



CapitaLand Media/Analysts Trip: CapitaLand Mall Asia Limited

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Disclaimer

This presentation may contain forward-looking statements that involve risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of a number of risks, uncertainties and assumptions. Representative examples of these factors include (without limitation) general industry and economic conditions, interest rate trends, cost of capital and capital availability, availability of real estate properties, competition from other companies and venues for the sale/distribution of goods and services, shifts in customer demands, customers and partners, changes in operating expenses, including employee wages, benefits and training, governmental and public policy changes and the continued availability of financing in the amounts and the terms necessary to support future business. You are cautioned not to place undue reliance on these forward looking statements, which are based on current view of management on future events.



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- **Differentiating Ourselves**
 - Retailers' Engagement
 - Reinventing the Mall
 - Embracing Technology
- **Moving Forward**

Overview of CapitaLand Mall Asia



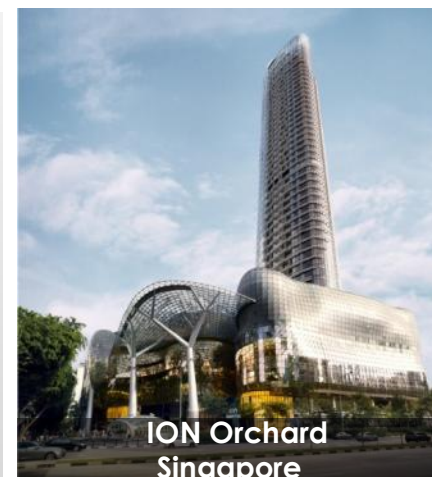
Raffles City Shanghai, China



Overview of CapitaLand Mall Asia

Asia's leading mall developer, owner and manager

- CapitaLand Mall Asia (“CMA”) is one of the largest shopping mall developers, owners and managers in Asia by total property value of assets and by geographic reach
- 105¹ shopping malls with a total property value² of approximately S\$40.5 billion^{1,3}



Notes

1. As at 30 Sept 2015
2. Aggregate property value of the properties in CMA's portfolio (where the property value of each of the properties is taken in its entirety regardless of the extent of CMA's interest)
3. Excludes CMA's interest in Horizon Realty Fund, which CMA does not manage



The Scale to Entrench Our Presence

ONE unique integrated shopping mall business

105 malls

54 cities

5 countries

99.0¹ million
sq ft Total GFA

S\$40.5 billion
Total property
value

>4,000 staff



1. As at 30 September 2015. For projects under development, GFA is estimated.



Industry-Leading Network of ~15,000 Leases

Strong relationship with a wide profile of retailers including home-grown chains and international brands





Multiple Platforms to Recycle Assets & Tap Capital

- REITs and fund management allow capital recycling and the matching of right type of capital to risk-return trade off
- Our established platforms enable seeding of assets in the private funds and at the same time, leverage on the REIT platforms for the ongoing strategy to recycle assets

3 REITS



6 Private Funds

CapitaLand Mall
China Income Fund I
China



CapitaLand Mall
China Income Fund III
China



CapitaLand Mall
China Income Fund II
China



CapitaMalls
Japan Fund
Japan



CapitaLand Mall
China Development Fund
III
China



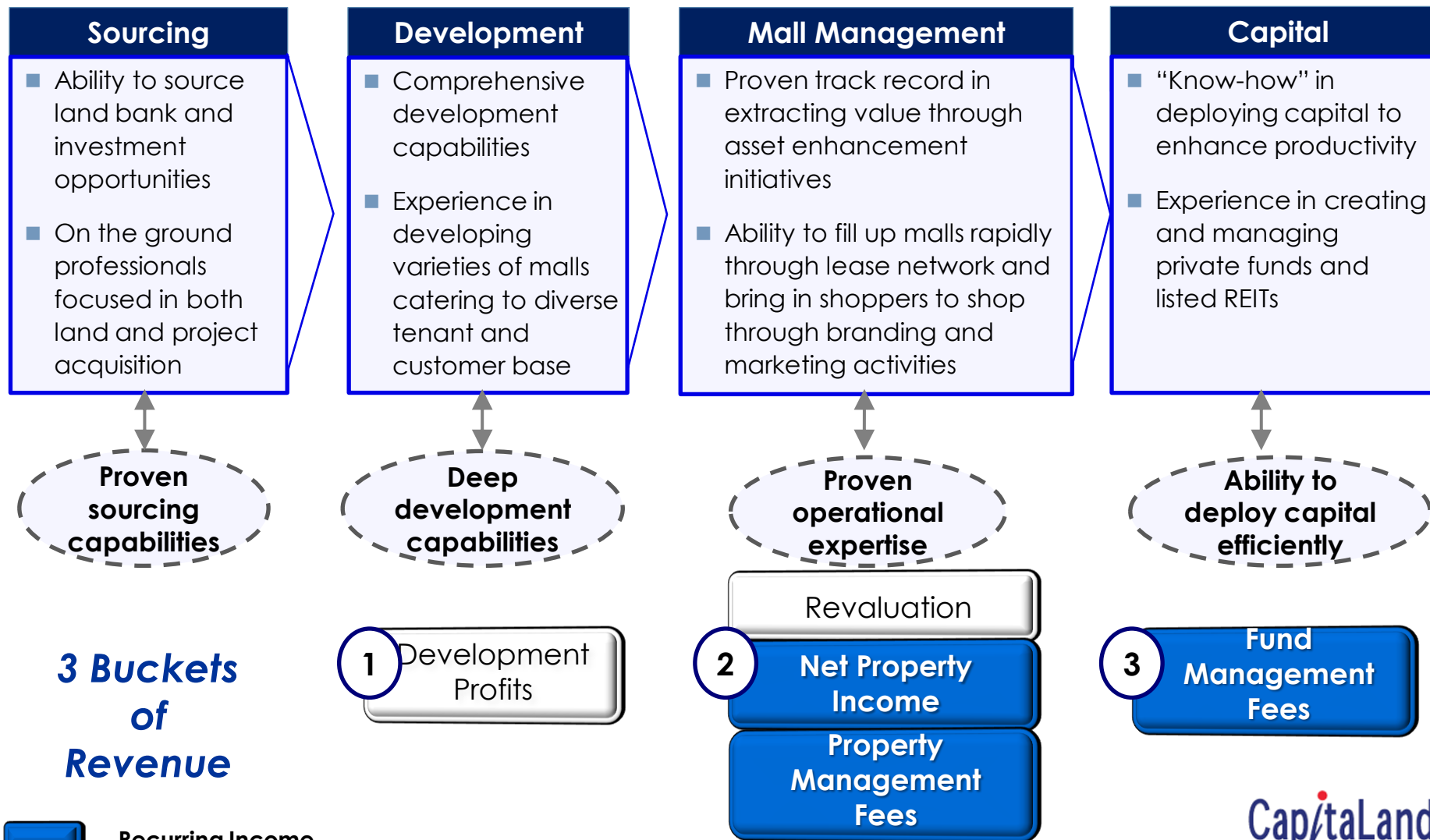
CapitaLand Mall India
Development Fund
India





