churros Republic</li> <li>• Climb Central</li> <li>• Coconut Queen</li> <li>• Core Clinic</li> <li>• Core Collective</li> <li>• Coucou Hotpot</li> <li>• Crystal Jade La Mian Xiao Long Bao</li> <li>• Dulcet &amp; Studio</li> <li>• EGA Juice</li> <li>• Emtech Wellness</li> <li>• FancyMart</li> <li>• Fang Cao Yuan</li> <li>• Flash Coffee</li> <li>• For The Love of Laundry</li> <li>• Fun Toast</li> <li>• Gelatissimo</li> <li>• Gong Cha</li> <li>• Gopizza</li> <li>• Guzman Y Gomez</li> <li>• Hardware City</li> <li>• HealSpa</li> <li>• Hey! I am Yogost</li> <li>• Hockhua Tonic</li> <li>• Huggs Collective</li> <li>• Illumia</li> <li>• IPPUDO</li> <li>• iVegan</li> <li>• Janice Wong Singapore</li> <li>• Junior Page</li> <li>• Kei Kaisendon</li> <li>• Kindermusik With Love Studios</li> </ul>	<ul style="list-style-type: none"> <li>• Malaysia Boleh</li> <li>• Mathnasium</li> <li>• Mr Woofles</li> <li>• Navis Hair &amp; Beauty Salon</li> <li>• NCBC Nothing But Cheese Burger</li> <li>• Ninja Mama</li> <li>• Ogawa</li> <li>• Olympic Taekwondo Academy</li> <li>• One Wellness Medical</li> <li>• Organic Express Hair Colour Lab</li> <li>• Papilla Haircare</li> <li>• Prive</li> <li>• PS.Cafe</li> <li>• Re.juve</li> <li>• RollGaadi</li> <li>• Royce Orthodontic &amp; Paediatric Dental Centre</li> <li>• Scoop Wholefoods</li> <li>• Signature KOI</li> <li>• So Good Bakery</li> <li>• Spectacle Hut</li> <li>• Sultans Barbershop</li> <li>• Table Matters</li> <li>• Tea Pulse</li> <li>• The Eton Academy</li> <li>• The Green Party</li> <li>• Top Crepes</li> <li>• Tott Store</li> <li>• Tree Art</li> <li>• Typhoon Cafe</li> <li>• Wan to Play</li> <li>• White Ginger</li> <li>• Wings Bar &amp; Café</li> <li>• Yum Yum Thai</li> </ul>

	<ul style="list-style-type: none"> <li>• Kind Kones</li> <li>• KRate</li> <li>• Liang Yi TCM</li> <li>• Lululemon</li> </ul>	
<b>Returning Tenants</b>	<ul style="list-style-type: none"> <li>• 1855 The Bottle Shop</li> <li>• Boost Juice Bars</li> <li>• Guardian</li> <li>• J-mart</li> <li>• Kcuts</li> <li>• Lilielihoods Social</li> <li>• Maki-San</li> <li>• RIA Menorca</li> <li>• Shopping at Tiffany's</li> <li>• Tang Shan TCM &amp; Massage</li> <li>• Therapy Market</li> <li>• Tim Ho Wan</li> <li>• Watsons</li> <li>• Wine Connection</li> </ul>	
<b>Bistro Bytes</b>	<ul style="list-style-type: none"> <li>• A-One Signature</li> <li>• Fried Master by Ding Wei</li> <li>• Green Signature</li> <li>• Milksha</li> <li>• My Tampopo</li> <li>• Pizza Express</li> <li>• Stacked</li> <li>• The Pasta Project</li> </ul>	
<b>Pop Palette</b>	<ul style="list-style-type: none"> <li>• Anais An</li> <li>• August Society</li> <li>• Chateau De Sable</li> <li>• J.Keyer</li> <li>• LIMS Legacy</li> <li>• LittleShop</li> <li>• Rina Lee</li> <li>• The Kin Thread</li> </ul>	

Note: Several tenants have yet to commence operations but will be opening soon.