CMA Retail Real Estate Value Chain

Integrated retail business with end-to-end capabilities



CapitaLand's >20 Years of Presence in China

Landmark developments include Hongkou Plaza in Shanghai, Raffles City Shanghai, CapitaMall Jinniu in Chengdu and CapitaMall Wusheng in Wuhan



Strong understanding of the China retail real estate market





Malls are Strategically Located in Large Population Catchment Areas

One-stop shopping, dining and entertainment destinations within sizeable population catchment areas

Well-positioned and accessible via major transportation routes



CapitaMall Taiyanggong, Beijing



Minhang Plaza, Shanghai



Raffles City Beijing



CapitaMall Aidemengdun, Harbin



CapitaMall Tianfu, Chengdu



CapitaMall Saihan, Hohhot



CapitaMall Xindicheng, Xi'an



Geographically Diversified in Multi-tiered Cities

Operations are organised into 6 regions

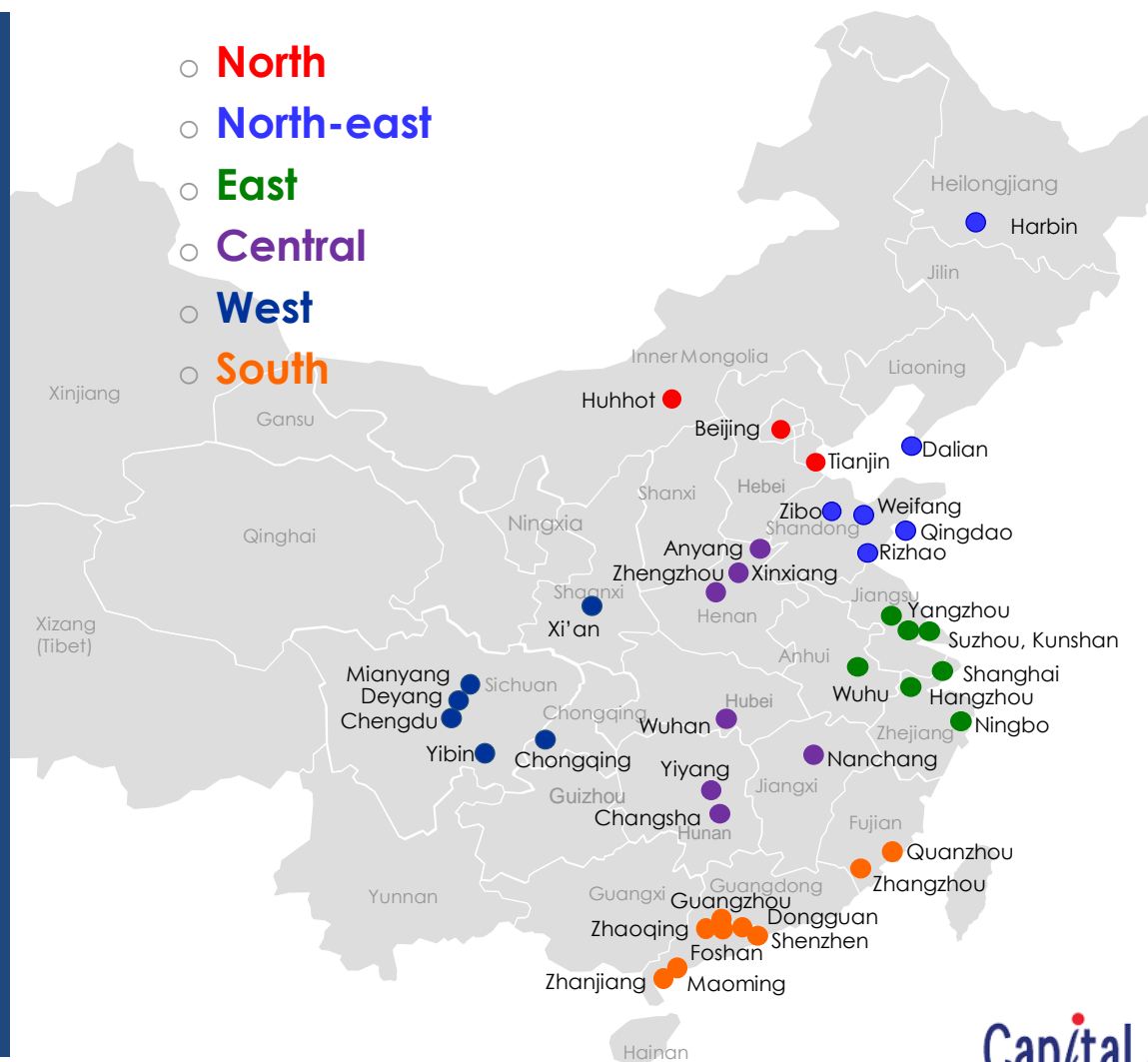
64 malls
(54 operational malls)

38 cities

70.4 million sq ft
Total GFA

S\$21.2 billion
Total property value

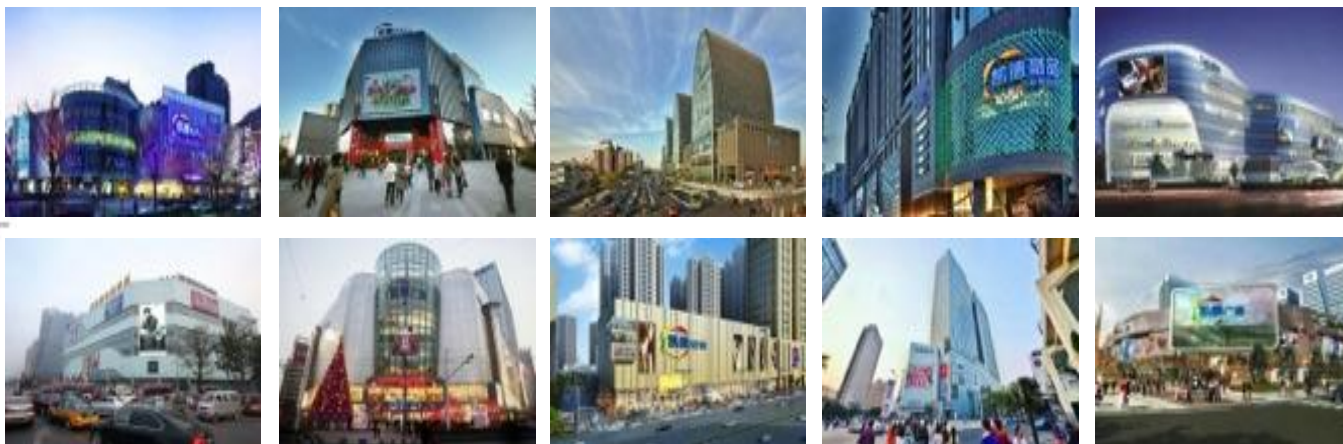
Early mover advantage





Build Scale in Key Cities for Growth

1. Aligned with CapitaLand's city clusters of Beijing/Tianjin, Shanghai/Hangzhou/Suzhou/Ningbo, Guangzhou/Shenzhen, Chengdu/Chongqing and Wuhan
2. Explore with CapitaLand China for integrated development opportunities



Differentiating Ourselves



Retailers' Engagement

Partnering Our Retailers to Grow

East China New Landmarks Unveiling Ceremony – 8th April 2015



Retailers' Engagement Partnering Our Retailers to Grow

Tenant engagement programme to add value to retailers' business
Seminars and workshops conducted by industry experts

The Evolution of Experience 27 April 2015



Innovate From The Heart (CEO Breakfast Roundtable) 3 Sep 2015



Retail Future 30 Oct 2015



The Innovation of Place 19 Aug 2015





Continually Reinvent Malls as Lifestyle Destinations

- Create **destinations** that people want to come to for **multiple reasons**: shopping, dining, entertainment, socialising, enjoyment of the space etc.
- More than just a place to buy – **experience** and a **place to gather**
- Space/retail mix, mall architecture/design, common spaces to evolve





CAPITASTAR Proposition

With deeper **understanding** of shoppers through effective **engagement & analytics**, we can drive shopper **stickiness** with increased **frequency** of visits and **spending** per visit.

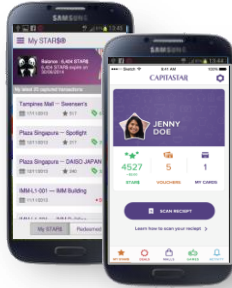




Multiple Shopper Touch Points



Website



Mobile App



Location based notifications



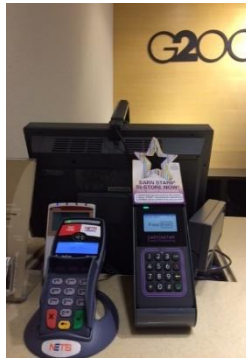
eCatalogue



Self-Collection Machine



Concierge



In-Store



eDM Blast

<ADV>We are UPSIZING your rewards from daily earning of 1000STAR\$ to 5000STAR\$.W.e.f. [1 Feb 2015](#). Visit www.capitastar.com.sg. T&Cs apply.SMS 'USUB CS' to [79777](tel:79777)

SMS Blast

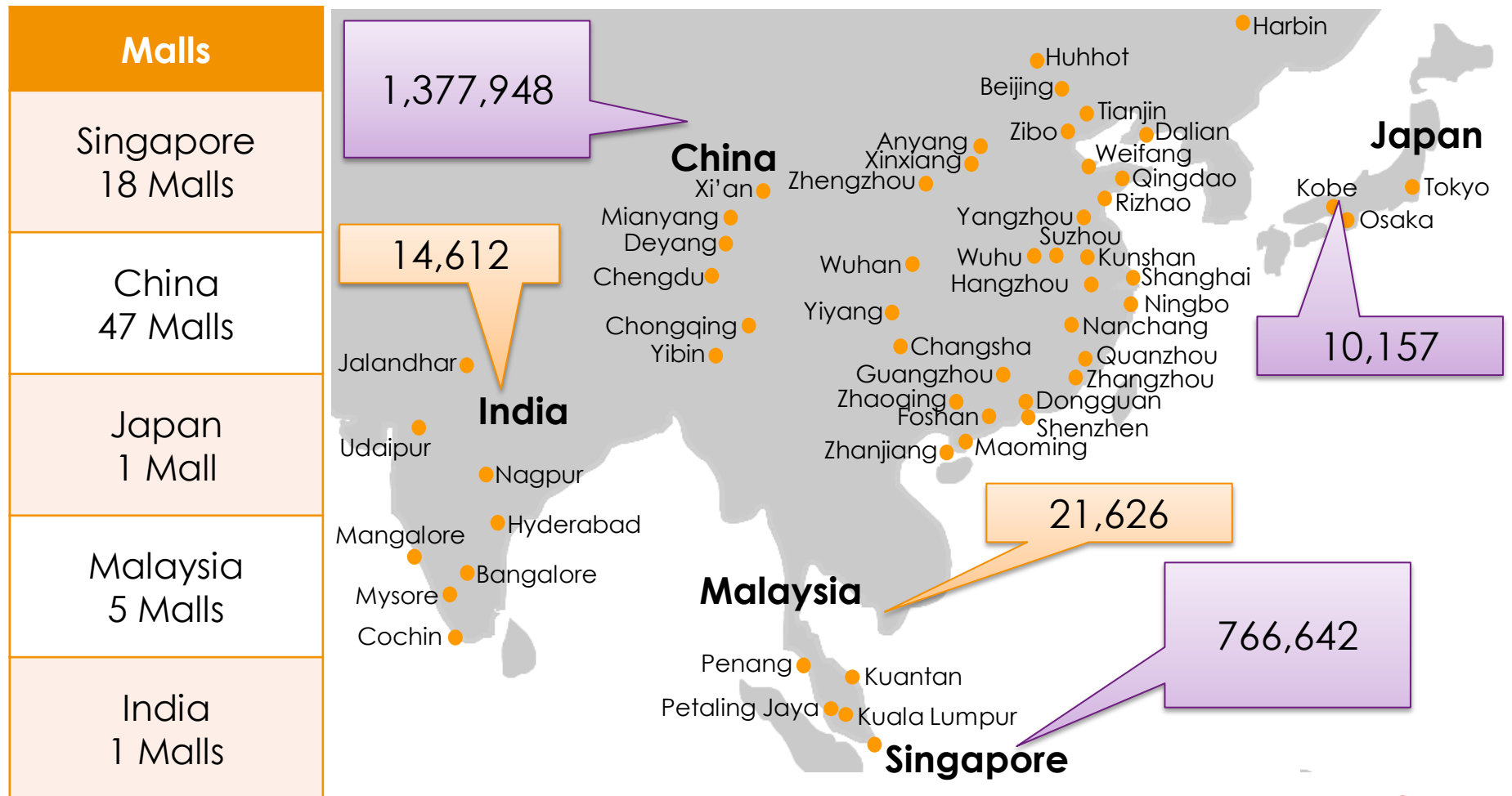


Self-Service Kiosk



CAPITASTAR Footprint

2.2 million members (as of 25 Oct 2015)





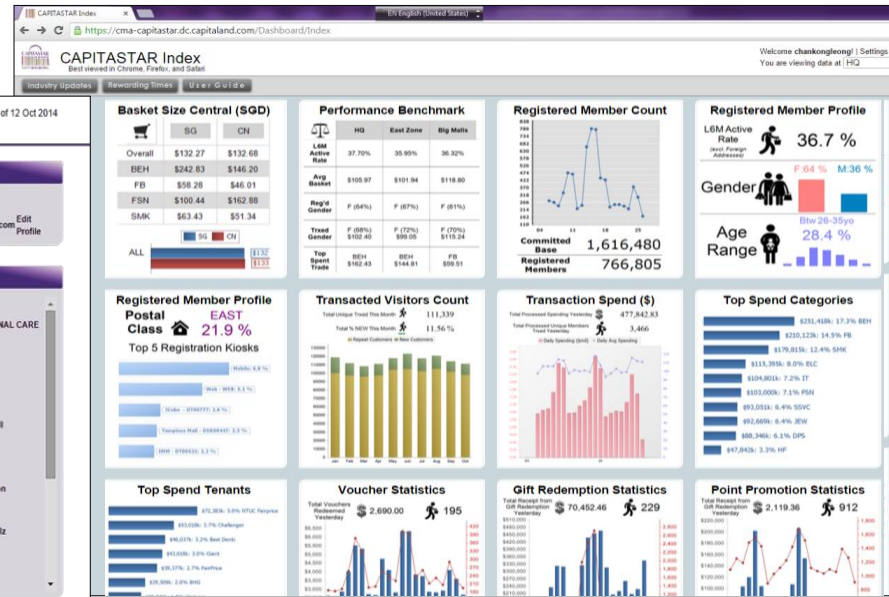
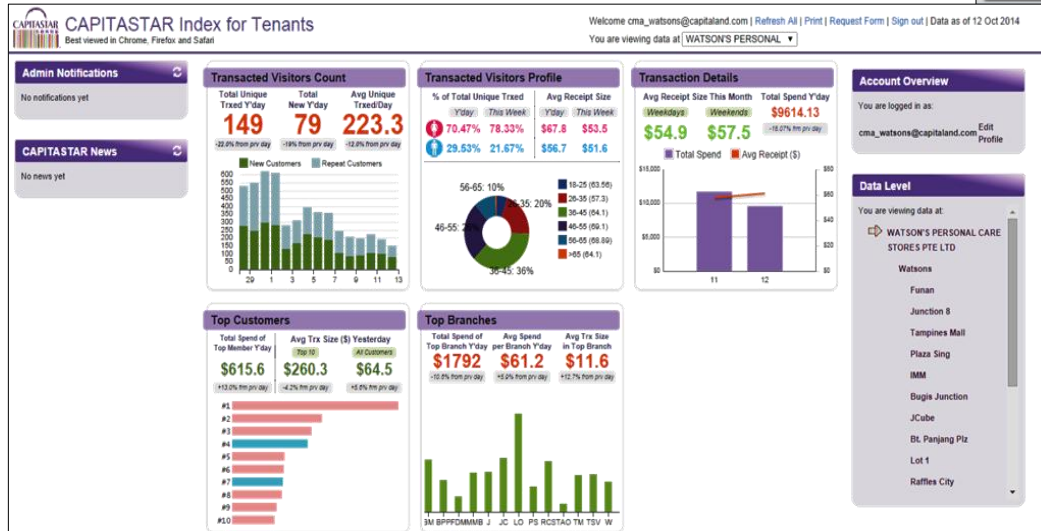
Embracing Technology

CAPITASTAR Analytics

Empowering malls & tenants with insights

Provides malls with insights of shoppers

Provides tenants with insights of shoppers



Allows tenants to generate targeted campaigns for specific member clusters

CAPITASTAR
www.capitaland.com

Welcome cma_coldstoragecapitaland.com | Data as of 10 May 2015
You are viewing data at: **COLD STORAGE SINGAPORE**

Promo Set Up | Measurement

Campaign Name: SG50 Grocery Jubilee

Campaign Sub-Name: Cold Storage Mobile Coupons

Campaign Method: Mobile Voucher

Membership: CAPITASTAR

Campaign Period: 2015-05-01 to 2015-05-30

Brands: Cold Storage, RAFFLES CITY MARKET PLACE

Malls: Funan - Cold Storage, Bugis Junction - Cold Storage

Coupon Category: Funan - Cold Storage, Bugis Junction - Cold Storage, JCube - Cold Storage, Star Vista - Cold Storage, Plaza Sing - Cold Storage

Segment to Apply: IMM - Giant, Sembawang SC - Giant

Gender Sub-Filter: IMM - Giant, Sembawang SC - Giant

Age Sub-Filter: IMM - Giant, Sembawang SC - Giant

SG50 Grocery Jubilee
Cold Storage Mobile Coupons
Mobile Voucher
CAPITASTAR
EXPIRING ON 2015-05-30

Voucher No: XX-XXXX-XXXX-XXXX
Tap to view
VALID FROM 2015-05-01
ISSUE DATE 2015-05-30

Expected Size of Segment: 0 members
Estimated Cost: SGD 50,00

CAPITASTAR News
Fri, 17 Oct 2014
eCatalogue available for redemption.
Self-collection at T.I.M. at Westgate.
Tue, 04 Mar 2014
CAPITASTAR for Westgate and Bedok Mall were launched as of early December 2013.

Admin News
Wed, 12 Nov 2014
for info, chart now has monthly view. happy





What is Food-to-Go?

- **Mechanism:** A website that allows customers to pre-order lunch online and self-collect at the F&B outlets.
- **Objective:** An online channel to help F&B tenants generate additional GTO.
- **Pilot:** Raffles City from 1 October 2015 to 31 March 2016.
(<http://foodtogo.com.sg/>)



HOW TO ORDER



Select a preferred lunch set



Add it to your basket



Check out before 11.15am cut-off or pre-order up to 7 days in advance



Collect your meals at the restaurant at 12.30pm. Last collection is at 1.30pm.



Embracing Technology

Value of Food-to-Go

VALUE TO CUSTOMERS

- Enjoy convenience of online platform which saves time (no waiting in line for takeaways)
- Enjoy expediency of bulk order for lunch-in meeting
- Enjoy variety of F&B options without leaving the building during peak period

VALUE TO F&B TENANTS

- Access to captive audience as an additional online sales channel
- Join an online channel owned by CapitaLand, who is more reputable and able to provide greater exposure
- Create mindshare and brand awareness



SuFood



Imperial Treasures



Cedele



ComNam



Watami



Grandma's



Putien



NamNam

Moving Forward: Malls Open in 2015



CapitaMall SKY+, Guangzhou, China



China: Tianjin International Trade Centre

- Opened on 29 May 2015; located at XiaoBaiLou CBD in Tianjin
- Committed retail occupancy ~82%



China: CapitaMall 1818, Wuhan

- Opened on 17 September 2015; committed occupancy ~ 81%
- CapitaLand's third mall opening in Wuhan; directly linked to subway Line 4





China: CapitaMall SKY+, Guangzhou

- Opening in December 2015
- Only mall in Baiyun New Town that is directly connected to a subway station



Key Malls Opening in Next Few Years



Suzhou Center Mall, China



Pipeline Of Malls Opening

Country	No. of Properties as of 30 Sep 2015			
	Opened	Target to be opened in 2015	Target to be opened in 2016 & beyond	Total
Singapore	19	-	1	20
China	54	1	9	64
Malaysia	6	-	1	7
Japan	5	-	-	5
India	4	-	5	9
Total	88	1	16	105



Key Malls Opening in Next Few Years



LuOne, Shanghai

GFA excl. car park **139,000 sq m (approx)**

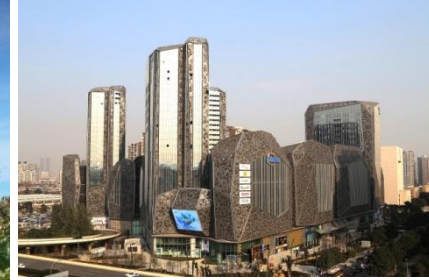
Opening **2017**



Suzhou Center Mall

GFA excl. car park **364,000 sq m (approx)**

Opening **2017**



Thank You

16 November 2015

Appendix



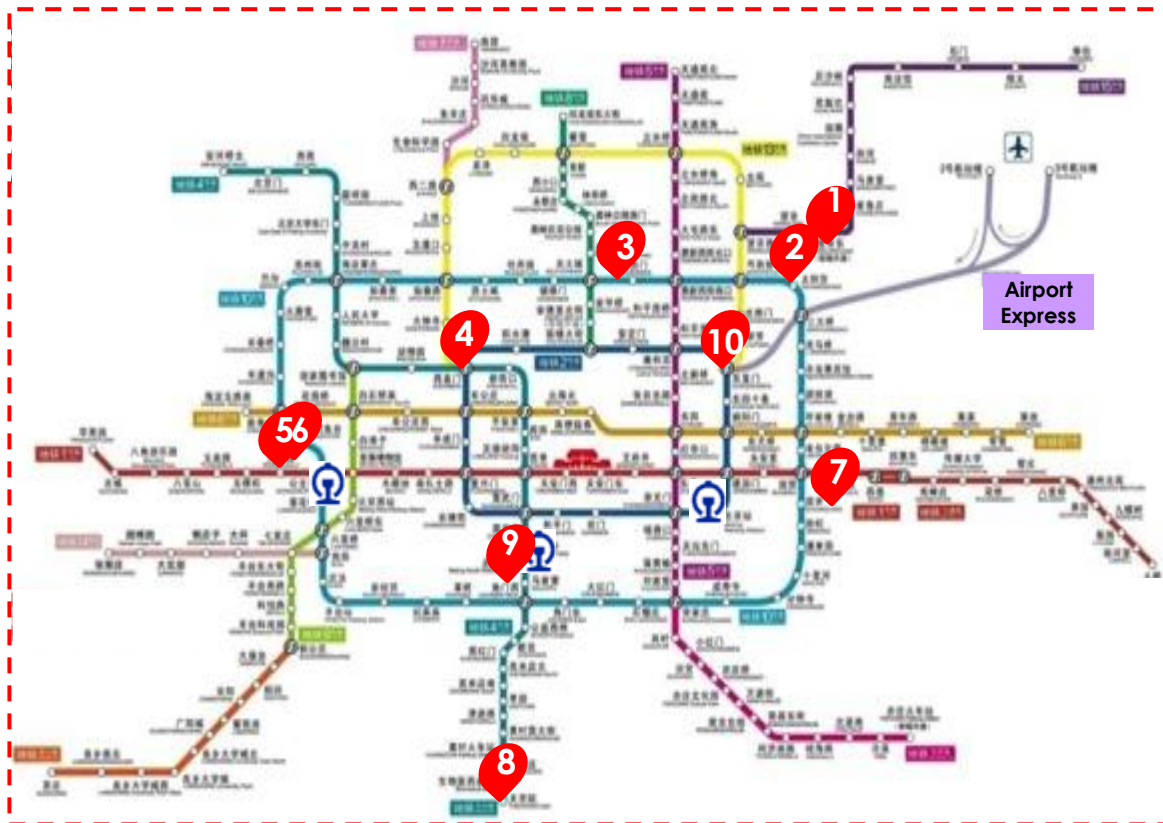
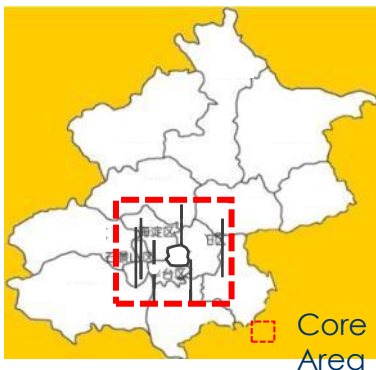
Hongkou Plaza, Shanghai, China



Building Relevant Scale in Key Regions

Beijing

10
malls in
Beijing



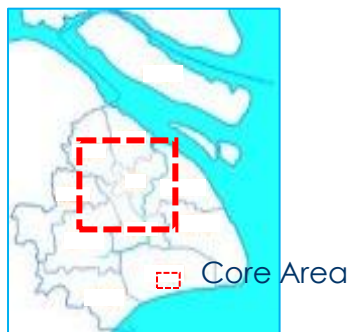
1. CapitaMall Wangjing
2. CapitaMall Taiyanggong
3. CapitaMall Anzhen
4. CapitaMall Xizhimen
5. CapitaMall Crystal
6. CapitaMall Cuiwei
7. CapitaMall Shuangjing
8. CapitaMall Tiangongyuan
9. CapitaMall Grand Canyon
10. Raffles City Beijing



Building Relevant Scale in Key Regions

Shanghai

6
malls in
Shanghai



1. Hongkou Plaza
2. Raffles City Shanghai
3. LuOne
4. Raffles City Changning
5. CapitaMall Qibao
6. Minhang Plaza

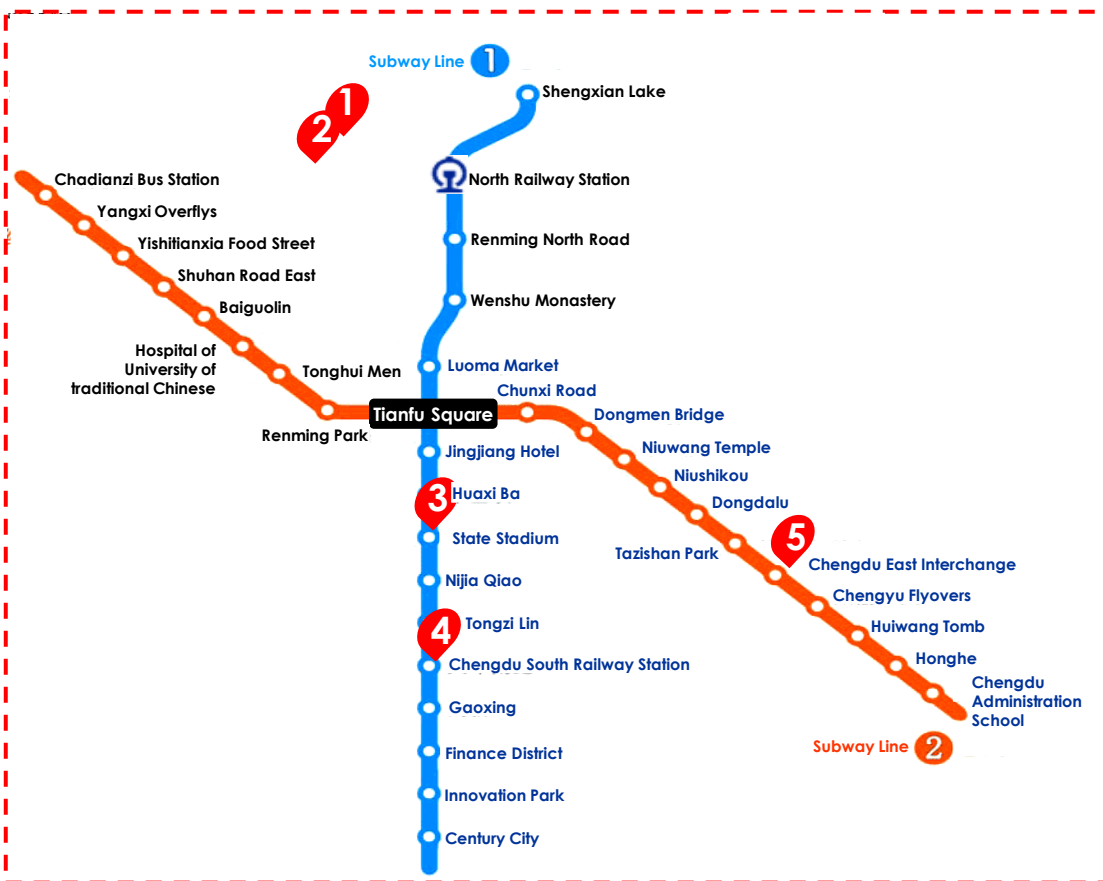
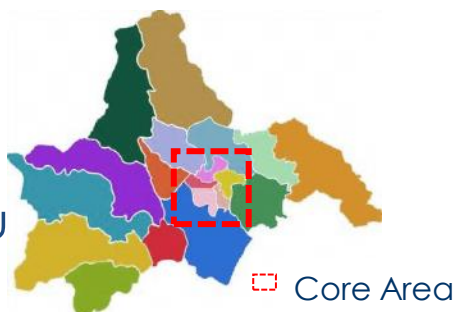


Building Relevant Scale in Key Regions

Chengdu

5

malls in
Chengdu



1. CapitaMall Jinniu
2. CapitaMall Shawan
3. Raffles City Chengdu

4. CapitaMall Tianfu
5. CapitaMall Meilicheng

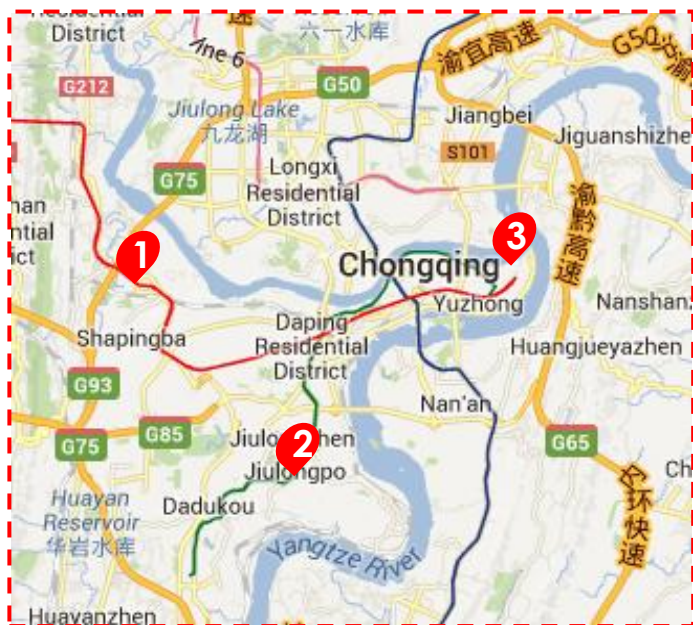


Building Relevant Scale in Key Regions

Chongqing

3

malls in
Chongqing



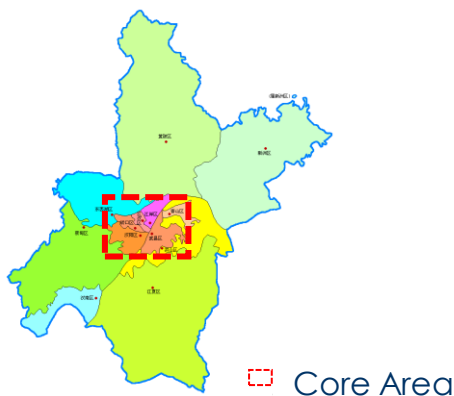
1. CapitaMall Shapingba
2. CapitaMall Jiulongpo
3. Raffles City Chongqing



Building Relevant Scale in Key Regions

Wuhan

4
malls in
Wuhan



1. CapitaMall Wusheng
2. CapitaMall Minzhongleyuan
3. CapitaMall 1818
4. Gutian integrated development





Building Relevant Scale in Key Regions

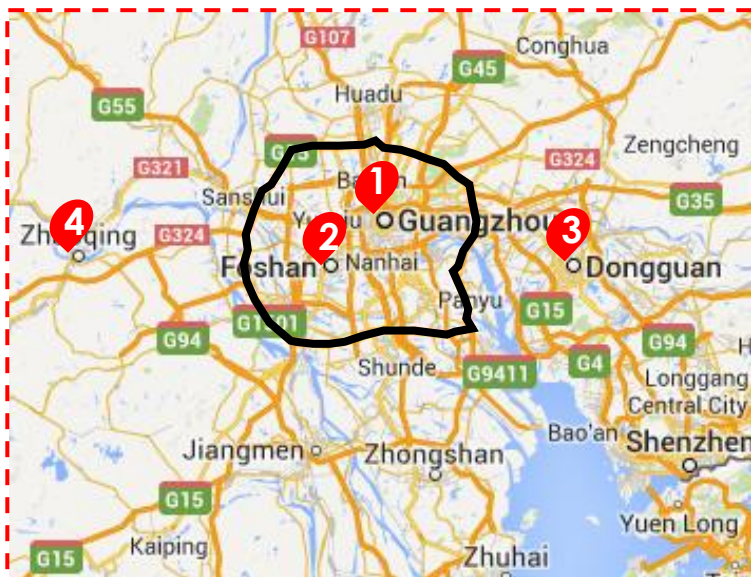
Guangzhou

4

malls
around
Guangzhou



Core Area



1. CapitaMall SKY+, Guangzhou
2. CapitaMall Nanhai, Foshan
3. CapitaMall Dongguan
4. CapitaMall Zhaoqing